



# San Pablo City

## TOURISM MASTER PLAN

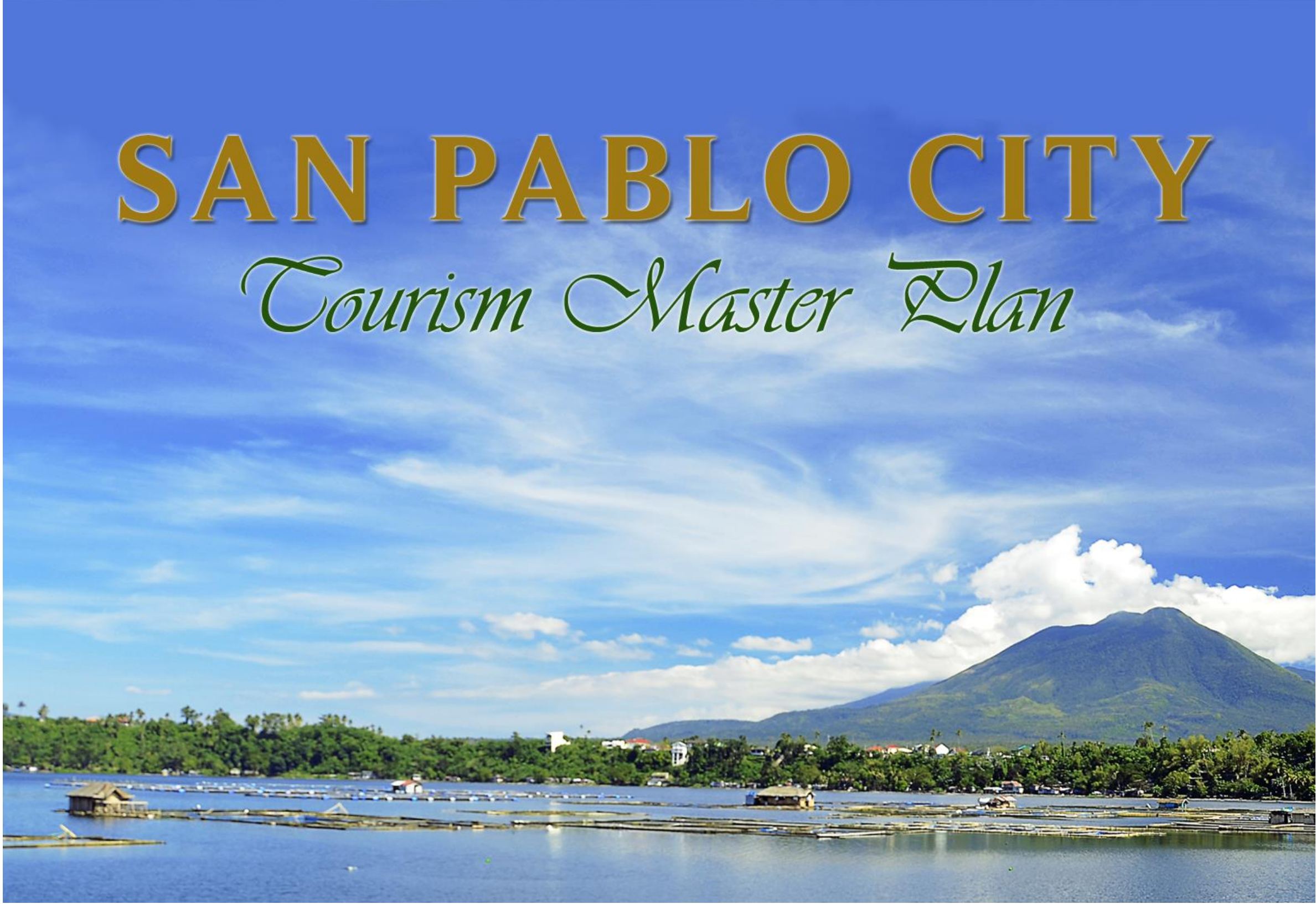


2015-2020



# SAN PABLO CITY

## *Tourism Master Plan*





REPUBLIC OF THE PHILIPPINES  
CITY MAYOR'S OFFICE  
SAN PABLO CITY

## Message of the Mayor



Quoting from the Tourism Act of 2009, *“tourism is an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos.”* It is along this policy direction that I chose TOURISM

as one the flagship programs of my administration.

The formulation of the Tourism Master Plan (TMP) for the City of San Pablo is very timely as it responds to the call of harnessing local resources, both natural and social-cultural, as a vehicle of socio economic development. This will support

key development objectives of poverty alleviation, employment generation, income redistribution, people empowerment, and environment and natural resources conservation.

The TMP provides a comprehensive framework for the establishment and management of sustainable tourism projects in the City - projects that are environment-friendly, conscious of the needs of the local people, income generating, and ensuring the satisfaction of local and foreign visitors. The TMP also offers a menu of tourism and tourism-related business opportunities, which business entrepreneurs and other interested groups could invest on, thus helping propel the economic growth of the City.

With the full support of all stakeholders, excellent local leadership, and guidance of God Almighty, we hope to attain our vision of making San Pablo City: **a premier eco-adventure cum histo-cultural tourist destination in the CALABARZON region.**

**HON. LORETO S. AMANTE**

City Mayor



Republic of the Philippines  
**CITY HISTORY, ARTS, CULTURE AND TOURISM OFFICE**  
3<sup>rd</sup> Floor, Museo ng San Pablo, Old Capitol Building, San Pablo City  
e-mail: tourism-sanpablo@yahoo.com Fax No.: (049)562-1429

## Message from CHACTO



initiated the formulation of the Tourism Master Plan (TMP) to harness the rich natural resources of San Pablo City.

One of the comparative advantages of San Pablo, dubbed as the City of Seven Lakes, is its rich natural resources, cultural heritage, fun festivities, and historical landmarks. It's a pity if these resources are not harnessed for tourism development.

Tasked by the City Mayor to spearhead tourism development, the City History, Arts, Culture and Tourism Office (CHACTO) in partnership with the City History, Arts, Culture and Tourism Council (CHACTC),

The TMP was a product of a long, grueling, arduous, participatory process, with many stakeholders consulted and met to ensure that their concerns, views and opinions are incorporated in the plan.

The end product is a TMP that advocates protection and conservation of natural environment and at the same time, promotes a tourism program that is economically viable and socially equitable, and sensitive to the taste of local and foreign visitors.

The full implementation of the TMP hopes to bring about development to the City that would redound to the benefit of the local government, local entrepreneurs, and the local communities, especially the poor and marginalized sectors of the society.

I am very proud to be part of this milestone activity. I am happy to leave a legacy that will definitely guide and direct a sustainable tourism program for the City of San Pablo.

***Mabuhay! Abante Turismo! Abante San Pablo!***

**MARIA DONNALYN BRIÑAS-ESEO**

Acting Assistant, CHACTO



Republic of the Philippines  
**CITY HISTORY, ARTS, CULTURE AND TOURISM COUNCIL**  
3<sup>rd</sup> Floor, Museo ng San Pablo, Old Capitol Building, San Pablo City  
e-mail: tourism-sanpablo@yahoo.com Fax No.: (049)562-1429

## Message from CHACTC



**S**an Pablo City is setting its sights on becoming one of our country's premiere tourist destinations. We have plenty of reasons to do so. We have the potential and the necessary elements to be among the preferred destinations for both local and foreign tourists. We have seven lakes surrounded by majestic mountains. While there is much to do to restore the ecological balance of our

lakes, their uniqueness and beauty remain. We are rich in history—from indigenous mystical mountain practices, magnificent Lenten processions passed on from the Spanish era, to the tapestry of coconut plantation life captured in a once quaint American colonial town. While the physical vestiges of these historical influences may have been ruined by war and unchecked progress, these legacies are alive in the creativity and warm hospitality of our people.

There is much we have to offer. But first, San Pableños have to recognize and believe that there is so much to be proud of in our city, here and now.

We have to develop pride of place. Our City is a truly magical place. People will see her as unique, inspiring, and memorable, only if we ourselves believe in the wonder of our city.

This Tourism Master Plan (TMP) is a step toward this direction. It is an invitation, in fact, an urgent call to action. As San Pableños, we must see that tourism this Tourism Master Plan (TMP) is a step toward this direction. It is an invitation, in fact, an urgent call to action. As San Pableños, we must see that tourism is crucial to our future and to the improvement of our quality of life. We need to work together, be concerned citizens, good stewards, and caring hosts. This report is a blueprint for building a tourism industry that can compete nationally and, perhaps, internationally. It will not happen overnight. We need time to organize ourselves: city government and private organizations alike. We need time to develop tourism zones and products. We need time to make sure all our moves are environmentally sustainable and bring along the needs of our poorest communities. We have a long way to go but there is no better time to start than now.

As the famous social ecologist Peter Drucker said, "plans are only good intentions unless they immediately degenerate into hard work." **Let's get to work!**

**AN ALCANTARA**  
President

# Executive Summary

**G**uided by the theme ***Beyond the Seven Lakes***, the formulation of the Tourism Master Plan (TMP) took a long and arduous, but very rewarding, process. Many people and officials were consulted and interviewed to ensure that their insights and ideas are incorporated in the plan. Likewise, several offices were visited; significant numbers of stakeholders were consulted; and stocks of publications, literature and documents were reviewed. Proudly, we can say, the TMP is not a product of simple, haphazard “table work”, but rather a comprehensive and in-depth analyses, investigations, and field observations.

The TMP is divided into three parts: Part 1 provides the introduction, the theoretical foundation and specific management prescriptions; Part 2 details the specific implementation plan; and Part 3 provides the annexes and attachments that elaborate further the management strategies proposed.

The formulation of the TMP is inspired primarily by the rich natural resources, especially the Seven Crater Lakes, and the cultural and historical landmarks of San Pablo. It is deemed a big loss to the City and its constituents if these resources are not utilized for tourism development.

The formulation of the TMP is likewise prompted by several other factors: first is the national government’s declaration that *“tourism is an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos”* (Section 2, Republic Act No. 9593 or the Tourism Act of 2009 ). Second, both the regional and provincial development plans and frameworks point to tourism as a vehicle of socio-economic development and hence, must be harnessed. Third and finally, the local thrusts and policies also support tourism development for the

City. Moreover, the growth of tourism, at the global and national levels, is increasing and with 10 million foreign tourists expected to visit the Philippines by 2016, San Pablo, with tourism facilities put in place, should be able to get a fair share of this market.

Given these considerations, the TMP was formulated principally to provide the LGU, decision-makers, and stakeholders a comprehensive framework for the establishment and management of sustainable tourism in the City, in tandem, directly or indirectly, with responsible aquaculture farming so that together, they can play key roles in propelling the City’s socio-economic growth and development.

The vision eyed for San Pablo is to become “a premier eco-adventure *cum* histo-cultural tourist destination in the CALABARZON region.” The mission set is to “develop a sustainable tourism program that promotes environment-friendly tourism products and services for the greater enjoyment of tourists and visitors and better quality of life of citizenry through excellent local governance,” and with the goal of “making tourism a vital instrument of sustainable development, particularly in the aspects of environment and natural resources conservation and protection, socio-economic development, and preservation of important historical landmarks and cultural heritage.” The vision, mission, and goal are supported by five management objectives, such as to:

1. develop the City’s seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations;
2. develop the City’s (a) historical landmarks, and (b) cultural heritage into a viable tourism products and services;

3. instill among the local citizenry the value of tourism and make them active partners in the implementation of tourism, especially community-based ecotourism, projects in the City;
4. ensure greater satisfaction of the City's tourists and visitors by experiencing a different brand of environment-friendly and sustainable tourism products and services; and
5. make tourism a major contributor in the socio-economic development of the City.

In turn, these management objectives are translated into nine management prescriptions that provide the very heart and import of the TMP. These management prescriptions are: (1) Tourism Products and Services Development / Enhancement; (2) Promotion and Marketing; (3) Environmental Protection, Conservation and Law Enforcement; (4) Research and Development and Policy Formulation; (5) Local Community Participation; (6) Visitor and Tourist Management; (7) Financial Sustainability; (8) Organization and Management; and (9) Monitoring and Evaluation.

Each of these management prescriptions is further translated into specific strategies, which are elaborated into more specific actions and activities. All these form part of the Part 2 of the TMP that show in more details the agencies responsible in undertaking the specific actions and activities, the time frame or schedule of implementation, and the estimated costs.

The implementation of the TMP is divided into three terms, i.e., short term (2015-2016), medium-term (2017-2018), and long-term (2019-2020). Focus of development during the short-term period are the improvement and installation of tourism facilities in Sampalok Lake and Doña Leonila Park, and the City Plaza. The rest of the development activities, which will concentrate more on cultural and historical restorations, and introduction of new nature-based tourism products and services, shall be undertaken during the medium and long-term periods.

The six-year implementation of the TMP will entail a total funding of **THREE HUNDRED SIXTY FOUR MILLION THREE HUNDRED TWENTY NINE THOUSAND PESOS (PHP 364,329,000.00)**; a little more than one half of this shall be devoted for the short-term activities, 32% for the medium-term projects, and the remaining 18% will be for the implementation of activities during the long-term period.

The overall implementation of the TMP will be supervised by the City Mayor, through the City History, Arts, Culture and Tourism Office (CHACTO), in close collaboration with the City History, Arts, Culture and Tourism Council (CHACTC).

# Table of Contents

**PAGE**

i  
ii  
iii

**MESSAGE OF THE MAYOR  
MESSAGE FROM CHACTO  
MESSAGE FROM CHACTC**

**PAGE  
27**

**INSTITUTION & POLICY**

**PAGE  
150**

**IMPLEMENTATION PLAN**

**EXECUTIVE SUMMARY**

**PAGE  
iv**

**MARKET TRENDS**

**PAGE  
33**

**ANNEXES**

**PAGE  
209**

**PAGE  
1**

**INTRODUCTION**

**PAGE  
38**

**PRODUCTS & SERVICES**

**PAGE  
273**

**REFERENCES**

**THE TOURISM MASTER PLAN**

**PAGE  
6**

**GUIDING FRAMEWORK**

**PAGE  
51**

**ABOUT THE CONSULTANT**

**PAGE  
274**

**PAGE  
12**

**SITUATIONAL ANALYSIS**

**PAGE  
56**

**MANAGEMENT PRESCRIPTIONS**

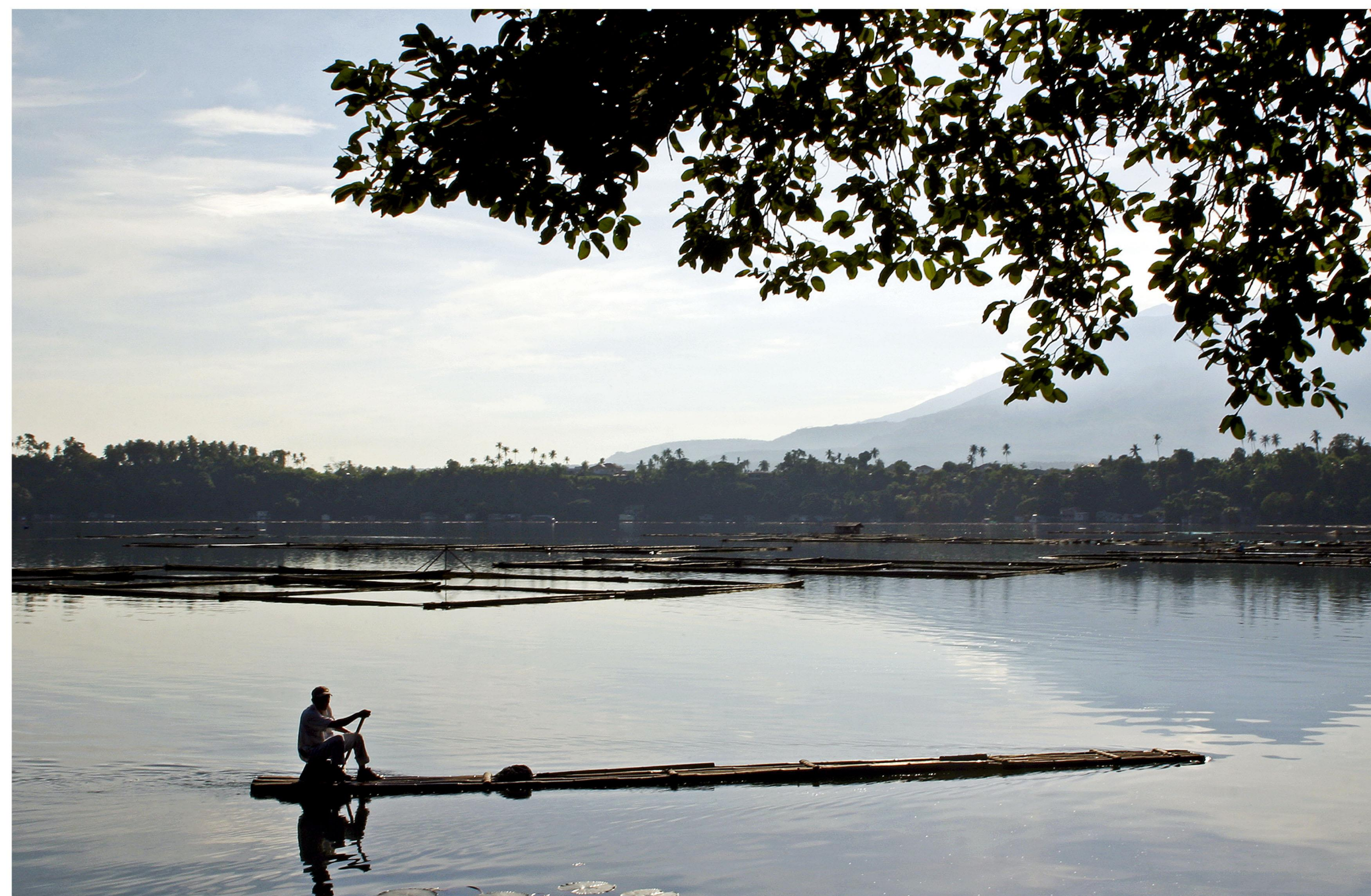
**PAGE  
276**

**ACKNOWLEDGMENT**



# **Part 1: Theoretical Framework & Management Prescriptions**







# Introduction

## Rationale

Known as the Pearl of the Orient Seas, the Philippines is blessed with endless tourism treasures. This archipelago in the Southeast Asian region boasts of one unique destination after another. Every province in the country will have something extraordinary to offer to the world.

Laguna, one of the oldest provinces in the Philippines, is noted for its rich history and booming tourism. The province is home to natural wonders from majestic mountains, waterfalls, springs and rivers, old churches to man-made destinations including theme parks and museums.

In Laguna, a town called San Pablo is found and this is another area teeming with spots that every tourist will enjoy. Dubbed as the City of Seven Lakes, San Pablo is a place dotted with rich natural resources, cultural heritage, fun festivities, historical landmarks, and of course, delicious cuisine. An encounter with these amazing natural wonders will surely entice visitors to keep coming back, especially in the captivating Sampalok Lake.

A unique legend accompanies this wondrous lake. It is said that there used to be an old couple that had a garden full of Sampalok trees. They were childless but they treated the garden as their treasure and they forbade anyone who came near. They even had a fierce guard dog that would scare off unwanted visitors. One night, an old beggar came to their doorstep to ask for some fruits but the couple sent their dog after him. The old beggar was in fact a *Diwata* and once he left, there was thunder and heavy rain. The water filled up the area where the garden stood, which became the lake. Until now, some say that Sampalok trees can still be seen under the lake. With a legend such as this, tourists are enticed to see Sampalok Lake.



**Figure 1. Sampalok Lake laced with Lotus flowers.**

Aside from the beautiful sight of Sampalok Lake from the view deck, there are also the historical stairs and monuments, Doña Leonila Park, mini parks along the boulevard, café-restaurants, a house *cum* hotel, and a circumferential road used for leisurely walking, biking, and jogging.



**Figure 2. The historic *Hagdang Bato*.**

Lake Pandin, one of the seven lakes and now an emerging ecotourism destination, also offers swimming, camping and boating around the lake. What draws tourists to this small lake is the experience of being paddled around the

lake by local women and savors the sumptuous lunch after each relaxing boat ride. Although Sampalok and Pandin are the most famous of the lot, the other lakes are also open for visitors because of their unique charms to offer.

More than the seven lakes, historical landmarks, cultural and religious heritage, there are other sites and places to see and visit like family resorts, café and restaurants, health and wellness spa, farm tourist facilities, and activities like boating and fishing that tourists will



**Figure 3. Traditional procession of life size saints in antique Carrozas paraded during Good Friday.**

certainly enjoy. However, these products and services are underutilized and their promotions are limited. There is a need, therefore, for a comprehensive Tourism Master Plan (TMP) that will guide the development of San Pablo City as the next exciting tourist destination in the country, if not the world.

### **Brief History**

San Pablo City's earliest historical record dates back to pre-Spanish times when four large barrios at the foot of Mount Makiling bounded together and called the place "Sampalok". In 1571, the first Spanish troops under Captain Juan de Salcedo arrived in the village, which was transformed into a parish in 1586. In

1647, Sampalok was declared a municipality and renamed "San Pablo de Los Montes" in honor of Saint Paul the First Hermit. In 1756, it was placed under the jurisdiction of the province of Batangas; but was returned to Laguna in 1883.

In 1899, a municipal government was established, with Innocentes Martinez serving as the first Municipal President. When the civil government was set up in 1902, Marcos Paulino was elected as the next Municipal President. From 1926 to 1940, the people of San Pablo worked for its independence from the province of Laguna. On May 7, 1940, Assemblyman Tomas D. Dizon sponsored a Charter Bill, which was approved by President, Manuel L. Quezon under Commonwealth Act No. 520. This is now known as the City Charter of San Pablo.

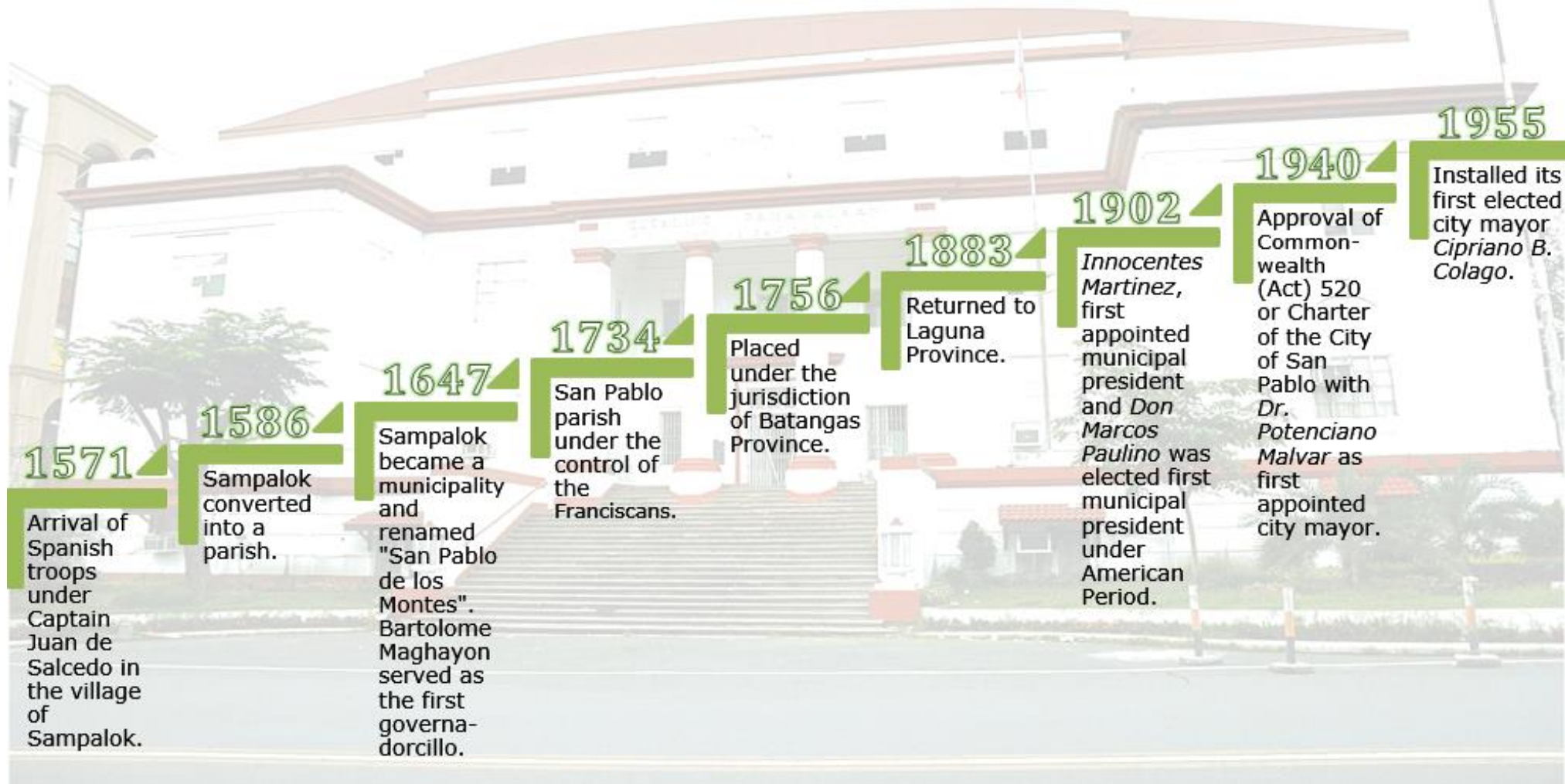
The City was inaugurated on March 30, 1941, with Dr. Potenciano Malvar, a former governor of Laguna, appointed as the first City Mayor. Dr. Manuel Quisumbing succeeded him in 1941, and then followed by Tomas D. Dizon in 1943. The succeeding mayors were elected after 1955.

Mid 20<sup>th</sup> century marked the new era for San Pablo when it was elevated to a first class city. Commercial establishments mushroomed, service facilities were constructed, and some areas were developed into resorts and recreational facilities that opened the door for tourism.



**Figure 4. The monumental Capitol Building.**

## Historical Milestone







# The Tourism Master Plan

## Importance of the Tourism Master Plan

Like any other plans, the formulation of the Tourism Master Plan (TMP) entails a systematic, goal-oriented process that involves iterative procedures and steps to achieve a vision, mission, goal, and target objective(s). It usually matches available resources and existing plans and programs with the needs, desires, and expectations of concerned stakeholders and institutions.

The TMP advocates the protection of natural environment and seeks to put in place mechanisms that are environmentally sustainable, economically viable, and socially equitable in order to bring about development in San Pablo City that would redound to the benefit of local communities, especially the poor and marginalized sectors of the society. It also promotes responsible aquaculture farming, love for the environment, satisfaction of visitors, and respect for historical landmarks, local cultures, and religious beliefs and practices.



San Pablo City is blessed with unique natural resources (the seven crater lakes that cannot be found nowhere else in the world), which provide a strong advantage compared to other tourist destinations in the CALABARZON region and even in other parts of the country. When properly developed, the City will certainly become one of the tourism “tigers”, not only in the Philippines, but also in the world.

Despite this potential, however, the City’s natural environment, particularly the lake resources, as well as its cultural and historical landmarks may be devastated and ruined if existing activities and target projects and programs are not properly planned and synchronized. Hence, proper planning and application of appropriate schemes are most essential. The combination of responsible aquaculture farming, respect for local culture, and sustainable tourism could be one of these management options.

Along this line, the TMP is formulated to help harness and optimize the utilization of San Pablo City’s unique natural resources and rich historical and cultural heritage, without jeopardizing their natural ecological processes. Through this plan, it is hoped that tourism could play an important role in the City’s overall socio-economic development that could support key development objectives of poverty alleviation, employment generation, income redistribution, people empowerment, and environment and natural resources conservation.

## Objectives

The TMP’s primary objective is to provide the LGU, decision-makers, and stakeholders a comprehensive framework for the establishment and management of sustainable tourism projects in the City, in tandem, either directly or indirectly, with responsible aquaculture farming so that together, they can play key roles in propelling the socio-economic growth, both at the Provincial and City levels.



Photo credit: CHACTO

**Figure 5. Mayor Amante proudly shows the trophy that gave San Pablo the title "2011 Best Tourism Event in the Philippines" for its celebration of Coconut Festival. Also in the picture are Ms. Donnalyn B. Eseo, Tourism Officer and Mr. Leonides A. Abril, Jr., the City’s Information Officer.**

Specifically, the TMP intends to:

- a. elaborate a vision of the future direction and content of tourism development, which can help focus and guide the actions of the various stakeholders towards a shared vision, mission and goal;
- b. provide private entrepreneurs/investors and even interested social groups and organizations, a menu of tourism and tourism-related business opportunities and costs, which they could invest on that are friendly to the environment, acceptable to the local people, income-

- generating, and promote satisfying experience for both the local and foreign visitors;
- c. identify other areas and opportunities for tourism development, particularly potential tourism products and services, necessary tourism facilities, and supporting infrastructure;
- d. specify the roles and responsibilities of key players, institutional arrangements, and resource requirements for achieving the vision and mission set for tourism development in the City;
- e. provide visitors and tourists a reference material of what to expect and see when they go to San Pablo City; and
- f. provide a window in designing a workable financing mechanism for the development of a sustainable tourism industry in the City.

## Methods and Process

### Hiring of a Consultant

The consultancy services of a sustainable tourism cum ecotourism expert, in the person of Dr. Lope A. Calanog, was sought to provide guidance and direction to the City Government, particularly to the CHACTO and CHACTC, in formulating the TMP. This was initiated through the direction of Mayor Loreto S. Amante, and executed by the OIC-Tourism Officer Ms. Maria Donnalyn B. Eseo, with the able assistance of City Environment and natural Resources Officer (CENRO) Ramon de Roma and City Information Officer (CIO) Leonides A. Abril.

The Project Document and the Terms of Reference (TOR) of the consultant are in Annex A.

### Technical Working Group

Initially, a Technical Working Group (TWG) was formed, composed of some senior officials of the City Government and other concerned citizens from various private, NGO, academe, and government institutions. List of members of the TWG is in Annex B.

The TWG met several times until an agreement on the content of the TMP was reached. They also agreed to hold a 2-day tourism-planning workshop where the vision, mission, goals, and objectives of the TMP were drawn. This was undertaken on December 5-6, 2013 at Bahay ni Aling Meding along the Sampalok Lake's Dagatan Boulevard, where no less than Secretary J.R. Nereus O. Acosta, Presidential Adviser for Environmental Protection and General Manager of LLDA and City Mayor Loreto "Amben" S. Amante, graced the occasion.



**Figure 6. Secretary Acosta shares his views on how to sustainably manage a lake ecosystem. Listening are Mayor Loreto S. Amante, Dr. Lope A. Calanog, Tourism Officer Donna B. Eseo, former FARMC 7 lakes President Vic Anyayahan, and other Sampalok Lake stakeholders.**

### Passing of City Resolutions

During the early part of 2014, Mayor Loreto S. Amante formally sought the services of this Consultant to guide the formulation of a comprehensive TMP for the City. The consultancy services was formalized by a Sangguniang Panglungsod Resolution No. 2014-417 dated March 4, 2014 granting authority to



the City Mayor to enter into a contract with this Consultant (Annex C). The Contract Agreement was officially signed on March 21, 2104 (Annex D). Following this, the Sangguniang Panglungsod issued another Resolution No. 2014-432 dated March 25, 2014 ratifying the notarized Contract

Agreement executed by the City Mayor and this Consultant, and thus making it final and executory (Annex E).

### General Procedure and Methodology

Generally, a triangulation approach was employed in the formulation of the TMP, i.e., gathering of primary data and information thru interviews, holding of consultation meetings and photo documentation; stocktaking review of secondary data and information; and observation of the general condition of the potential tourist destinations and sites.

Willingness-to-pay studies were conducted to have an idea of the

fee/payment scheme that can be proposed to have a sustainable financing system for the implementation of the TMP. Survey tools used in the surveys are in Annex F.

Consultation meetings were held with the investment committee members of the CHACTC to identify tourism-related investment opportunities, and among the concerned officials of the Traffic Management Group to come up with a feasible traffic route for the visitors to maximize the time of their stay and make their visits more fruitful and enjoyable.



Photo credit: Dr. Lope A. Calanog.

**Figure 7 . Consultation meeting with the members of the 7 lakes FARMC on the proposed zoning management plan for Sampalok Lake held on August 1, 2014 at Lion's Den Restaurant, Dagatan Blvd.**

Likewise, series of consultation meetings were held with the fishermen group of the seven lakes, specifically the members of the Fisheries and Aquatic Resource Management Council (FARMC), to decide and agree on the zoning and management plan that will be adopted for the lakes, with special emphasis given to Sampalok Lake, being a priority tourism site for development. Policy regulations resulting from these consultation meetings were drawn and submitted to the Laguna Lake Development Authority (LLDA) management for consideration.

Small group meetings were also held with concerned groups in San Pablo to incorporate their views and ideas on how tourism development should proceed.

Secondary data and information were sourced from the relevant City Government offices, the Provincial Development Office, particularly the tourism office, and other offices of national government agencies like the LLDA, the Department of Tourism (DOT), the Department of Environment and Natural Resources (DENR), and the Department of Agriculture (DA), particularly the Bureau of Fisheries and Aquatic Resources (BFAR).

Site visits and field observations were likewise carried out to validate some of the data and information generated and to have an actual feel of the condition in the sites. This helped a lot in confirming the veracity of some of the proposed sustainable tourism strategies and projects.

## Expected Outputs / Outcomes

The main output expected from the TMP is the framework and direction in pursuing tourism development in San Pablo City.

Specifically, the implementation of the Plan is expected to result in:

- a. a better understanding and appreciation of sustainable tourism as management strategy to ensure a more viable protection and conservation of the City's natural, historical and cultural resources;
- b. a working mechanism or planning framework that will promote tourism development in tandem with aquaculture, particularly in the seven lakes;
- c. a list of potential tourism activities or projects for prospective and existing entrepreneurs;
- d. the development and promotion of more environment and cultural friendly tourism products and services;
- e. an improved socio-economic condition of the local communities;
- f. a protected and conserved natural, historical and cultural environment; and
- g. an increasing number of tourists, who are satisfied and willing to return for a more relaxing and enjoyable experience in the City.



Photo credit: CHACTO

Figure 8. Boat tour in Pandin Lake.





# Situational Analysis

## National Level

Making tourism as one of the banner economic programs in San Pablo City is a very timely effort. President Benigno “Noynoy” S. Aquino III has prioritized tourism as one of major development programs of the country. The current infrastructure, services, and human resources are geared toward supporting the tourism industry to make it more globally competitive (Philippine Development Plan, 2011-2016).

## Transportation

The country has now 112 airports; 10 of which are of international standard.

There are five airlines operating in the country, namely: the Philippine Airlines (PAL) and its subsidiary PAL Express (Air Philippines); Cebu Pacific and its sister company Tiger Air; and Air Asia Philippines.

The country has an extensive road system spanning about 200,000 kilometers. While the rail system is quite antiquated and of limited use, there are plans to rehabilitate them in the near future. There are also other modes of land transportation like buses, taxis, metro rail transit, pedicabs, horse-drawn carriages, and the popular and colorful jeepneys that are available for the easy access of tourists and visitors.

The Tourism Road Infrastructure project (TRIP), being implemented by the Department of Public Works and Highways (DPWH) and the DOT, is underway. This project includes the upgrading of roads from gravel to concrete, widening and protecting its slopes, and bridge construction in areas leading to tourism destinations and ecotourism sites. In 2013, some 167 road projects spanning 598 kilometers have been prioritized.

Both Manila and Cebu are hubs of inter-island shipping. There are three major international harbors in Manila, while Cebu City has more inter-island ships at its ports. In addition, several small ports and jetties are strategically located in other islands of the country where tourist destinations and activities abound.

The 919-kilometer nautical highway allows tourists and visitors to hop from one island to another and enjoy the scenery of the country in the comfort of their cars. It facilitates travel from one destination to another using an alternative Roll-On/Roll-Off (Ro-Ro) transport system, which has three major routes: Western Nautical highway, Central Nautical highway, and Eastern Nautical highway.

## Accommodation

In 2012, there was a total of 162,403 accommodations available nationwide. This is forecasted to increase to 187,951 by 2016.

In 2013, there were 699 hotels, tourist inns, apartels, pension houses, resorts, homestays, ecolodges and motels accredited nationwide.

## Travel Services

Substantial number of accredited tour operators/travel agencies and tour guides are available. However, this will increase given the projected 10 million visitors expected to visit the country in 2016.

In 2013, there was a total of 315 tourism related establishments (TREs), which consisted of restaurants, tourism training centers, rest areas, tourist shops, zoos, tourism recreation centers, galleries, agri-tourism sites, tourism entertainment complex, and health and wellness services.

On the other hand, there were 750 accredited tour operators/travel agents; 835 tour guides; and 301 tourist transport operators.

## Other Service Providers

In 2013, there were some 4.55 million who were either directly or indirectly employed and were providing all sorts of services to tourists. And with the new DOT-led program to improve the Philippines' ranking in the World Economic Forum Travel and Tourism competitive index, the target is to train 5,000 tourism workers and certify 500 tourism professionals more under the ASEAN Mutual Recognition Agreement (MRA).

All these efforts are further enhanced by the rationalization of tourism education and trainings in the country. Formal tourism courses like Bachelor of Science in Tourism Management and Bachelor of Science in Hotel and Restaurant

Management are now offered under the guidance of the Commission on Higher Education (CHED), while the Technical Education and Skills Development Authority (TESDA) provide non-formal trainings on provision of tourism-related services like massage and reflexology, cooking, food handling, driving, etc.

### Local Level

San Pablo is not far behind as far as providing necessary tourism facilities and services are concerned.

### Location and Accessibility

Situated some 87 kilometers and about 90 minute-drive south-southwest of Manila, with Rizal Park as reference point, San Pablo could be easily reached via the concrete roads of the Philippine-Japan Friendship Highway. It is located at the southern tip of the Province of Laguna at geographic coordinates 14°4' north latitude and 121°19' east longitude.

Major bus companies that pass through San Pablo, ply daily to and from adjacent urban centers in Manila, Batangas, Laguna, and Quezon provinces, and even as far as the Bicol region.

It lies on the cross-road of other progressive cities in Southern Luzon: Manila on the northwest; Lucena City on the southeast; and the Lipa on the southwest. San Pablo serves as the commercial center of neighboring municipalities of Calauan, Alaminos, Nagcarlan, Rizal and Liliw in Laguna; and Dolores and Tiaong in Quezon.

Domestically, San Pablo is easily accessible by jeepneys and private cars via adjoining municipalities of: (a) Alaminos and Batangas province in the west and northwest; (b) Calauan in the north; (c) Rizal and Nagcarlan in the east and northeast, respectively; (d) Tiaong and Dolores, Quezon in the southeast; and Lipa City, Batangas in the southwest.

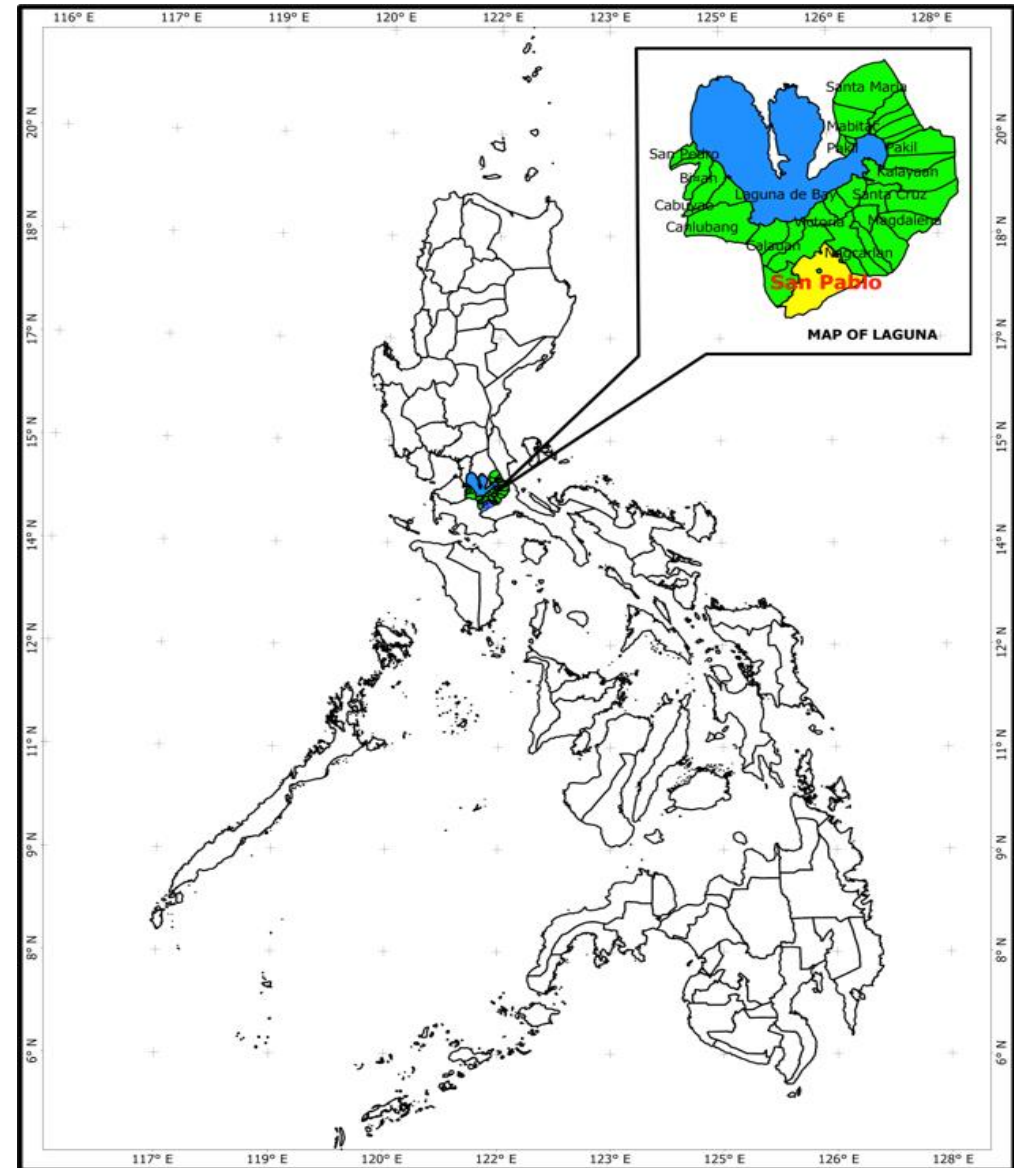


Figure 9. Map of the Philippines, showing the province of Laguna



## Land Area

San Pablo has a land area of approximately 24,694.99 hectares (the largest in Laguna) and situated at an elevation of about 100 meters (331 feet) above sea level.

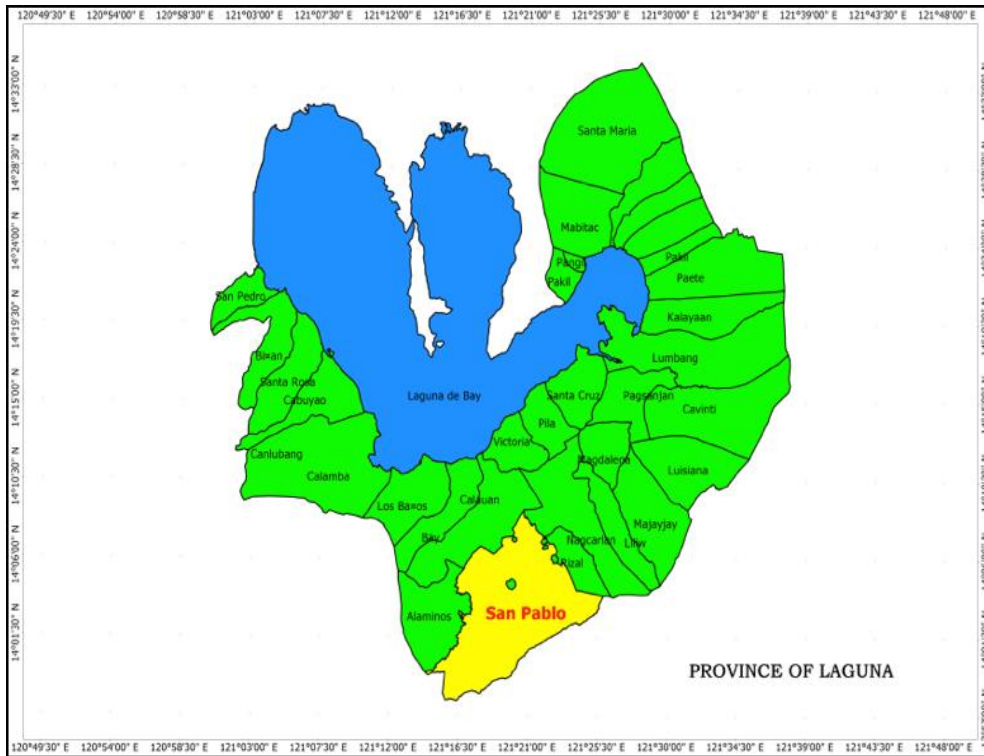


Figure 10. Map of Laguna, highlighting the city of San Pablo

Of this total land area, 97.80 percent (24,151.70 hectares) are classified as rural and only 2.20 percent (543.29 hectares) comprise the urban areas. Further, this total land area is subdivided into several land uses:

- 80.99 percent (20,000.03 hectares) agricultural;
- 18.05 percent (4,456.68 hectares) residential;
- 0.36 percent (88.40 hectares) commercial;
- 0.02 percent (5.07 hectares) industrial;
- 0.04 percent (11.31 hectares) classifies as special classes (Educational, Hospital, Parks and Recreation, Religious and Charitable); and
- 0.54 percent (133.60 hectares) as government properties (that include underdeveloped vacant lots and water areas).

San Pablo City is composed of 80 barangays: 43 of which are in urban areas while 37 are in rural areas.

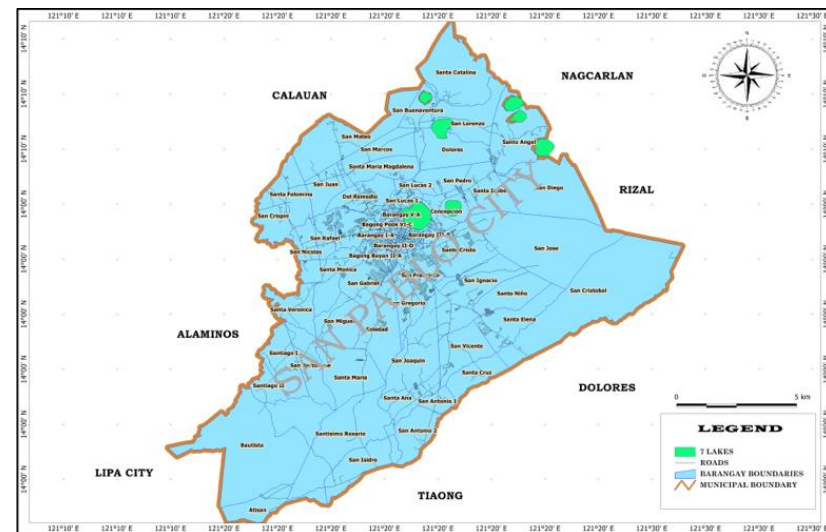


Figure 11. Map of San Pablo City, showing the location of The Seven Crater Lakes

## Topography and Slope

San Pablo City is situated on a plateau at 485 feet above sea level on the lower slopes of Mt. Marayap. Its topography is generally plain to gently sloping that accounts to 85.18% of the central part of the City. Relatively rolling to hilly areas and very steep areas, which covers less than 15% of the land area, are found in the Southwestern, Eastern and Northern fringes of the City. San Pablo is bounded by the mountain ranges of Kalusungan and Calauan Hills in the north, Mabilog on the northeast; San Cristobal and Banahaw Mountains on the east; and Susong Dalaga, Napayong and Masalukot Hills in the south to southeast part of the City.

## Alienable and Disposable Land

The City has 13,712.4 hectares of alienable and disposable lands, equivalent to 68.91% of the total land area. They are situated mostly in the City Proper and nearby Barangays, except in Barangay Santisimo Rosario, San Antonio, Sta. Ana, and Balagbag.

## Vegetation/Vegetative Cover

San Pablo City has two protected vegetative cover: the 236-hectare Malabanban watershed in Barangay Sto. Angel; and some 350 hectares of land inside the Mounts Banahaw and San Cristobal Protected Landscape in Barangay San Cristobal and Sta. Elena.



Photo credit: CHACTO

**Figure 12. An aerial view of agro-industrial area of San Pablo with Mt. Banahaw-San Cristobal Protected Landscape at the background.**

## Groundwater Resources

Groundwater and water resources are abundant in San Pablo City. It has seven springs: Cabunsod, Upper Malamig and Malaunod Springs in Barangay San Diego; Malabanban Spring in Barangay Sto. Angel; Lagaslasan Spring in Barangay San Jose; Balanga Spring in Barangay San Antonio I, and Baloc Spring in Barangay San Ignacio.

Aside from the seven springs, San Pablo City has nine (10) production wells, one (1) in Brgy. San Mateo; one (1) in Brgy. Sta. Catalina; one (1) in Brgy. San Marcos; one (1) in SPC Central School; one (1) in Brgy. San Pedro; one (1) in Maharlika; one (1) in Brgy. San Cristoba, one (1) in Brgy. Concepcion and one (1) in San Antonio I (Israel Village). It has a total annual rated production capacity of 14,258,676 cubic meter.

## Population and Demography

As of the latest census (NSO 2010), San Pablo City has a population of 248,890, making it the fifth most populous municipality in Laguna. Of this total, 58.57% are employed, 5.93% are unemployed, and a significant 35.5%, are not part of the labor force; they consist mostly of students and ordinary housewives.

More than one half (52.8%) of this population reside in the rural areas while 47.2% live in the urban areas. Density is estimated at 1,300 individuals per square kilometer.

## Natural Resources

The City's most popular tourism-related natural resources are its seven lakes, namely: Sampalok, Pandin, Yambo, Palakpakin, Mohikap, Bunot, and Calibato.

Other natural wonders abound like falls, rivers and forest areas, which are ideal for eco-adventure activities.

## Climate

The prevailing climatic conditions in San Pablo City is the wet or rainy season during the month of June - November and dry season during December to May. The dry season may be subdivided into two, the cool dry season, from December to February and the hot dry season from March to May.

Being nestled at the foothills of three mountains; Mount Banahaw, Mount Makiling and the Sierra Madre mountains, the City has a cool climate owing to its location. These mountains do not only provide attractions for the tourism industry (such as waterfalls) and sources of many forest-based products, but also served as stewards for the clean air.

The average amount of precipitation has been recorded at around 265.33 mm. August has the highest amount of precipitation having 1060 mm usually caused by Typhoons, while April has the least amount having 12mm. The average daily wind speed is around 5km/hour, while maximum sustained wind speed has reached about 63 km/hour.



Photo credit: CHACTO

Figure 13. Kakawa Falls.

## Socio-Economic Activities, Facilities, Utilities, and Relevant Services

The City Information Office (2013) has produced a comprehensive presentation of salient socio-economic activities, facilities, utilities, and services that offers relevance to tourism development in the City.

### Agriculture

San Pablo City would fit best for agritourism and farm tourism developments. It is largely an agricultural community, where about 95.27 percent of its land area is planted with coconut, intercropped with lanzones, cacao, banana, coffee and pineapple. Some coconut plantations are intercropped with vegetables.

Livestock and poultry production is considered as a new rising industry in the community, and carabao and cattle continue to play an important role in the entire agricultural process.

### Commerce and Manufacturing

The City has a significant number of manufacturing establishments, mostly classified as agri-based industries. Cottage industries like woodcraft, garments, footwear, coco-shell craft, food processing, coconut sweets, metal and iron craft and toys provide employment to a good number of San Pableños. These manufacturing establishments and cottage industries are important factors to have a healthy tourism industry, particularly in providing



**Figure 14. Coconut is still one of the major sources of income of many rural communities.** food and souvenir supplies to the visitors.

While sari-sari stores still comprise the highest percentage of commercial establishments within the City and its 80 barangays, the entry, however, of big commercial establishments like SM City, Puregold, 7 Eleven, and food chains like Jollibee, McDonald, KFC, Chowking, Pizza Hut, Shakeys, Aristocrat, Mang Inasal, and JT's Bacolod Chicken indicates the potential of the City to engage

into a higher level of commercial and industrial development like tourism.

## Roads and Transport Facilities

At present, access to and from the City would not pose any problem to tourists. A total of 231.28 kilometers of road network traverse the City. About 25 kilometers of which are first class (concrete); 121 kilometers are second class (combination of concrete and asphalt); and 85 kilometers are considered third class (generally barangay roads paved with gravel and sand).



Photo credit: CHACTO

**Figure 15. Franklin Baker Company, a pioneering agro industrial company that provides employment to many *San Pableños*.**

There is a total of 355 meters in length of bridges that likewise provide easy access to rural areas. These areas are rich in natural and physical resources that are (and can be) utilized for tourism purposes.

The City also benefits from the presence of Philippine National Railways, although its services are intermittent at present. But very soon, the railway system will be rehabilitated and improved to help boost the country's bid for an alternative tourism destination in the world.

Most common bus companies that ply San Pablo routes are DLTB, JAM Liner, JAC Liner, and PHILTRANCO. These buses are available in almost all the waking hours of the day.



Photo credit: CHACTO

**Figure 16. JAC Liner is one of the bus companies that regularly ply the route going back and forth San Pablo City and Metro Manila.**



Photo credit: CHACTO

**Figure 17. Jeepneys still provide the main mode of transportation in traveling from the city to nearby municipalities.**

More than 2,000 jeepneys constitute the most common form of transportation in going to and from the barangays and nearby towns, while more than 5,000 tricycles provide the transportation system within the City proper.

In addition, private vans and cars are available for hire at reasonable rates, which tourists can avail in going to and from any tourist destinations in the City.

## Water Works and Sewerage Facilities

There is a continuous supply of water for domestic and commercial use in the City, which is a necessary element for tourism development. At present, the City Water District provides the water needs 24 hours a day. This is sourced from Cabunsod, Lubigan and Malabanban springs, which are now likewise being developed as ecotourism destinations.



Photo credit: CHACTO

**Figure 18. Water is distributed by the local water district.**

## Electricity/Power Facilities

The City is serviced by the Manila Electric Company (MERALCO). It provides the power needs of almost 99 percent the City's population, 24 hours a day. In the context of tourism, it is important that continuous power supply is assured.



**Figure 19. Meralco supplies the electricity needs of the metropolis.**

## Communication Utilities

Similar to power supply, communication facilities are necessary elements for tourism development. Right now, there is a strong 24-hour internet and cellphone services provided by Smart, Globe, and Sun, and their subsidiary companies.

Two telephone companies serve the City, the Philippine Long Distance Telephone Company and the Digitel Company.

Traditional postal and telegraph services are also available, and are being served by the Radio Communication of the Philippines, Inc., and the Philippine Telegraph and Telephone Company.



**Figure 20. PLDT is also the major telephone company in the City.**

In terms of messengerial services, two private delivery firms are available: the LBC Air Cargo and JRS Business Inc.

The City has one privately owned radio stations that operate 24 hours a day (Heart of the City 107.1 DCG-FM). The radio station could also serve as window of communication in promoting tourism in the City.

The City has three (3) privately owned publishing companies, namely, the Barangay, Monday Mail, and Wednesday Herald. These local newspapers are circulated weekly and could likewise provide an avenue in promoting tourism products and services locally.

## Education Facilities

The City has a significant number of public and private educational facilities that boast of a wealth of human resources necessary in establishing tourism industry. There is even a local Arts and Trade school that offers a BS Degree on Restaurant and Hotel Management.

In addition, college and high school students could be tapped in providing stage plays and concerts for the delight of the visitors. There are countless opportunities for students to help promote tourism in the City.

## Health Facilities

The health needs of the tourists would not be compromised as there are nine hospitals and four health centers at the City Proper, and 51 Rural Health Units distributed in the barangays, not to mention the presence of the Philippine National Red Cross. In addition, there are many private clinics strategically located within the City proper. Thus, when emergencies (that may involved the tourists or not) occurred, there are available health facilities and services to handle these.



Photo credit: CHACTO

**Figure 21. San Pablo Community Hospital ready to serve any health needs of the visitors to the City.**



## Safety Services

Likewise, safety and protection of the tourists would not be compromised, as there are 199 police force maintaining the peace and order condition in the City under the authority of Philippine National Police. In terms of fire, the City has a relatively equipped Fire Department under the jurisdiction of the Bureau of Fire Protection of the DILG.

## Shopping

### SM City

SM Prime Holdings is one of the leading mall operators in the Philippines, and it has recently opened a branch in San Pablo City. SM City San Pablo is located in the Riverina Subdivision in Barangay San Rafael, about 15 minute drive north of the City proper. The mall has around 200 shops and boutiques that sell local and international clothing brands like Bench, Girbaud, Penshoppe, and Human. The mall also houses cinemas, supermarkets, department stores, and food courts. There are also cafés and restaurants available to take a break from shopping and enjoy a good snack or meal.



Photo credit: CHACTO

Figure 22. The local police force can safeguard the tourists and visitors in the City.



**Figure 23. SM City in San Pablo City.**

Other shopping centers available in the City are the Ultimart Shopping Plaza, Centro Park Department Store and Supermarket, and the San Pablo City Shopping Center. All these stores sell international brand and locally made clothes, souvenir items and other items that visitors will surely enjoy.

#### **Pasalubong Centers**

There are many Pasalubong Centers around the City and at the different transportation terminals. These are places where visitors who are in a hurry and came to the City via public transportation, can buy local delicacies like Buko Pie, coconut-based sweets and *budin*, as well as other local handicrafts like slippers, shoes and native jewelry.

#### **Other Relevant Establishments**

Other establishments like beauty parlors, souvenir shops, drug stores, banks and ATM machines, supermarkets, and convenience stores, are likewise available to meet the needs of the visitors.



Photo credit: Toteng Alcantara

**Figure 24. ATM machines are located in strategic areas of the City that can provide visitors with easy access to money.**



Photo credit: Toteng Alcantara

**Figure 25. The popular local brand of Buko Pie, perfect for pasalubong.**





# Institutional/ Policy

The formulation of the TMP is anchored on various national, regional, provincial and local policies, plans and programs, and development strategies.

## **National Tourism Policy/ Framework/Strategy**

**Republic Act No. 9593**, otherwise known as “The Tourism Act of 2009”, declares that *“tourism is an indispensable element of the national economy and an industry of national interest and importance, which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment, foreign exchange and employment, and to continue to mold an enhanced sense of national pride for all Filipinos”* (Section 2).

Towards this end, the State shall seek to:

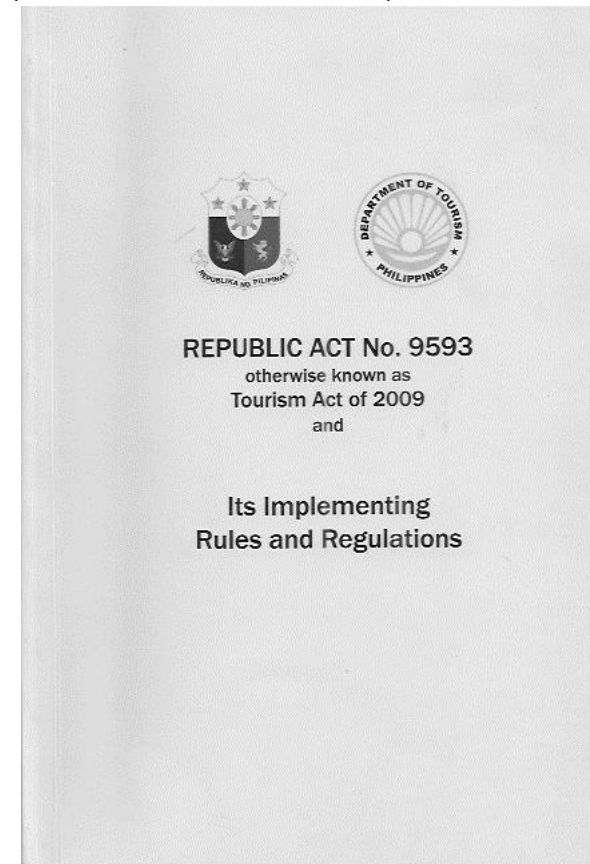
- a. ensure the development of Philippine tourism that is for and by the Filipino people, conserve and promote their heritage, national identity and sense of unity;
- b. recognize sustainable tourism development as integral to the national socio-economic development efforts to improve the quality of life of the Filipino people, providing the appropriate attention and support for the growth of this industry;
- c. promote a tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive, economically viable, and ethically and socially equitable for local communities;
- d. create a favorable image of the Philippines within the international community, thereby strengthening the country's attraction as a tourism destination and eventually paving the way for other benefits that may result from a positive global view of the country;
- e. develop the country as a prime tourist hub in Asia, as well as a center of world congresses and conventions, by promoting sustainable tourism anchored principally on the country's history, culture and natural endowments, and ensuring the protection, preservation and promotion of these resources; and
- f. encourage private sector participation and agri-tourism for countryside development and preservation of rural life.

Specifically in Section 35, the coordination between the National and Local Governments on tourism development is amplified. It states that in view of the urgent need to develop a national strategy for tourism development while giving due regard to the principle of local autonomy, the Department of Interior and Local Government (DILG) and the Local Government Units (LGUs) shall integrate

and coordinate local and national plans for tourism development. The DILG may provide financial and technical assistance, training and other capacity - building measures to LGUs for the preparation, implementation and monitoring of their tourism development plans, gathering of statistical data, and enforcement of tourism laws and regulations, giving due priority to areas that have been identified as strategic in the implementation of the national tourism development plan. LGUs shall ensure the implementation of such plans. The DOT, the Tourism

Promotions Board (TPB) and the Tourism Infrastructure and Enterprise Zone Authority (TIEZA) shall prioritize promotion and development assistance for LGUs, which successfully adopt and implement their tourism development plans.

Furthermore in Section 37, the LGUs, in consultation with stakeholders, are encouraged to utilize their powers under Republic Act No. 7160, otherwise known as the Local Government Code of 1991, to ensure the preparation and implementation of a tourism development plan, the enforcement of standards and



**Figure 26. Tourism Act of 2009. Source: Department of Tourism**

the collection of statistical data for tourism purposes. They shall, insofar as practicable, prepare local tourism development plans that integrate zoning, land use, infrastructure development, the national system of standards for tourism enterprises, and heritage and environmental protection imperatives in a manner that encourages sustainable tourism development.

Finally in Section 38, all LGUs are tasked to provide an inventory of all the resources available to the DOT for use in the implementation of the Tourism Act of 2009. They shall likewise periodically report to the DOT on the status of tourism plans and programs, tourist arrivals and tourism enterprises, among others, within their jurisdictions.

## Philippine Development Plan

The **Philippine Development Plan (PDP) of 2011–2016** adopts a framework of inclusive growth, which is high growth that is sustained, generates mass employment, and reduces poverty. With good governance and anticorruption as the overarching theme of each and every intervention, the PDP translates into specific goals, objectives, strategies, programs and projects all the things that are aimed to accomplish in the medium term. It identifies tourism as a priority area for development because of its high growth and job generation potentials. It is regarded as the fourth largest contributor to foreign exchange receipts. Its GDP share averaged 6% in 2004 - 2013, while its average share in total national employment was about 10% for the same period.

The PDP has a 10-point agenda to make the country's industry and services sector (including tourism) globally competitive and innovative. Among the key PDP agenda related to tourism are:

- a. formulation of a national tourism development plan as the framework for the identification of tourism destinations and products, domestic and international markets, marketing and promotion, and prioritization of tourism infrastructure requirements;
- b. diversification of existing destinations, and creation of new tourism areas and products including the expansion in room capacities; and
- c. encouraging LGUs to develop tourism-related products and services using community-based and ecotourism approaches.

## Regional Development Plan

For its part, the CALABARZON region sets the following goals to help realize the country's medium-term targets: (1) sustaining economic growth by keeping GRDP growth targets within 5.5 to 7.6 percent from 2013 to 2016, which shall enable the economy to generate employment; (2) maintaining regional employment rate within 8.6 to 9.4 percent while underemployment rate is aimed to be kept below 17.5 percent until 2016; and (3) intensifying efforts to achieve MDG targets focusing on lagging provinces and indicators with low probability of achievement. The major strategies being applied to meet these goals are:

- continuously enhance regional competitiveness as a global business hub;
- build up adoption of knowledge-based industries and information exchange to spur
- innovation and research and development efforts;
- enhance skills and human resource capabilities in the region thru tying up human

- resource development to industry, R&D priorities and concerns; and
- reduce socio-economic disparity

Specific for tourism development, the CALABARZON applies the following two key strategies:

- Develop and strengthen regional tourism branding and support the development initiatives of the region's tourism development areas (TDA):
  - ✓ Metro Manila and Environs which include Antipolo City's National Shrine of Our Lady of Peace and Good Voyage
  - ✓ Nasugbu-Looc-Ternate-Cavite Coast: rehabilitate historical landmarks and museums; improvement of adventure facilities
  - ✓ Laguna de Bay area: restore historical landmarks and develop eco-tourism sites; promote development of spa and wellness tourism activities
  - ✓ Batangas Peninsula: promote health and wellness tourism and adventure experiences
  - ✓ Quezon Coast and hinterland: development of camp training and cultural tourism activities
- Provide adequate infrastructure support in the region through the convergence program of DOT and DPWH.

### Provincial Development Plan

Among others, Laguna's Provincial Development Plan sets the following policies, strategies and targets in the hope to make tourism contributes significantly to the province' economy:

- create a Tourism Database such that browsing in the internet makes an easy access for tourists;

- promote Laguna as a tourist destination with a variety of products and interests for all types of tourists;
- provide cost-effective and collective dissemination of tourism information and marketing of local products thru the Laguna Traveller's Guide;
- improve and develop tourism facilities and infrastructures and strengthen linkages with other industry sectors; and
- professionalize the tourism workforce/frontline services and improve accommodation facilities and tourism support services.
- enforce environmental laws, rules and regulations thru the Tourism Code.
- generate adequate jobs for the working population.
- create awareness, appreciation and interest in the tourism products and services available in Laguna to improve Laguna's economy.

### Local Policies and Ordinances and Plans and Programs related to Tourism Development

So far, there is not much local policies and ordinances as well as plans and programs that support tourism development in San Pablo City. Nonetheless, some initiatives have been made that can provide the foundation in establishing tourism in the City. These are:

- Ordinance No. 2011-08 creating and establishing the City History, Arts, Culture and Tourism Office (CHACTO) and the City History, Arts, Culture and Tourism Council (CHACTC). This policy was passed following key policy directions on: (a) protection and preservation of the environment, (b) promotion of eco-tourism, and (c) protection, preservation and promotion of the City's rich history, arts and culture.



- *Sangguniang Panglungsod* Ordinance No. 2012-32 “An act establishing series of festival and trade fairs in the City of San Pablo; repealing Ordinance 2008-31 and Ordinance 2010-14 and for other purposes”;
- *Sangguniang Panglungsod* Ordinance No. 2012-36 “An Act Creating the “Pitong Lawa Gawad SAMPALOK (*Sandigan ng Mataas na Pagpapahalaga sa Lokal na Kultura*) for Excellence in the Promotion of Literary, Visual and Performing Arts in San Pablo City by an Individual, School and Group”;
- San Pablo City Short-Term Ecotourism Development Plan;
- Sampalok Lake Development Plan;
- San Pablo City Tourism Enterprise Zone;
- *Sangguniang Panglungsod* Resolution No. 2014-417 dated March 4, 2014 granting authority to the City Mayor to enter into a contract with a tourism expert to supervise the formulation of a Tourism Master Plan; and
- *Sangguniang Panglungsod* Resolution No. 2014-432 dated March 25, 2014 ratifying the notarized Contract Agreement executed by the City Mayor and a Tourism Expert.

### **Institutional Framework and Mechanism**

Despite the limited policies on tourism development, the City is equipped with institutions and mechanisms that can be tapped in the implementation of the various tourism and tourism-related projects and activities. In particular, the local CIO, CENRO, and the City Planning and Development Office (MPDO) will play key roles in providing technical and logistical supports in the implementation of the TMP. All these offices will be under the supervision of the ty Mayor, who will provide the overall guidance and direction.

In establishing the legal framework for tourism development, the *Sangguniang Bayan* will play an important role in passing relevant ordinances and resolutions.

The CHACTC, on the other hand, is expected to assist in the formulation of necessary policies that will facilitate the growth of tourism. Likewise, CHACTC will help in undertaking monitoring and evaluation of activities of different tourism operators and service providers to make them aligned with the vision, mission, goal, and objectives of having a sustainable tourism industry in the City. Meanwhile, other departments of the City government as well as relevant private organizations will also be tapped should their assistance and services become necessary in implementing tourism-related development projects.



Photo credit: CHACTC

**Figure 27. The former CHACTC in one of their meetings.**





# Tourism Market Trends

## Global Situation

The world market for tourism is growing fast. As shown in the current trends on global tourism, international tourist arrivals grew by 4% in 2012 to reach 1 billion mark, which is 39 million higher than 2011.

The number of international tourist arrivals worldwide is expected to increase further by an average of 3.3% annually from 2010 to 2030. This represents an additional 43 million international tourist arrivals every year, reaching a total of 1.8 billion arrivals by 2030.

In 2011, travel for leisure, recreation, and holidays accounted over half of all international tourist arrivals (51% or 505 million). Some 15% of international tourists reported traveling for business and professional purposes, while another 27% traveled purposely, among others, to visit friends and relatives, attend religious festivities and pilgrimages, and for wellness and health treatments.

During this year, international tourism receipts reached a record high of US\$ 1,030 billion from 927 billion in 2010. This represents a 3.9% growth in real terms.

## National Situation

At the domestic front, growth of tourism in the country has also shown a good trend. In 2013, it has accommodated 4.7 million foreign tourists that generated about Php190 billion inbound receipts. The National Tourism Development Plan (2011 - 2016) has projected that this number could reach 10 million by the end of 2016.

Since 2010, South Korea has been the largest source of visitors to the Philippines. In 2013, a total of 1.17 million South Koreans visited the Philippines. It is followed by the United States, Japan, China, Australia, and Taiwan.

On the other hand, the number of domestic tourists reached a record high of 43.7 million in the same year, which brought in about Php 1,117 million domestic receipts.

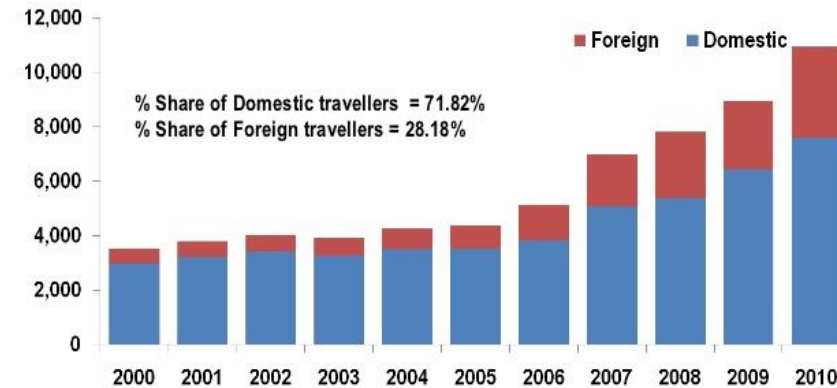
All in all, the share of the tourism sector to the GDP was estimated at about 5.97% in 2012. On the other hand, employment generated totaled some 4.55 million, or an 11.3% share of total employment in the country in the same year.

## Regional Situation

In 2012, the CALABARZON region performed quite well in the tourism industry. It has registered a total of 1.29 million visitors or about 2.69% of the total visitors of the country. About 93.8% (1.21 million) of the region's visitors were local tourists, while the remaining 6.2% (.08 million) comprised the foreign visitors.

Among the five provinces in CALABARZON, Laguna topped the list in terms of number of visitors in 2012. It captured almost half of the tourists in the region at 49% or about 633,000 of combined local and foreign tourists.

## Tourist Arrivals in Top Destinations 2000-2010 (thousand)



Source: DOT Regional Offices/ Local Tourism Offices/ Accommodation Establishments

Top destinations included: Metro Manila, Cebu, Camarines Sur, Boracay Island, Baguio City, Davao City, Cagayan de Oro, Zambales, Bohol, Puerto Princesa City, Camiguin Island, Cagayan, Negros Oriental, Ilocos Norte



Figure 28. Graph showing the increasing trend of tourist arrivals in the Philippines from 2000 to 2010.

## Local Situation

In San Pablo City, the performance of the tourism industry leaves much to be desired. In 2012, its registered visitors reached a measly 18,854 tourists or only about 3% of the provincial record. Nonetheless, it showed a brighter trend in 2013, with 67% increase in the number of visitors, despite the limited resources poured into this industry. Most of these tourists spent time in Pandin Lake (44.58%), the *Museo* (19.97%) and Sampalok Lake (9.64%). The number of tourists that visited the City is believed higher than this record as other establishments failed to submit their visit report.

## Tourism Projection

Once developed, tourism can provide a steady source of income to many sectors (private and public) in the City. Following the projection made in the National Tourism Development Plan (2011 - 2016), the country expects to have 10 million inbound tourists by the end of 2016. If the City Tourism Office targets at least 1% of this, this means that the City could potentially have at least 100,000 tourists in one year (or by the end 2016). Translating this into monetary value, using the average expenditure of inbound tourist at \$101.12 per day, this means that San Pablo can easily pump in \$10.12 million per year or about Php 445 million pesos into the local economy. A fearless target of 5% of the national target would mean about 500,000 inbound tourists annually. In terms of monetary value, this is estimated to be about \$50.56 million dollars per year or roughly Php 2.22 billion pesos added to the local coffer.

These targets may not be difficult to meet since San Pablo is blessed with rich natural resources, and cultural and historical heritage necessary for a viable and sustainable tourism industry. What is needed is a strong political will from local leadership and investments from private entrepreneurs to put in money for the establishment of much needed tourism facilities and infrastructure services.



Figure 19. The Tourism Officer provides an orientation to the visitors in Pandin Lake.







# Products and Services

## **Existing Tourism Products and Services**

Existing tourism products and services in San Pablo City can generally be grouped into three: (a) the seven crater lakes; (b) historical landmarks; and (c) cultural events and festivities.

Specific tourism destinations, products and services under each group are briefly described in this section of the TMP.

The section also describes other local tourism services like accommodation, resorts, food and restaurant facilities, and other relevant services.



## The Seven Crater Lakes

Claimed as the only one of its kind in the Philippines and probably the world, the seven crater lakes top the list of tourism products and services in San Pablo City. These natural gems are: Sampalok, Pandin, Yambo, Mohikap, Bunot, Palakpakin, and Calibato. These lakes are actually “maars” or low-relief volcanic craters, which were formed eons ago by eruptions resulting from ground water coming into contact with hot magma below the Earth’s surface. Over time, these craters eventually filled with water, which characteristically formed into relatively shallow crater lakes. At present, all the seven lakes are utilized for tilapia fish culture. Although there are also other fishes and freshwater shellfishes caught in the lakes like hito, dalag, bangus, carpa, big head, gurami, ayungin dulong, bakuli, bitoo, kuhol, yapyap, and hipon.

Among the seven lakes, only Sampalok and Pandin offer some form of tourism services; but much of these remains to be improved. The other five lakes have their own natural charms and wonders. However, their full potentials have yet to be harnessed.

These lakes are briefly described as follows:

1. **Sampalok Lake.** Under the jurisdiction of five barangays namely: Barangays IV-A, IV-C, V-A, Concepcion, and San Lucas I, Sampalok Lake is the largest of the seven lakes with a total surface area of 102.7 hectares. It is also the most accessible since it is located just within the City proper and right beside the City Hall. It has an estimated depth of 27 meters with about 14,100 cubic meters of water holding capacity. It offers a sizeable windy park for a slice of the City’s soothing calmness. People come here to jog or walk around the lake, or to just sit down and enjoy the relaxing ambiance of the water.
2. **Pandin Lake.** Located in Barangays San Lorenzo and Sto. Angel, Pandin Lake is situated 6.3 kilometers away from the City proper. With its

secluded and pristine beauty, Pandin may very well be the most sought-after of all the lakes in terms of nature tourism. With only 20.5 hectares total surface area, it is the smallest of the 7 lakes, but it is the second deepest at 62 meters. Getting to Pandin will require an easy 30-minute hike from the jump-off point. Upon reaching the lake, lady paddlers await to take visitors across the blue-green waters of Pandin on board a bamboo raft. A short 5-minute climb to the other side of the lake will give a commanding view of Pandin’s twin lake- Yambo.

3. **Yambo Lake.** Local legends say that Yambo lake, which also lies in Barangay San Lorenzo, is more than Pandin’s twin; it is actually a “lover.” A bare strip of elevated land only separates these two lakes. Yambo’s surface area is about 8 hectares larger than its twin, and has only about half of Pandin’s depth. San Pablo shares Yambo with the neighboring town of Nagcarlan.
4. **Mohikap Lake.** Mohikap lake is relatively still in its pristine condition. It is about 5.0 kilometers from the City proper with a depth of 30 meters and a surface area of 28.5 hectares. It is located in Barangay San Buenaventura.
5. **Bunot Lake.** Bunot lake is located in Barangay Concepcion, which is about 2.2 kilometers from the City proper. Its surface area is 30.5 hectares with a depth of 23 meters.
6. **Palakpakin Lake.** Palakpakin lake is the shallowest of the seven lakes at an average depth of only 7.5 meters, but with a surface area of 43 hectares, which makes it the second largest. The lake is shared by three Barangays, San Buenaventura, San Lorenzo and Dolores.
7. **Calibato Lake.** Calibato lake in Barangay Sto. Angel is interestingly the deepest lake in the City and in the entire province of Laguna (even a lot deeper than Laguna de Bay). With a maximum depth of 156 meters and

a surface area of 42 hectares, Calibato holds the most capacity of fresh water at 29,000 cubic meters. Calibato is about 6.4 kilometers away from the City proper.

## Historical Landmarks

Going beyond the emerald lake wonders, San Pablo still has a lot more to offer. As one of the old and regal places in Laguna, and in Southern Tagalog, San Pablo boasts its rich historical past and landmarks. These key historical landmarks that bear the stories that mold the City today include:

1. **The Cathedral.** The heraldic stance of The Cathedral dominates the City's plaza and Rizal Avenue, the City's main street. Originally built in wood by the Augustinian priests in 1586 in honor of St. Paul the First Hermit, the Cathedral became the seat of the Diocese of St. Paul in 1968. Built in a Neo-Classical style, the church has undergone several facelifts throughout the centuries.
2. **The City Hall.** The site of the present City Hall Complex was purchased by the Municipal Government of San Pablo during the administration of Municipal President Inocencio Barleta in 1937, but the actual construction of the town hall was undertaken during the administration of Municipal President Cristeto Brion, and it was inaugurated with Commonwealth President Manuel L. Quezon as guest of honors on March 30, 1940. The building was designed by the Division of Architecture of the defunct Bureau of Public Works as a norm during the Commonwealth Era. The structural stability of the building was tested during the war for Liberation when it was able to withstand the explosion of a 500-pound bomb dropped by the U.S. Air Force plane of returning General Douglas Mac Arthur.



**Figure 30. The Fule-Malvar Mansion.**

3. **Fule-Malvar Mansion.** Another historical gemstone is the Fule-Malvar Mansion that still stands strong and majestic despite the passage of time. Also known as the White Mansion, it was built in the classic Romantic Classicism style way back in 1915 and served as the home of spouses Eusebia Fule and Potenciano Malvar, the first city mayor of San Pablo. The mansion used to serve as the temporary housing for visiting Presidents and dignitaries.
4. **Doña Leonila Park.** Overlooking Sampalok Lake is a mini-forest park known as the Doña Leonila Park named in honor of the First Lady then Mrs. Leonila D. Garcia. The park has a promenade walk which is also a

view deck. Locals and tourists alike go to the park to breath fresh air and perhaps escape the hassles of city life even for just a moment.

5. **Andres Bonifacio Shrine.** The shire is located on the western part of Sampalok Lake at the Trece Martires road. The figure of Andres Bonifacio was sculptured on concrete cement by Conrado Balubayan, a sculptor from Santa Cruz, Laguna. The construction was part of the commemoration of the centennial of the Declaration of the Philippine Independence, in compliance with the provision of Republic Act. No. 7356 creating the National Commission for Culture and the Arts.
6. **Hagdang Bato.** Located in Trece Martires Street, Hagdang Bato (concrete stairway) leading to the Sampaloc Lake, is now part of the logo or official seal of San Pablo City. The concrete stairway was constructed in November 1915 under the administration of municipal president Marcial Alimario. Hagdang Bato is divided into five (5) sections and with an aggregate total of 89 steps. Hagdang Bato was constructed on a lot donated by Cabesang Sixto Bautista, and now form part of Dona Leonila Park.

Other historical landmarks in the City are:

- **Trece Martires Monument**
- **Monumento ng Kagitingan**
- **Mabini Monument**
- ***Pinaglabanan Shrine (Battle of Sta. Isabel)***
- **Dambana ng mga Bayani (Guerilla War Monument)**
- **Calibato Hydro Power Plant**
- **The Old *Municipio***
- **The City Plaza**
- **Conducto Mansion**



Photo credit: CHACTO

Figure 31. Andres Bonifacio Shrine. Photo credit: CHACTO



**Figure 32. Dambana ng mga Bayani in Barangay San Mateo.**



**Photo credit: CHACTO**

**Figure 33. Doña Leonila Park.**

## Cultural Events and Festivities

San Pablo is overflowing with rich culture and history, accentuated by the beat of modern everyday life. San Pablo also takes pride in conducting different festivals depicting the life, culture and heritage of its people.



Photo credit: CHACTO

**Figure 34. Start of the 2011 Coco Festival proudly flaunting the banner showing that San Pablo was the recipient of the 2010 Best Tourism Event awarded by the Department of Tourism.**

JANUARY	San Pablo Fiesta Coco Festival
FEBRUARY	Music & Cultural Festival Mural Painting
MARCH-APRIL	The Risen Christ Festival Semana Santa Via Crucis by the Lake Good Friday Procession Salubong Light & Sound
MAY	City Foundation Day Mayflower Festival Mutya ng San Pablo Grand Santa Cruzan Tilapia Festival Lao New Year Water Festival
AUGUST	Rambutan Festival
OCTOBER	Market by the Lake Balsa Regatta
DECEMBER	Festival of Lights

Photo credit: Lovely  
<https://mylovelylife88.files.wordpress.com/2011/01/5.jpg>

## Local Tourism Services

### Accommodations

Several classy hotels and B&Bs are located within the City proper and in its outskirts to provide the warm hospitable embrace of San Pablo. Among the most-visited are:

- **Casa San Pablo** in Barangay San Roque.
- **Tahanan ni Aling Meding** at Dagatan Blvd (Sampaloc Lake)
- **Coco Palace Hotel** in Barangay San Francisco.
- **Auravel Garden Hotel and Resort** in Barangay San Francisco Calihan
- **Casa Palmera Hotel and Resort** in Barangay San Nicolas
- **Bamboo Inn** in Barangay San Gregorio
- **Casa de Obando and Casa de Alitagtag Bed & Breakfast Boutique Hotel** in Barangay del Remedio



Source: <http://www.walkwithcham.com/2013/02/why-i-love-casa-san-pablo.html>

Figure 35. Casa San Pablo, the only DOT-accredited Bed and Breakfast place in the City.

- **A & P Suite** in Colago Ave.
- **Fine rock Hotel** in Barangay San Francisco
- **Four Star Hotel** in M. Leonor St.
- **Lake City Hotel** in Barangay San Lucas I.
- **Motorist Inn** in Barangay Concepcion
- **Ridgepark Hotel** in Barangay San Vicente
- **Rivoli Hotel** at A. Fule. Street
- **San Francisco Inn** in Barangay San Francisco Calihan
- **San Pablo City Inn** in Colago Ave.
- **Tahanan ni Aling Meding Hotel & Restaurant**, Dagatan Blvd.

### Resorts

Private resorts are also plenty in San Pablo City. Among the most frequented are:

- **Carlos John Resort** in Brg.y Soledad
- **Bato Springs Resort** in Barangay San Cristobal
- **Boying Resort** in Barangay Sto. Angel



Photo credit: Toteng Alcantara

Figure 36. One of the relaxing pools in Bato Springs.

- **KPV Garden Resort** in Brgy. Sta. Monica
- **CDA Resort** in Barangay del Remedio
- **Countryside Farm Resort** in Barangay. Sto. Angel
- **Cresta Monte Resort** in Barangay Sto. Angel
- **Crisolaido Resort** in Barangay Concepcion
- **Dioko Resort and Eco Tourism Park** in Barangay San Joaquin
- **El Poco Paraiso Garden Resort** in Brgy. San Juan
- **EF Thalia Resort** in Barangay San Gabriel
- **Kusina de Sabang** in Barangay Concepcion
- **Maria Paz Royale Garden Resort** in Barangay Sta. Felomina
- **Moonrise Mountain Resort** in Barangay San Mateo
- **N. M. Traveller's Inn** in Colago Ave.
- **Rio Jazz Garden Resort** in Brgy. Sta. Veronica
- **Sanctuario de San Pablo** in Barangay San Francisco
- **Sitio de Amor Farm Resort** in Barangay San Antonio-I
- **Starlake Resort** in Barangay San Buenaventura
- **Tierra De Oro Resort** in Barangay San Antonio-I
- **Villa Amante Garden Resort** in Barangay San Juan
- **Villa Evanzueda** in Barangay San Ignacio
- **Zacona Eco-Resort & Biblical Garden** in Brgy. Sta. Monica

### Food

Several specialty restaurants are also available in and around the City, offering traditional Filipino recipes to heirloom specialties that only full-blooded San Pableños can prepare. Famous among these food establishments are:

- **Café Lago** in Sampalok lake
- **Casa San Pablo** in Barangay San Roque
- **Ela Isabelle's Restaurante** in Schetelig Ave.
- **Palmera's Garden Restaurant** in Barangay San Nicolas



**Figure 37. The entrance of the Santuario de San Pablo Resort Spa in Barangay San Francisco.**

- **Suki Japanese Soukutsu Restaurant** in Brgy. San Roque
- **Tomoe Japanese Restaurant** in Maharlika Hi-way, Brgy. San Roque
- **Youtofu Bar & Restaurant** in Brgy. Del Remedio



**Figure 38. Cafe Lago, one of the best coffee shops along the Dagatan Blvd., in Sampalok Lake.**

- **Patis Tito Garden Café** (formerly Kusina Salud) in Brgy. Sta. Cruz (Putol)
- **Si Cristina Gateau Sans Rival** at Rizal Ave.
- **Sulyap Gallery Café and Restaurant** in Barangay Del Remedio
- **Dang’s Tilapia** in Barangay San Roque & Brgy. Concepcion
- **Tia Maria Sining at Kultura** in Barangay VI-A



**Figure 29. Sulyap cafe and restaurant.**

### **Nature and Agritourism Destinations**

For those who prefer to be close to nature, visit to San Pablo’s agritourism destinations is an alternative. Aside from enjoying the beauty of nature, visitors can gain knowledge about organic farming, vermiculture, and other form of sustainable farming. Here are some of the popular and emerging sites:

- **Ato Belen’s Farm** in Barangay San Juan
- **Hiking in Cabunsod Spring (Forest)** in Barangay San Diego
- **Forest Wood Garden** in Barangay Calihan
- **Vintage Orchard** in Barangay Sta. Elena
- **Malabanban Watershed** in Barangay Sto. Angel





Source: <http://atobelensfarm.com/2011/09/25/longkong/>

Figure 40. Ma Ato Belen shows the fruits of Longkong Lanzones in his farm.



Photo credit: Toteng Alcantara

Figure 41. The Forest Wood garden, also another interesting place to see.

### Arts and Craft Destinations

For art lovers, places to visit are:

- **Carlito's Workshop** in Barangay Sta. Ana
- **Museo ng San Pablo** at San Pablo City Capitol Building
- **Museo ni Cipra 2** in Baragay San Lucas I
- **Mga Likha ni Inay** at CARD Bank, Inc., 20 ML Quezon St., City Subdivision



Photo credit: Dr. Lope A. Calanog

Figure 42. Museo ni Cipra 2, Barangay San Lucas 1.

- **Sulyap Museum / Art Gallery** in Barangay del Remedio



**Figure 43. The entrance of the Sulyap Art Gallery, Barangay Del Remedio.**

## **OTHER TOURISM SUPPORT FACILITIES**

### **Travel Agencies**

Several travel and tour services are likewise available like:

- **7 Lakes International Travel & Tours** in Barangay San Rafael
- **Assn. of Travel & Tours Agencies** of Calabarzon Inc.
- **C.G. Vidal Travel & Tours** Nefortville Subd.
- **C. A. Gesmundo Travel & Tours** cel.amante@yahoo.com
- **Eskypadre Travel & Tour Co.** nelizapicazo@yhao.com

- **Geohaven Travel & Tours** In City Subd.
- **Guru's Guides Travel Management** 27 A. Mabini St.
- **Le VYGR International Travel** levoyageurtt@gmail.com
- **EPHECC TRAVEL & TOURS** 57 A. MABINI ST.
- **SOLOMON TRAVEL & TOURS** 2/F LINA BLDG. RIZAL AVE. COR. MABINI ST.
- **Redmor Travel & Tours** at NHA Sto. Angel
- **Skyquest Travel & Tours** skyquest@hotmail.com
- **SEVEN LAKES INTERNATIONAL TRAVEL AND TOURS** BRGY. DEL REMEDIO

### **Spa and Beauty Saloon**

Visitors can also spend time in local spas and wellness facilities like:

- **Banahaw Heals Spa** at G/F Reyes Bldg., Maharlika Highway
- **Belvchan Beauty Discovery Inc.** at SM City
- **Derma Care Professional Skin, Hair & Spa Inc** at Burgos St.
- **PURPLE STRAWBERRIES SALON & SPA** BRGY. SAN ROQUE, S.P.C.
- **First DLS Ventures Inc Sanctuario San Pablo Resort & Spa** at 23rd St. Medex Subd.
- **Harts Massage and Spa** in Alcantara Subd.
- **Nimthai Spa** at Gen. Malvar St.
- **San Rafael Wonder Spa** in Barangay San Rafael
- **Spa Nail & Salon** at 27 Gen. Luna St.
- **Tots House of Spa** at Balagtas St.

### **Recreational Clubs**

For sports enthusiasts, places to visit are:

- **Golden Star Ballroom & Reception Hall** in Barangay San Francisco Calihan
- **AX Fitness Gym** in Rizal Ave.
- **Homies Gym and Enetrprise** in A. Mabini St.

- **Coco Palace Fitness Center** at Brgy. San Francisco
- **Alina Tennis Center** at Elrey Subd., Brgy. San Ignacio
- **Green Court Badminton Court** at Brgy. San Francisco

#### **Resto Bars**

For night entertainment, resto bars available for visitors are:

- **Centro Resto Bar** in Barangay Calihan
- **Goto Jo** at Mabini St.
- **Brand X Burger** in Brgy. San Roque
- **Bill's Korean Bulgogi** in Brgy. San Roque
- **Gilbertos** in A. Mabini St.
- **Zylos Bar Restaurant** at M. Brion St.
- **Azutea De Lago** in P. Zamora St.
- **VIP Canteen & Bar** in P. Escudero St.
- **Cafe Landia, Coffeand Tea Bar**  
Maharlika Hi-way, Brgy. San Rafael
- **Serendipity Tea Bar** at Brgy. San Roque
- **Red Bar and Events Place** in Dagatan Blvd.





# Tourism Guiding Framework

## Guiding Principles

Taking its cue from the Tourism Act of 2009, the TMP adopts the following guiding principles in the planning, development and implementing tourism projects in the City:

1. ensure the development of a globally-adapted City tourism that will promote local heritage, identity and sense of unity;
2. recognize sustainable tourism development as integral to the City's socio-economic development efforts to improve the quality of life of every San Pablano, providing the appropriate attention and support for the growth of this industry;
3. promote a tourism industry that is ecologically sustainable, responsible, participative, culturally sensitive, economically viable, ethically and socially equitable for all of the City's 80 barangays; and
4. create a favorable image of the City (and the country) within the international community, thereby strengthening the City's (and the country's) bid as a tourist destination and eventually paving the way for other benefits that may result from positive global view of the City (and the country).

## Vision

San Pablo City: a premier eco-adventure *cum* histo-cultural tourist destination in the CALABARZON region.

## Mission

Through excellent local governance, develop a sustainable tourism program in San Pablo City that promotes environment-friendly tourism products and services for the greater enjoyment of tourists and visitors and better quality of life of its citizenry.

## Goal

To make tourism a vital instrument of sustainable development in San Pablo City, particularly in the aspects of environment and natural resources conservation and protection, socio-economic development, and preservation of important historical landmarks and cultural heritage.

## Management Objectives

1. To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.
2. To develop the City's (a) historical landmarks, and (b) cultural heritage into a viable tourism products and services.
3. To instill among the local citizenry the value of tourism and make them active partners in the implementation of tourism, especially community-based ecotourism, projects in the City.
4. To ensure greater satisfaction of the City's tourists and visitors by experiencing a different brand of environment-friendly and sustainable tourism products and services.

5. To make tourism a major contributor in the socio-economic development of the City.

## Management Strategies

### 1. Tourism Products and Services Development / Enhancement

- Seven Lakes and Natural Environs
- Other Nature-Based Tourism
- Cultural Events and Festivities
- Historical Landmarks
- Tour Packages
- Other Potential Tourism Products and Services

Goal: To develop new tourism products and services and enhance existing ones to make tourism a vital instrument of sustainable development in San Pablo City.

### 2. Promotion and Marketing

Goal: To promote and market tourism products and services to optimize the benefits that maybe derived from this industry

### 3. Environmental Protection, Conservation and Law Enforcement

Goal: To protect and maintain the integrity of the environment in order to ensure their sustainable use for tourism development.

### 4. Research and Development and Policy Formulation

Goal: To engage in relevant scientific investigations that will provide necessary data and information in the establishment of tourism projects and formulation of support policy instruments

**5. Local Community Participation**

Goal: To strengthen local institutions and encourage their full and active participation and cooperation in tourism development

**6. Visitor and Tourist Management**

Goal: To regulate and manage the activities of the visitors and tourists, without sacrificing their satisfaction and enjoyment of the City's tourism products and services.

**7. Financial Sustainability**

Goal: To establish a sustainable financing mechanism that will ensure continuous flow of funding for tourism development.

**8. Organization and Management**

Goal: To institute appropriate management interventions to meet the vision of making San Pablo City the premier tourism destination in the CALABARZON.

**9. Monitoring and Evaluation**

Goal: To keep track of the progress of tourism development in the city as envisioned in the TMP and evaluate its performance; provide feedback on how to improve implementation, when found necessary.

**Theoretical Framework**

Figure 44 shows that to meet the vision, mission and goal set for tourism development in the City, i.e., to become a premier tourist destination in the CALABARZON region, there is a need to pursue the attainment of five management objectives. The realization of each of these management objectives is anchored on nine management strategies, which individually are translated into specific actions and activities. For instance, Management Objectives 1 and 2 are dependent on the implementation of actions and activities in Management Strategies 1, 2, 3, and 4. While for Management Objectives 3 and 4, they are dependent on the realization of actions and activities in Management Strategies 5 and 6, respectively. Finally, Management Strategies 7, 8, and 9 are all supporting the attainment of Management Objective 5.

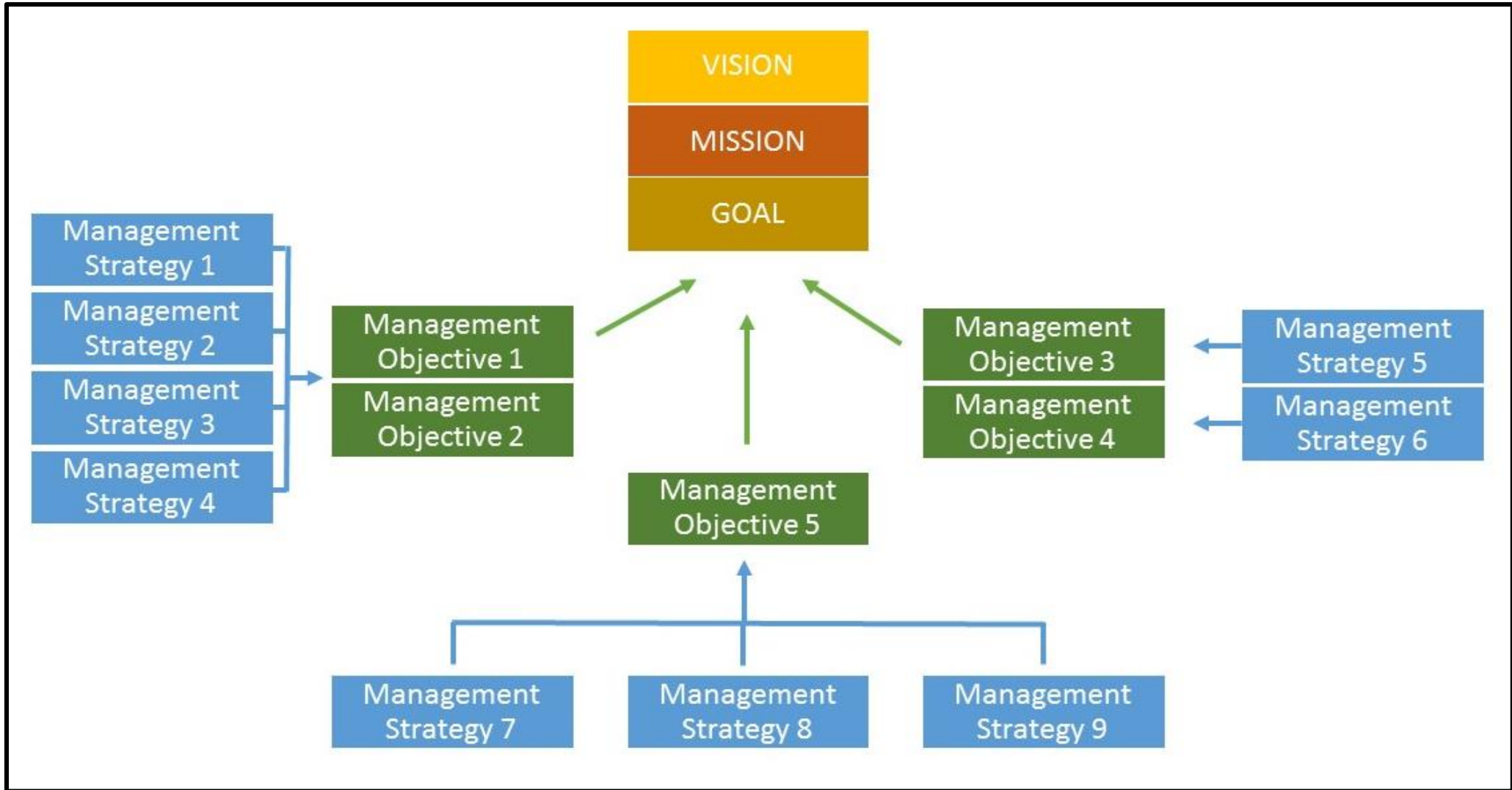


Figure 44. Theoretical framework showing the interrelationships of Management Objectives and Management Strategies and how all of these elements contribute in the pursuance of the City Government's vision, mission, and goal for tourism.







# Management Prescriptions

Although San Pablo City has a wide array of tourism sites and attractions, unfortunately these are underutilized and underdeveloped. Even the marketing and promotion of tourism products and services are wanting and limited. It is obvious that there is a need to improve and enhance the existing attractions and destinations like the seven crater lakes, the historical landmarks and cultural heritage, not to mention the events and festivities celebrated every year in order to, in one way or another, attract more tourists and visitors.

The following management prescriptions, specifically the management strategies, accompanying goal, the objectives they support, and the actions and activities, are all presented according to the conceptual framework presented in the previous section of the TMP.

## Management Strategy 1:

### Tourism Products and Services Development/Enhancement

**Goal:** To develop new tourism products and services and enhance existing ones to make tourism a vital instrument of sustainable development in San Pablo City.

**Management Objective 1:** To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.

#### SEVEN CRATER LAKES AND THEIR NATURAL ENVIRONS

**SAMPALOK LAKE.** The lake will be developed into an eco-adventure tourist destination given its accessibility from the City Proper and the nature of existing activities and facilities. This type of tourism is deemed compatible with the present aquaculture farming in the lake, where the fish cages and surrounding areas, can co-exist and can also be utilized as tourism attractions.

#### Specific Strategy No. 1: ZONING OF SAMPALOK LAKE

##### Actions / Activities:

- Delineate and demarcate the two major zones for Sampalok Lake: aquaculture and tourism zones, following the revised zoning in Figure 45.
- Assign/designate legitimate fish cage operators with their specific site location in the aquaculture zone. See Figure 46 and **Annex G** for the interim assignment of fish cage operators in a designated group / cluster.

- Pass the relevant LLDA Board Resolution adopting and prescribing the revised ZOMAP. Technical description of the aquaculture zone is in **Annex H**.
- Install necessary markers delineating the two zones.

#### Specific Strategy No. 2: RESETTLEMENT OF INFORMAL SETTLERS

##### Actions / Activities:

- Construct houses and other necessary social services at the relocations sites.
- Relocate settlers to new housing area.
- Conduct value re-orientation training and workshop, particularly on the value of tourism and environmental conservation.
- Identify tourism-related livelihood opportunities.
- Train selected fishermen on tourism-related livelihood, e.g., T-shirt printing, souvenir making, food preparation, tour guiding, etc.
- Put up tourism-related livelihood; later explore feasibility of scaling into an enterprise

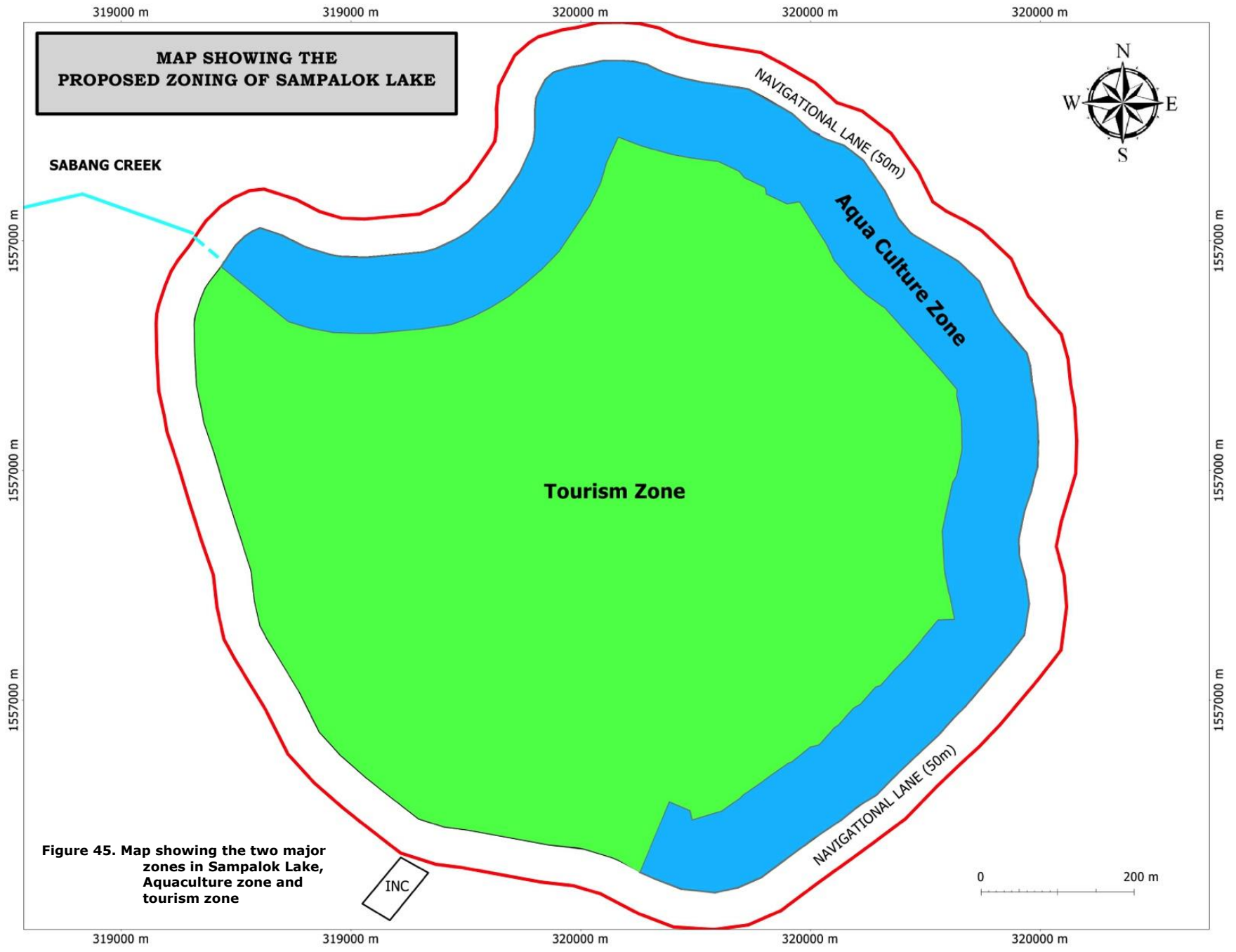
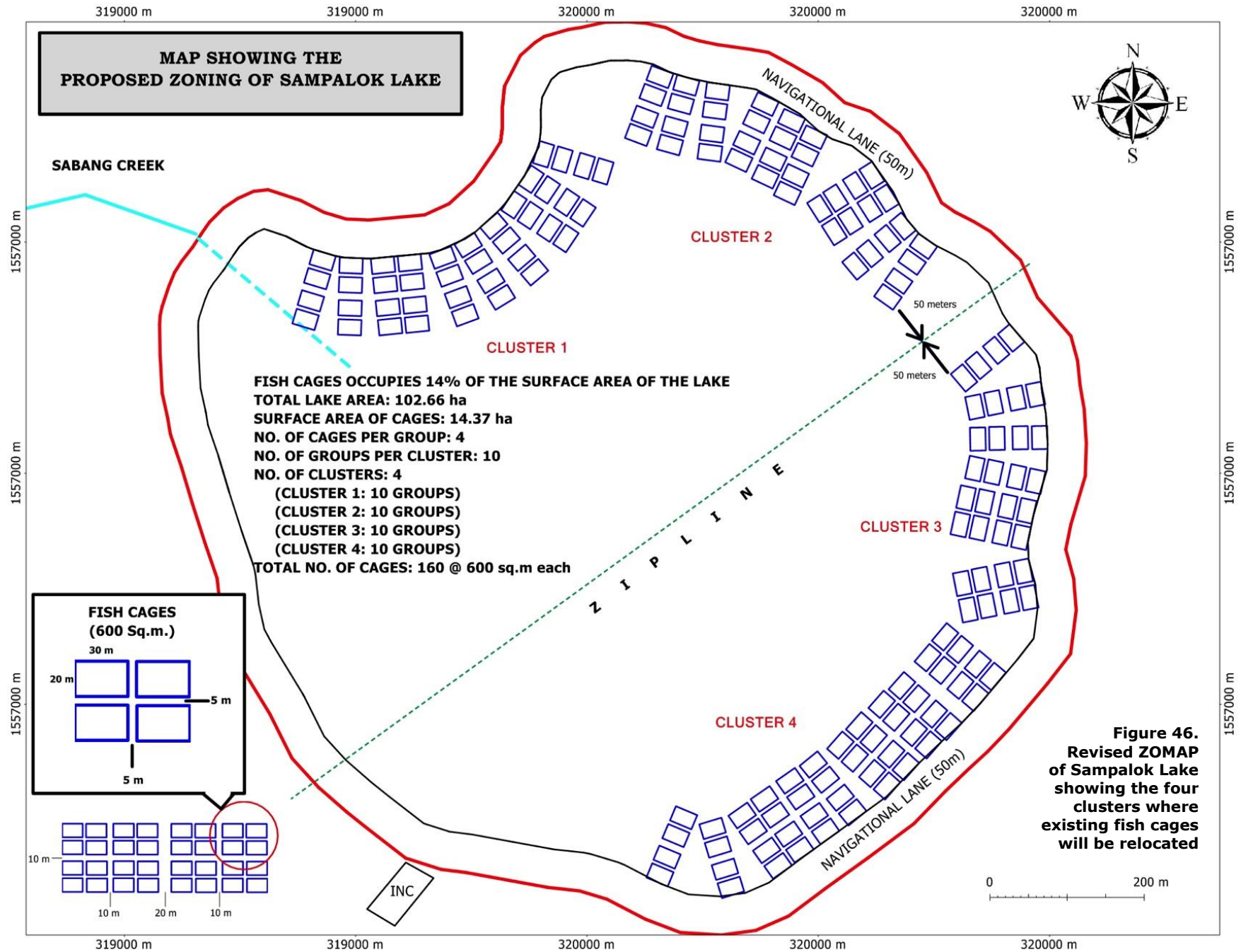


Figure 45. Map showing the two major zones in Sampalok Lake, Aquaculture zone and tourism zone



**Figure 46.**  
**Revised ZOMAP**  
**of Sampalok Lake**  
**showing the four**  
**clusters where**  
**existing fish cages**  
**will be relocated**

**Specific Strategy No. 3: CONSTRUCTION AND INSTALLATION OF FACILITIES AND INFRASTRUCTURES**

**Actions / Activities:**

- Establish visitor center *cum* tourism office inside Doña Leonila Park, following the designs and specifications in Figure 47.
- Renovate Doña Leonila Park, following design and specifications in Figure 48.
- Install 1.3 km zipline in Sampalok Lake (Figures 50 and 51). **Annex I** provides the details of the proposed zipline facility in Sampalok Lake. The zipline is expected to be very exciting because it will be the longest in the country that runs across a lake. It will also provide a different kind of thrill as one touches the water on the way down to the landing area.



Photo credit: Lope A. Calanog

**Figure 49. Zipline is one of the most popular adventure attractions in the country today.**

Figure 47



# DOÑA LEONILA PARK

# SITE DEVELOPMENT PLAN

Figure 48



*DOÑA LEONILA PARK*  
**VIEW FROM DAGATAN BOULEVARD**

P E R S P E C T I V E



Figure 48  
continued...



*DOÑA LEONILA PARK*  
**VIEW FROM TRECE MARTIREZ STREET**

PERSPECTIVE

Figure 50



# SAMPALOC LAKE

# MASTER SITE DEVELOPMENT PLAN

Figure 51



SAMPALOC LAKE

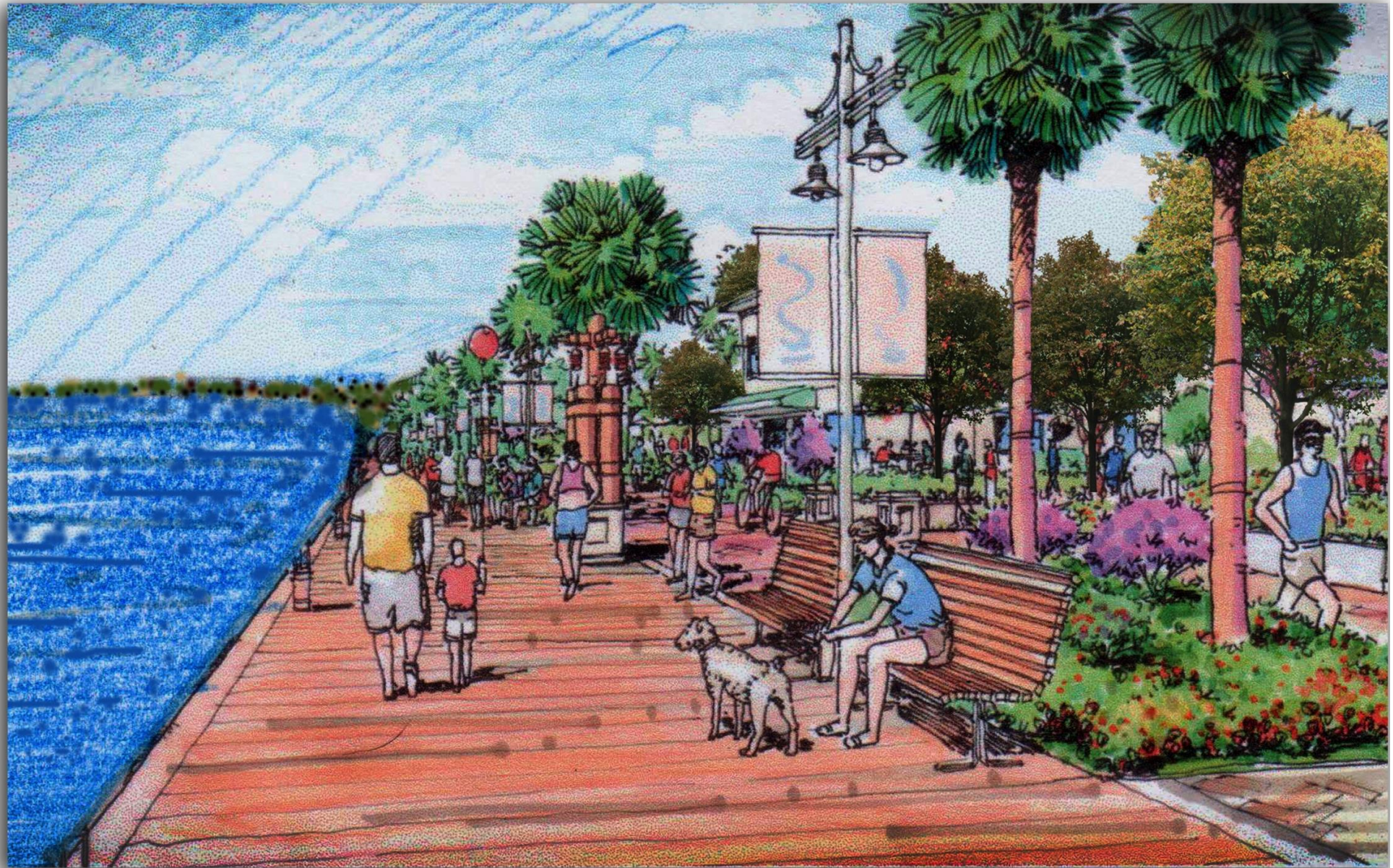
PERSPECTIVE  
FERRY DOCK AT ZIPLINE END POINT

- Renovate the Boardwalk (including the Jetty for passengers (boating, kayaking, rafting, zorb, etc.) as shown in Figure 52.
- Construct 20 mini parks along the Dagatan Boulevard; 10 parks for 2015 & 10 parks in 2016 (Php150,000 per park). Design of the mini park is in Figure 53. Each mini park will have an assigned flower or fruit-bearing tree to be chosen from the following: Sampalok, Narra, Talisay, Ilang-ilang, Fire or Flame Tree, African Tulip, Pink/Palawan Cherry, Golden Shower, Orchid Tree, Queen Flower, Balitbitan, Neem, Bignay, and other trees that may be found feasible like Acasia, mango, etc. Pictures of the trees that may be planted are in Figure 54.
- Install other adventure facilities like snake ride (Figure 55), canopy walk and other adventure-related tourism facilities.
- Put up water-based tourism facilities like floating stage (Figure 56), boardwalk to fishing area (Figure 57), musical dancing fountain, fish feeding area, hook and line fishing area, and jetty for passengers (boating, kayaking, rafting, zorb, etc.).
- Construct hotels and cottages and other types of accommodations. See sample in Figure 58.
- Construct souvenir shops and mini food stalls. See Figure 59. It is important to note that the City's tourism "icons" like the Sampalok Lake, coconut, tilapia, coco festival and others will be used as models in designing and producing souvenir items like key chains, printed T-shirts, preserved foods, etc.



**Figure 55. Snake ride in Dahilayon Park, Bukidnon.**

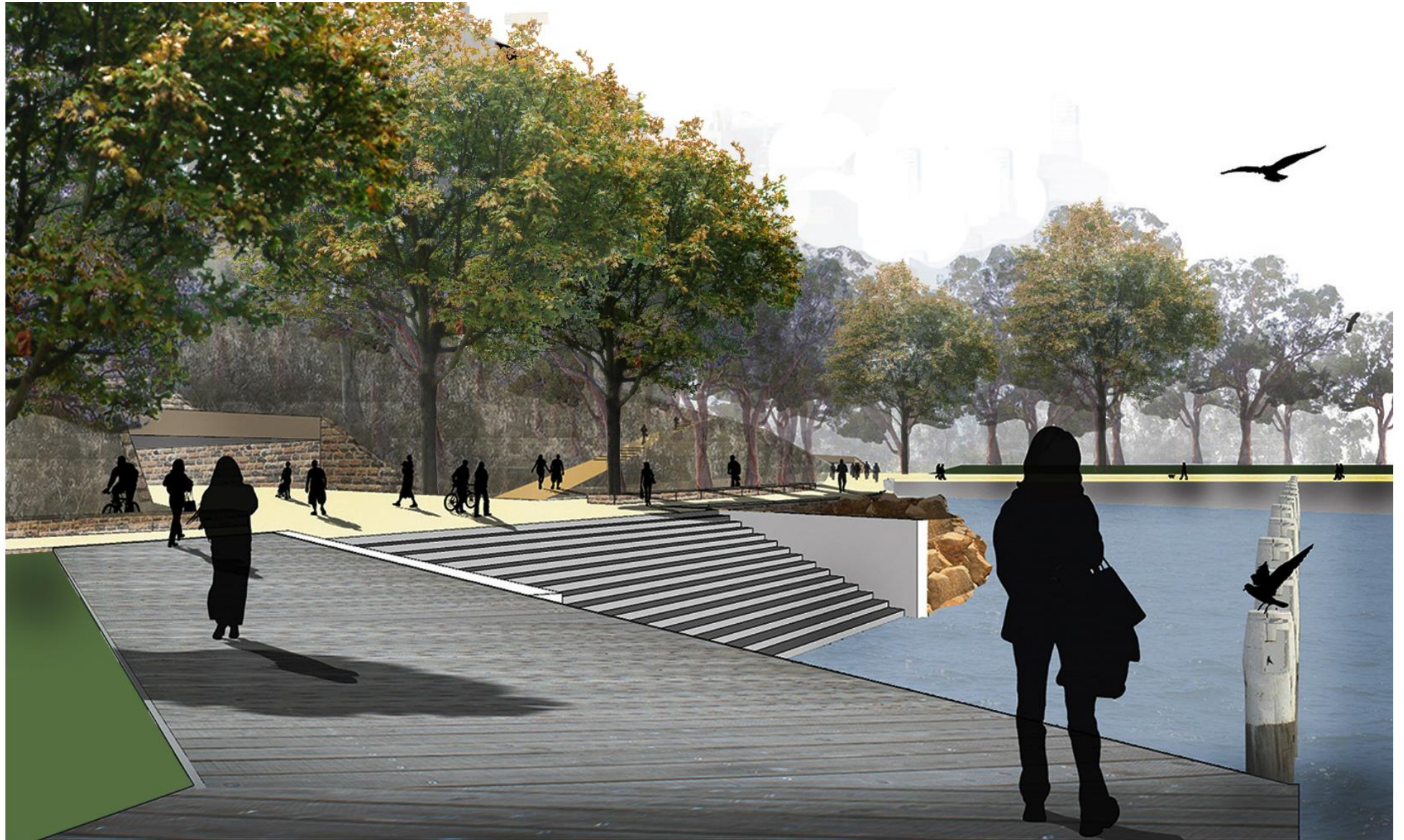
Figure 52



# SAMPALOC LAKE

# PERSPECTIVE BOARDWALK

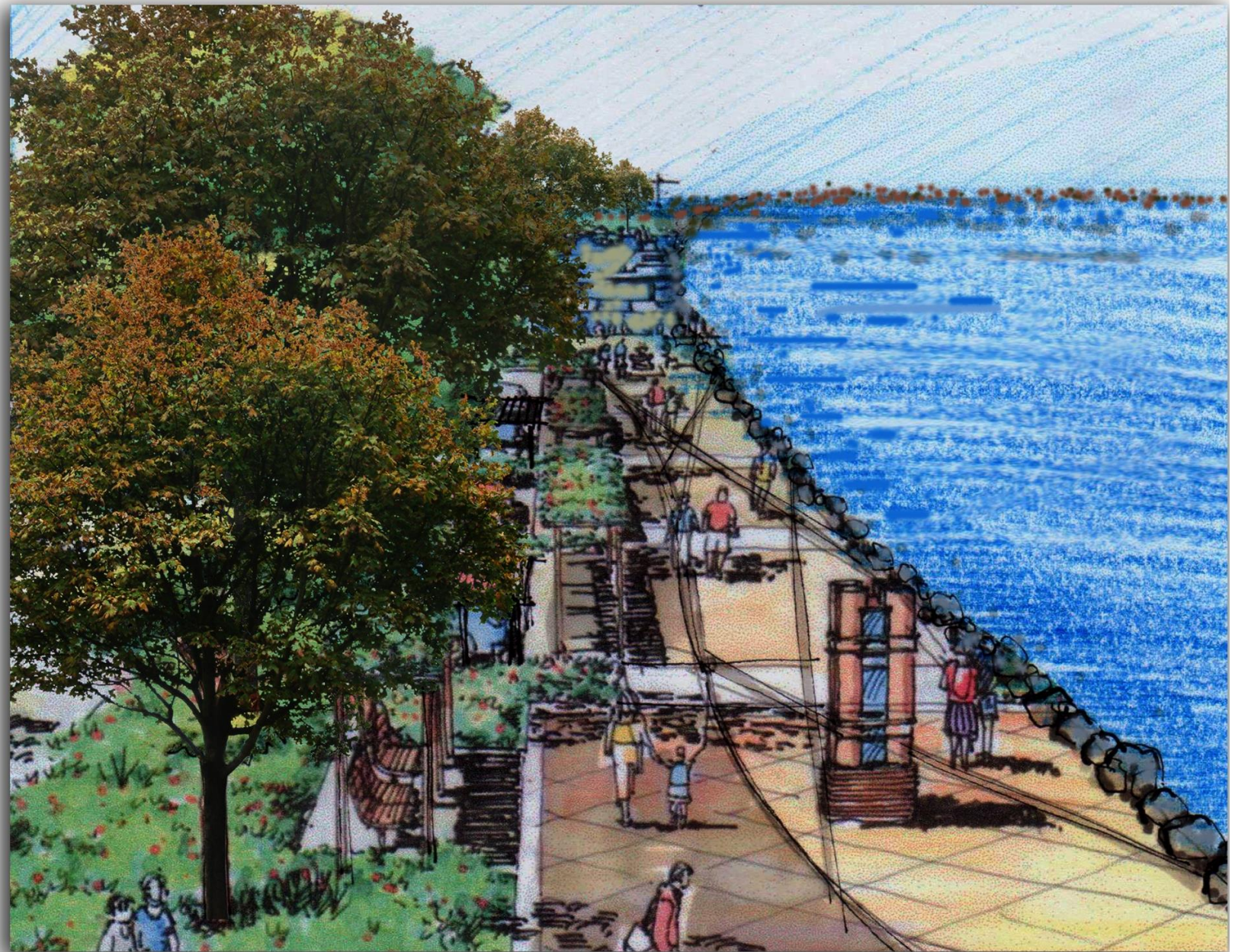
Figure 52  
continued...



# SAMPALOC LAKE BOARDWALK ALONG RESTAURANTS & SHOPS

P E R S P E C T I V E

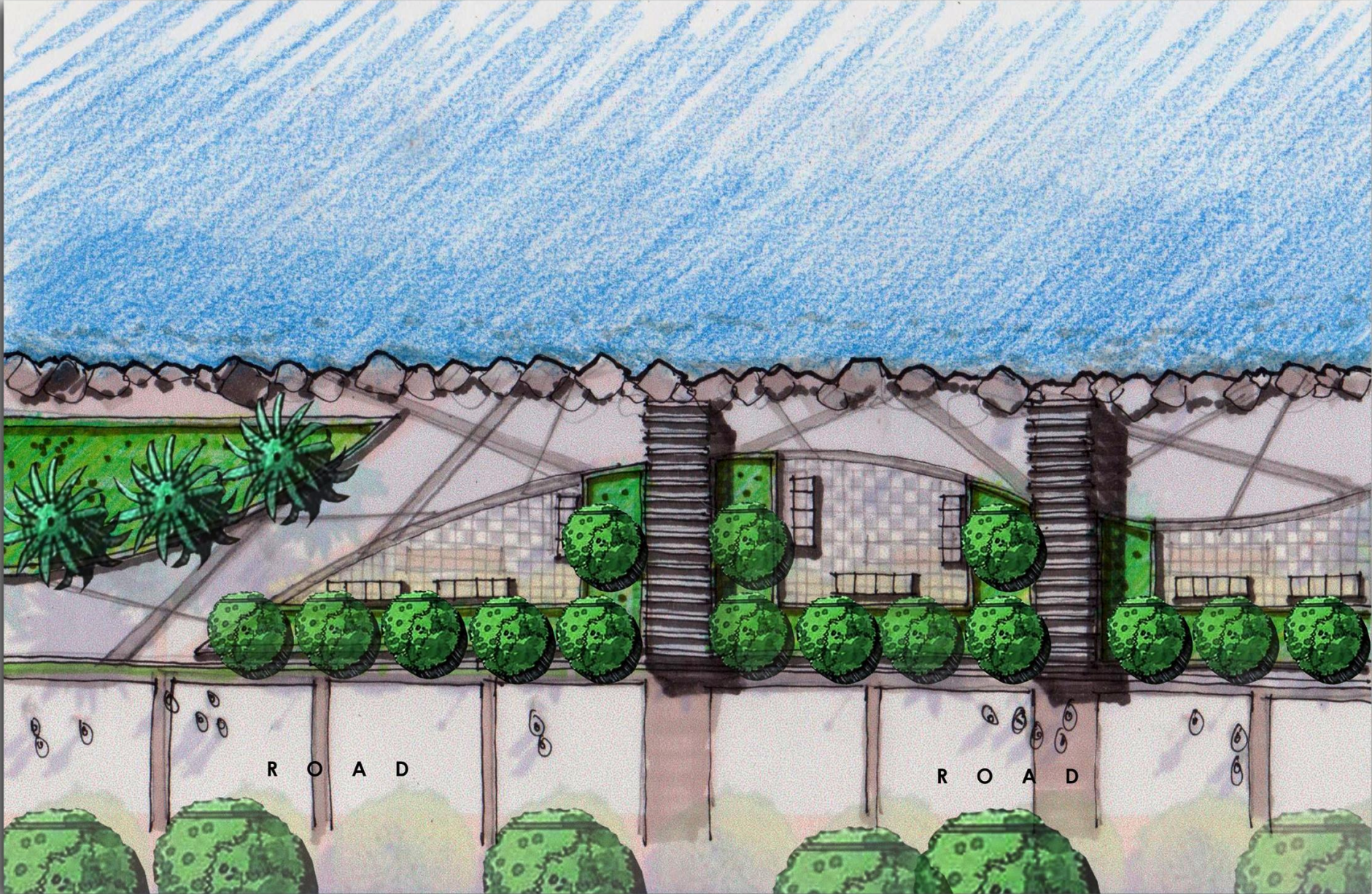
Figure 53



SAMPALOC LAKE **MINI PARKS**

PERSPECTIVE

Figure 53  
continued.



SAMPALOC LAKE **MINI PARKS**

**SITE DEVELOPMENT PLAN**



**Figure 54**

**Sample of Flowering Plants and Fruit Trees**



Photo Credit: Lope A. Calanog

**Bignay tree.**



Photo Credit: Lope A. Calanog

**Narra tree in bloom.**

Figure 56



# SAMPALOC LAKE FLOATING STAGE

PERSPECTIVE

Figure 57



**SAMPALOC LAKE**  
**BOARDWALK** *FISHING AREA*

PERSPECTIVE

Figure 58



## SAMPALOC LAKE HOTEL & SPA

## PERSPECTIVE

A traditional vernacular architecture style structure comprising of hotel and spa. Low energy consumption has also been considered when designing the building; applying conventional roofing with long overhang to protect against solar glare and heat gain. Creating large shaded balcony areas as sun-shading device to reduce direct sunlight.

Figure 58 continued...



## SAMPALOC LAKE HOTEL & SPA

## PERSPECTIVE

This modern structure comprising of hotel, restaurants and spas. The facade is arranged in a series of projections and recesses through the use of arcades, balconies and terraces.

Figure 59. Food stall and souvenir shops



# SAMPALOC LAKE SOUVENIR & RETAIL SHOPS

PERSPECTIVE

- Construct restaurants and other food establishments following the design in Figure 60. Floating restaurants may also be explored, although extreme care must be exercised in implementing this in view of the pollution it may bring into the water (Figure 61).



**Figure 61. Floating restaurants.**

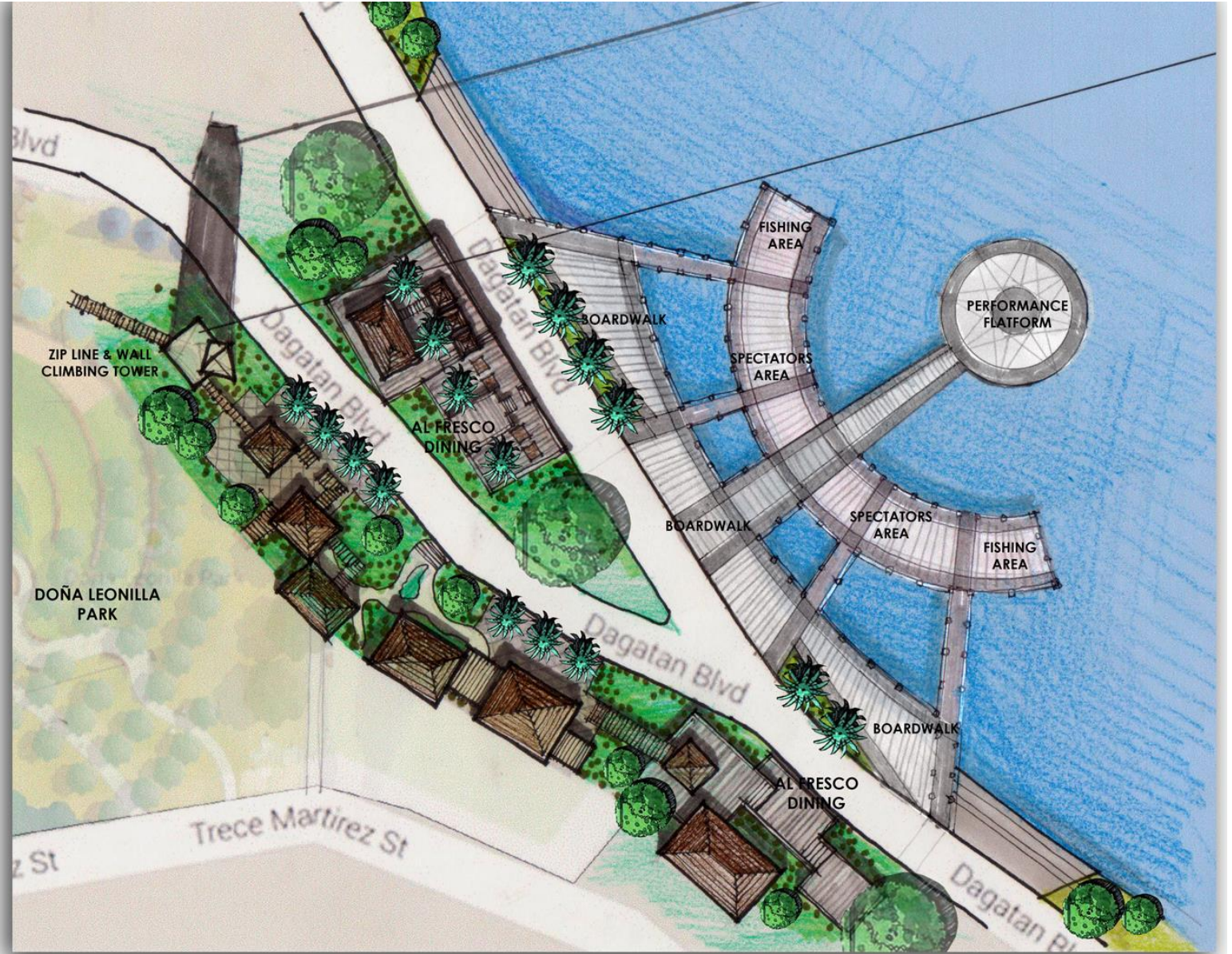
- Construct a sports and recreation center, where indoor activities like table tennis, billiard, chess, would be made available to visitors. This will be under the PPP scheme.
- Construct a convention center to sponsor big events like national seminars, company's team building, sports fest, etc. This will be under the PPP scheme.

- Install WI-FI and other related internet/communication facilities.
- Provide e-jeps for easy access of visitors around the lake (Figure 63).
- Provide health service facilities (first aid stations) in strategic locations of the City.
- Install police / barangay tanod stations to ensure safety and security of visitors by having police visibility / stations in strategic places of the Lake and Doña Leonila Park.



**Figure 62. Fish feeding in Nuvali is one attraction that children love to do. Same maybe adopted for Sampalok Lake**

Figure 60



# SAMPALOC LAKE SITE DEVELOPMENT PLAN RESTAURANTS, SHOPS & BOARDWALK



Figure 60 continued...



## SAMPALOC LAKE RESTAURANTS & SHOPS

## PERSPECTIVE

This structure houses the restaurants and retail shops along Dagatan Blvd. The building form is derived from the impression of terraces, which will enhance the quality of natural ventilation, daylighting and views to the lake.

**Figure 63. Sample e-jeep that may be provided for easy access of visitors around Sampalok Lake.**



**Photo credit: Lope A. Calanog**

**PANDIN LAKE.** As prescribed in the Pandin Lake Development Plan formulated by LLDA, Pandin Lake will be developed as an ecotourism destination. Existing activities shall be enhanced and strengthened.

#### **Specific Strategy No. 1: ZONING OF PANDIN LAKE**

##### **Actions / Activities:**

- Conduct re-orientation training-workshop on preparation of ZOMAP for Pandin Lake
- Delineate and identify the necessary zones for Pandin Lake
- Pass the relevant LLDA Board Resolution prescribing the ZOMAP.
- Install necessary markers delineating the defined zones.

#### **Specific Strategy No. 2: ESTABLISHMENT OF PANDIN LAKE KNOWLEDGE CENTER**

##### **Actions / Activities:**

- Identify site for the Knowledge Center (KC)
- Establish the KC and hire Manager
- Procure necessary equipment for the KC
- Operate the KC

#### **Specific Strategy No. 3: ESTABLISHMENT OF DATA BASE**

##### **Actions / Activities:**

- Gather relevant data and information about Pandin Lake
- Produce information, Educations and Communication (IEC) materials out of these data and information
- Capacitate concerned local people on the operation of ecotourism in the Lake

- Formulate, approve and impose fees and charges
- Install and set up signages

#### **Specific Strategy No. 4: IDENTIFICATION OF SOURCES OF WATER POLLUTANTS**

##### **Actions / Activities:**

- Conduct surveys and studies to identify sources of lake pollutants
- Conduct fund raising events for Water Quality Monitoring (WQM)
- Conduct training on WQM
- Procure equipment for WQM
- Conduct monthly WQM

#### **Specific Strategy No. 5: REFORESTATION OF 20 HECTARES OF LAND**

##### **Actions / Activities:**

- Identify site for reforestation
- Consult land owners for the conduct of reforestation
- Discuss and consult about pest and diseases (e.g., *cocolisap*)
- Establish nursery and conduct actual tree planting
- Monitor and evaluation result of reforestation

#### **Specific Strategy No. 6: ESTABLISHMENT OF ADDITIONAL TOURIST ATTRACTIONS AND PRODUCTS AND SERVICES**

##### **Actions / Activities:**

- Meet with private lot owners for the improvement of parking areas and path leading to the Lake
- Construct support hand railings and sandbags leading to Yambo Lake
- Establish butterfly garden and eco-trail

- Survey areas for horseback riding
- Establish food kiosks

#### **Specific Strategy No. 7: PROMOTION OF ECOTOURISM**

##### **Actions / Activities:**

- Produce and distribute IEC materials on Pandin Lake's ecotourism activities
- Hold promotional events
- Coordinate with DILG for the "*salintubig*" project
- Conduct viability of natural springs as source of drinking water

#### **Specific Strategy No. 8: CAPACITY BUILDING OF THE ASSOCIATION**

##### **Actions / Activities:**

- Conduct leadership and GAD trainings
- Conduct trainings on Food Safety, Proper Food Handling, and Food Preparation and Product Development
- Organize existing organization (SKMBLP) into cooperative
- Conduct training on fund raising campaign

#### **Specific Strategy No. 9: MAINTENANCE OF PEACE AND ORDER**

##### **Actions / Activities:**

- Create multi-sectoral / multi-agency Task Force for Pandin Lake (TFPL)
- Pass barangay resolution to formalize TFPL
- Conduct regular meeting of TFPL
- Disseminate IEC materials on policies, rules and regulations about the Lake
- Conduct trainings for TFPL

#### **Specific Strategy No. 10: ESTABLISHMENT OF CULTURAL HERITAGE CENTER**

##### **Actions / Activities:**

- Formulate plans and program for the establishment of the Cultural Heritage Center(CHC), including hiring of consultant / writer
- Implement the CHC programs and distribute relevant IEC materials

**YAMBO LAKE.** Considered as "twin" of Pandin Lake, Yambo Lake will also be developed into an ecotourism destination. Assessment undertaken by a group of Graduate Students from the University of the Philippines Los Baños has provided basic foundation in the establishment of this lake for ecotourism as well as in the sustainable management of its resources (UPLB 2011). These are outlined in the TMP for consideration by the City tourism authorities.

#### **Specific Strategy No. 1: DETERMINE POTENTIALS OF PROPOSED ECOTOURISM ACTIVITIES**

##### **Actions / Activities:**

- Conduct a comprehensive follow-up feasibility study on the proposed ecotourism activities in the Lake like: camping, horseback riding, kayaking, zorb balls, pedal boats, and other recreational water sports.



#### **Specific Strategy No. 2: GENERAL MANAGEMENT PLANNING**

##### **Actions / Activities:**

- Formulate General Management Plan (GMP)
- Implement the GMP
- Monitor and evaluate implementation of GMP.

#### **Specific Strategy No. 3: ESTABLISH SUSTAINABLE FINANCING**

##### **Actions / Activities:**

- Explore identified sources of funding assistance in the establishment of the above ecotourism activities

#### **Specific Strategy No. 4: RESOURCE MANAGEMENT AND CONSERVATION STRATEGIES**

##### **Actions / Activities:**

- Implement resource management and conservation strategies like making of *coconet*, composting using biodegradable waste materials, and biogas production.

**MOHICAP, PALAKPAKIN, CALIBATO, & BUNOT LAKES.** The kinds and/or types of tourism activities to be implemented in the four (4) remaining lakes shall be dependent on the feasibility studies to be conducted and the specific General Management Plan, including tourism plan, that will be developed for each of these lakes.

A lake development cum tourism expert will be commissioned to supervise and direct the preparation of these GMPs.

#### **Specific Strategy No. 1: GENERAL MANAGEMENT PLANNING**

##### **Actions / Activities:**

- Formulate General Management Plan (GMP), including tourism.
- Implement the GMP.
- Monitor and evaluate implementation of GMP.

### **OTHER POTENTIAL NATURE-BASED TOURISM**

As the branding ***Beyond the Seven Lakes*** implies, several other nature-based tourism activities and destinations shall be developed and promoted in San Pablo City.

Before this, however, in-depth analysis and feasibility studies need to be undertaken to determine the viability of these tourism products and services. They are presented here as strategies.

### **Specific Strategy No. 1: CAVING AND ROCK CLIMBING**



**Actions / Activities:**

- Conduct a cave exploration study of Mt. Mabilog in Barangay Sta. Catalina in coordination with the Biodiversity Management Bureau (BMB) of the DENR.
- Establish the trail and rock climbing that will connect Lake Yambo to Pandin Lake via Mt. Mabilog.
- Prepare a specific tourism package and plan for this activity.



**Specific Strategy No. 2: HORSEBACK RIDING**

- Two potential sites are available in: (a) the lot owned by Elmer Reyes in Barangay San Lorenzo, and (b) a lot owned by Paul Cortez along the Dagatan Boulevard in Sampalok Lake.



**Actions / Activities:**

- Coordinate with the lot owners and explore possibility of developing the identified lots for horseback riding.
- Study the feasibility of this tourism activity.
- Prepare the general tourism plan
- Partner with the owners in implementing this tourism activity.

**Specific Strategy No. 3: NATURE WALK AND PICNICKING IN KAKAWA LAGOON**

Kakawa Lagoon is one unexplored site in Barangay San Lorenzo, which is only 10 minutes walk from the nearest barangay road. When developed, this will surely provide an alternative picnicking area not only for the local tourists, but to outside San Pablo as well (Figure 64).

**Actions / Activities:**

- Conduct a resource assessment of the site in Barangay San Lorenzo.
- Study the feasibility of this tourism activity.
- Identify partners and cooperators in operating this tourism activity.
- Prepare the general tourism plan for this activity.



Photo credit: Arvin Carandang

**Figure 64. The unexplored Kakawa Falls and lagoon in Barangay San Lorenzo.  
Photo credit: Arvin Carandang**



**Specific Strategy No. 4: PALAKPAKIN LAKE AND MOHICAP LAKE NATURE WALK**

**Actions / Activities:**

- Conduct a general feasibility study of this tourism activity



Photo credit: Adrian Lansigan

**Figure 65. Exploring the trail for the proposed nature walk from Palakpakin Lake to Mohicap Lake.**

**Specific Strategy No. 5: OFF ROAD BIKING**

**Actions / Activities:**

- Coordinate with local bikers' association in doing the off-road biking from Barangay Sto. Angel to Barangay San Diego
- Conduct a general feasibility study of this tourism activity



**Specific Strategy No. 6: SWIMMING, CAMPING AND NATURE TRIPPING  
IN MALABANBAN WATERSHED AND  
LUBIGAN SPRING**

**Actions / Activities:**

- Conduct a general feasibility study of this tourism activity



**Specific Strategy No. 7: SWIMMING IN ALAKAN RIVER**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Barangay Sta. Catalina.



**Specific Strategy No. 8: SWIMMING IN MALA-UNOD RIVER**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Barangay San Jose.

**Specific Strategy No. 9: EXPLORATORY VISIT TO PHILPODECO PLANT**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Barangay Sto. Angel.



Photo credit: Lope A. Calanog

**Figure 66. The 1930 PHILPODECO power plant, a potential ecotourism destination with its 8,000 sq.m. agroforestry farm and river-outlet that is ideal for swimming.**

**Specific Strategy No. 10: SWIMMING AND PICNICKING IN DARAGAT FALLS**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Barangay Sta. Catalina.

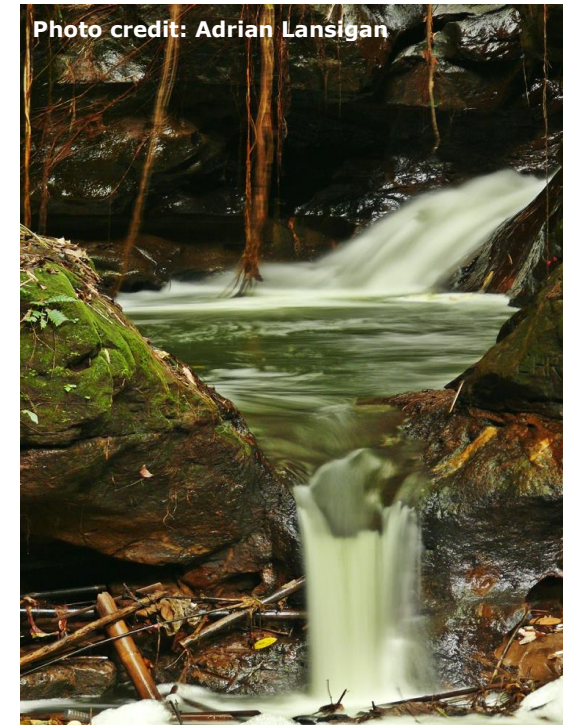


Photo credit: Adrian Lansigan

**Figure 67. The pristine Daragat Falls in Barangay Sta. Catalina.**



**Specific Strategy No. 11: RUBBER TUBING AND RIVER TRAIL IN MAG-AMPON RIVER**

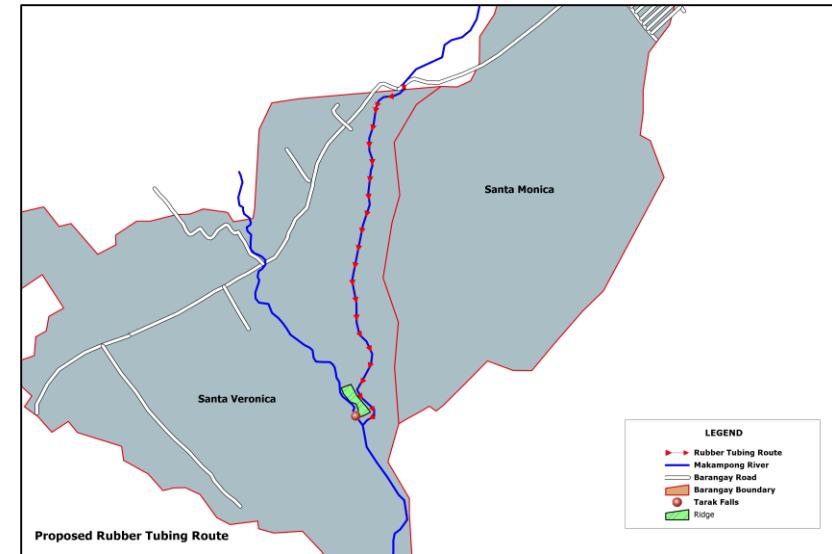
This activity will include a dip in the small lagoon of Tarak Falls in Barangay Sta. Veronica. Take off point will be in Barangay Sta. Monica; on the way back will either be by walking or riding a carabao-drawn cart passing through vegetable farms.

**Actions / Activities:**

- Conduct a general feasibility study of this tourism activity
- Explore the feasibility of the 1.0km rubber tube ride
- Coordinate with the owners on partnering with this tourism activity



**Figure 68. The jump-off point for the proposed rubber tubing in Barangay Sta. Veronica.**



**Figure 69. Location map showing the proposed route of water tubing.**



### Specific Strategy No. 12: SWIMMING IN TARAK FALLS

#### Actions / Activities:

- Conduct a general feasibility study of this potential tourism activity in Barangay Sta. Veronica



Photo credit: Lope A. Calanog

Figure 70. The Tarak Falls in Barangay Sta. Veronica.

### Specific Strategy No. 13: CAMPING IN BALUGBOG RIDGE

#### Actions / Activities:

- Conduct a general feasibility study of this potential tourism activity in Barangay Sta. Veronica.
- Explore other tourism-related activities like putting up of obstacle courses in the campsite.



Photo credit: Lope A. Calanog

Figure 71. The Balugbog Ridge which is very ideal for camping and swimming. The ridge is sandwiched by two rivers.



**Specific Strategy No. 14: CANOPY WALK**

There are several tall trees along the Mag-ampon River in Barangays Sta. Monica and Sta. Veronica, which can qualify for canopy walk and other form of adventure activities.

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Barangay Sta. Veronica and Sta. Monica.



### Specific Strategy No. 15: TREKKING IN PINGKIAN RIVER

#### Actions / Activities:

- Conduct a general feasibility study of this potential tourism activity in Barangay Santiago 2.



Photo credit: Lope A. Calanog

**Figure 72. The shallow Pingkian River in Barangay Santiago 2 can be a good trekking during the summer season. This is can also be the way in going to the Marilim Cave.**







### **Specific Strategy No. 16: EXPLORATION IN MARILIM CAVE**

This cave with underground river in Barangay Santiago 2 has a dimension of about 4 m in height, 4 m in width, and 30 meters in length. There are many different species of snakes living inside the cave. River in front of the cave can be developed into a swimming area.

#### **Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity.
- Conduct a cave exploratory study with the BMB.



**Figure 73. The mouth of Marilim Cave in Barangay Santiago 2.**



**Specific Strategy No. 17: SEVEN FALLS TREKKING AND ROCK CLIMBING**

This proposed activity in Barangay Santiago 2 will be a one-day trek. It is ideal for extreme adventure tourists, where one will have a good view of the City Proper when on top of Mt. Napayong along the mountain range of Mts. Malarayat and Manabo.



**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Barangay Santiago 2.

**Specific Strategy No. 18: MOUNTAIN TREKKING AND EXTREME ADVENTURE**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Barangays Santiago 2, Bautista, and Atisan.

**Specific Strategy No. 19: VINEYARD (BIGNAY) FARM VISIT**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Barangay Atisan.

**Specific Strategy No. 20: ANNUAL REGATTA OR BOAT RACE**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in Sampalok Lake.

**Specific Strategy No. 21: ATV ADVENTURE RIDE**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in several nature destinations, including lakes.



**Specific Strategy No. 22: BOAT RAFTING**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in other lakes.



**Specific Strategy No. 23: ZIPLINING**

**Actions / Activities:**

- Conduct a general feasibility study of this potential tourism activity in other destination.



## Management Strategy 1:

### Tourism Products and Services Development/Enhancement

**Goal:** To develop new tourism products and services and enhance existing ones to make tourism a vital instrument of sustainable development in San Pablo City.

**Management Objective 2:** To develop the City's (a) cultural heritage, and (b) historical landmarks into viable tourism products and services.

The City will be developed as a Creative City based on the ideal presented by urban studies theorist Richard Florida, who says investing in arts and culture activities spur economic development for communities. A City that provides opportunities for arts and culture attracts the "creative class", who in turn invest in business, create jobs and contribute in myriad other ways to the health and vitality of the community (Florida 2008).

### CULTURAL EVENTS AND FESTIVITIES

This section is divided into three (3) sub-sections, namely: (a) Arts and Culture Development; (b) Cultural and Art Festivities; and (c) Religious Festivities.

### ARTS AND CULTURE DEVELOPMENT

#### Specific Strategy No. 1: SHOWCASE THE INNATE CREATIVITY OF THE SAN PABLEÑOS

##### Actions / Activities:

- Create and maintain an up-to-date inventory of the City's arts and cultural resources. Specific activities to perform are:
  - ✓ Identify different groups and organizations engaged in performing arts, visual arts, and crafts

- ✓ Engage them in a common vision for art and culture development in the City
- ✓ Organize a coordinating body
- Create an over-all arts and culture agenda guiding the activities of the different groups:
  - ✓ Draw up an integrated calendar of arts and culture activities mounted by the different groups and organizations
  - ✓ Create pillar events/activities that can bring the different groups and organizations together for learning and exposure (*refer to Festivals*)
  - ✓ Develop a monitoring system
- Create a unified arts and culture marketing strategy and communication plan (*refer to Management Strategy 2: Promotion and Marketing for other strategies*)
  - ✓ Draw up a marketing campaign positioning San Pablo as a Creative City. The target of the campaign is to attract the "creative class" within and outside of San Pablo.
  - ✓ Launch a website.
  - ✓ Launch a social media campaign that will attract and create the buzz for a creative community.
  - ✓ Create collaterals to be handed out to visitors to the City.

## **Specific Strategy No. 2: ESTABLISH A CENTER OR ZONE FOR ARTS AND CULTURE IN THE CITY**

### **Actions / Activities:**

- Establish exhibit and retail venues for arts and crafts that is accessible to visitors and to locals. To be truly attractive and sustainable, the venues must be created and promoted as indie initiatives from the local artist community. Sub-activities to be undertaken are:
  - ✓ Survey potential exhibit and performance areas. Identify potential exhibit venues, indoor and outdoor.
  - ✓ Draw up agreements with establishments and/or organizations that operate the venues
  - ✓ Broker agreements between artist/civil society organizations who will operate the art and culture venues and the artist communities that will use them
  - ✓ Create a monitoring system

#### **Possible Pegs:**

Paoay's Himala sa Buhangin

(<https://www.youtube.com/watch?v=z16aNFxFTT8>)

Naoshima Island, Japan

(<http://edition.cnn.com/2014/12/03/travel/naoshima-japan-art-island/>)

- Establish performance and workshop venues for the performing arts that is accessible to visitors and to locals. These must be created and promoted as indie initiatives from the local artist community. Related activities are:
  - ✓ Identify potential performance venues
  - ✓ Draw up agreements with establishments and/or organizations that operate the venues

- ✓ Broker agreements between artist/civil society organizations who will operate the art and culture venues and the artist communities that will use them
- ✓ Create a monitoring system

## **Specific Strategy No. 3: CREATE AN ARTS AND CULTURE OFFICE AND COUNCIL**

This Office will be separate and independent from the Tourism Office.

### **Actions / Activities:**

- Conduct a survey on community arts and culture needs
- Do a SWOT analysis
- Create an Arts and Culture Development Masterplan with the intention of establishing the City as a cultural center for the region
- Benchmark against the best practices of their communities with successful arts and culture development plans (i.e. UNESCO Creative Cities Network, Creative Cities Network of Canada)

## **CULTURAL AND ARTS FESTIVITIES**

### **Specific Strategy No. 1: EXPANDING THE COCO ARTS FESTIVAL**

The scope of the current festival will be expanded beyond the agricultural crop-centered celebration to a festivity that celebrates arts and crafts. After all, appreciation of arts and crafts has deep roots in coconut plantation living. Because it is an easy crop, plantation owners at the turn of the century had the luxury to explore arts and encouraged it among their family members and plantation workers. Thus, there are many San Pableños who have an intuitive sense of the

good qualities of art. The expanded festival is envisioned to become one of the best outdoor artisan festivals in the country and will attract visitors who would otherwise not have come for an agriculture-centered event. The traditional elements of the award-winning festival will be maintained: float parade, street-dancing, Coco Carnival Queen.

**Actions / Activities:**

- Create a festival that defines the San Pablo community. A festival is the public face for a community, it must say something about what the City truly values in its culture (Levi undated). This is how to connect to the target audience/visitors, particularly to the new generation who may not feel a connection to coconut culture. Sub-activities to be carried out are:
  - ✓ Conduct a survey/workshop among representative citizens to identify what they value in the *San Pableño's* culture.
  - ✓ Conduct a branding workshop to capture the essence of the San Pablo community culture.
  - ✓ Turn brand essence into guidelines for the conduct of the festival.
- Capture the best that communities create and put it forward.
  - ✓ Identify the most promising artists and artisans in the City and surrounding communities through a call for artworks and crafts.
  - ✓ Partner with or form a committee of curators who will evaluate the artworks and crafts
  - ✓ Create a list of potential participants from outside the City who represent the best in art and artisan trends in their communities. These participants will allow awareness-raising interaction between local and visiting artists.
- Put together a festival on a grand scale. The sheer size of a festival can make it magnetic.

- Partner with a well-established festival organizer with the wherewithal to put together an event that is at par with the premiere festivals in Manila.
- Select a memorable art festival venue. Successful festivals happen in unique and unusual places or in the usual places in distinctly new and different ways. Identify a place in the City that can be the venue of the art festival. It should be unique, memorable, yet accessible (Schneider undated).

**Best Peg:**

The Coco Grove Arts Festival in Miami, Florida (<http://www.cgaf.com/festivalguide.php>)

- Create a marketing campaign that will integrate the hotel and restaurant offerings in the City for the duration of the festival (*refer to Management Strategy 2 Promotion and Marketing Strategy for other details*).

Sub-activities to undertake are:

- ✓ Encourage hotel and restaurants to offer special discount rates to participants of the art festival
- ✓ Encourage hotel and restaurants to hold their own art-related activities
- ✓ Promote the City's hotels and restaurants in the art festival promotion campaign

**Specific Strategy No. 2: SEVEN-LAKES MUSIC FESTIVAL**

The scope of the current Tilapia festival will be expanded beyond the aquaculture-centered celebration to a festivity that celebrates music, live performances, and freshwater lake cuisine. Through the event, the City will position itself as an advocate of indie music and will present itself as the ideal host for indie music creators and aficionados. It will also be a celebration of San Pablo lake-side cuisine and street food delights.

**Actions / Activities:**

- Create a festival that defines San Pableño community's culture of music appreciation. This can be done by:
  - ✓ conducting a survey/workshop among representative citizens to identify what we value in our musical culture;
  - ✓ conducting a branding workshop to capture the essence of our community culture; and
  - ✓ turning brand essence into guidelines for the conduct of the festival.

**Best Peg:**

A best practices benchmark for this event would be the Lake Stars music festival held on the palm-fringed shores of Lake Malawi in Africa, which has become internationally-renowned. (<http://youtu.be/n1ZUVO6YYXU>)

- Capture the best that music communities create and put forward within and beyond San Pablo (Levi, undated). Sub-activities are:
  - ✓ Identify the most promising musicians in the City and surrounding communities through a call for auditions and music submissions.
  - ✓ Partner with or form a committee of musicians who will evaluate performances
  - ✓ Create a list of potential participants from outside the City who represent the best in the indie music scene. These participants will allow awareness-raising interaction between local and visiting artists.
- Put together a festival on a grand scale. The sheer size of a festival can make it magnetic.
- Partner with a well-established music festival organizer with the wherewithal to put together an event that is at par with the premiere festivals in Manila.

- Develop an area among the seven lakes as the ideal venue for live music performances and street food venue. Successful festivals happen in unique and unusual places or in the usual places in distinctly new and different ways. Identify performance zones, F&B zones, and retail zones along Dagat-dagatan Ave.
- Create a marketing campaign that will integrate the hotel and restaurant offerings in the City for the duration of the festival.

**RELIGIOUS FESTIVITIES****Specific Strategy No. 1: SEMANA SANTA**

The Lenten activities in San Pablo will be packaged as a pilgrim-tourist event with opportunities to do acts of spiritual devotion, learn about the religious heritage of the City, and appreciate the craftsmanship of religious images.

**Action / Activities:**

- Highlight the San Pablo Cathedral as a preferred pilgrim destination for devotees and pilgrims as the Cathedral marks its Jubilee Year from November 2016-2017:
  - ✓ Identify the unique religious/spiritual significance of a visit to San Pablo Cathedral.
  - ✓ Identify the unique historical significance of a visit to San Pablo Cathedral, highlighting in particular the restoration in progress.
  - ✓ Provide information on the religious and historical significance which pilgrims and tourists can read.
  - ✓ Promote the San Pablo Cathedral as an ideal stop for pilgrims. Highlight tourist amenities near the Cathedral: cafes, restaurants, pasalubong places.



- Highlight the Good Friday Procession as best Lenten procession on this side of the world, in terms of scale, community tradition, exquisite images, and piety of the people. Sub-activities to this are:
  - ✓ Organize guided tours that provide the historical, spiritual, and craftsmanship context of the procession. Tours may also include home visits to families who are preparing their carosas.
  - ✓ Prepare written material or downloadable material on the procession, particularly for those who will not hear the annotation at the Cathedral
  - ✓ Provide an opportunity for Via Crucis before the procession, while the carosas are waiting for the procession to start.
  - ✓ Highlight tourist amenities near the procession area.
  - ✓ Provide tips on where to best watch the procession from.
  - ✓ Promote the Good Friday procession through website and social media.
- Create a day-to-day itinerary from Thursday to Sunday that will encourage spiritual devotees as well as leisure visitors to spend their entire Holy Week in the City.
  - ✓ Create several itinerary options that contain spiritual activities and leisure activities
  - ✓ Identify unique tourist activities that can compete with other popular summer destinations (i.e. beach, Baguio, etc.)
- Create a marketing campaign that will integrate the hotel and restaurant offerings in the City for the duration of Holy Week. This can be done through:
  - ✓ Encourage hotel and restaurants to offer special discount rates to participants of the art festival

- ✓ Encourage hotel and restaurants to hold their own Lent-related activities
- ✓ Promote the City's hotels and restaurants in the Lenten promotions campaign

*(Refer to Management Strategy on Promotion and Marketing Strategies for details.)*

## **HISTORICAL LANDMARKS**

Some of the ways to develop historical landmarks in the City as tourist's destination is by: (a) conserving and protecting its rich heritage; (b) restoring their original designs and features; and (c) improving and/or rehabilitating its existing condition.

## **HERITAGE CONSERVATION**

### **Specific Strategy No. 1: PUEBLO HERITAGE ZONE**

The San Pablo plaza, significant trees, and selected heritage structures will be designated a heritage zone. The zone will be a significant part of the City's attraction as a place in which to live, visit, do business and invest. It is important for cultural and sociological reasons, providing distinctive historical character and a sense of continuity.

The town plaza, identified buildings, and significant trees will be restored and maintained "as close to its appearance at the time the area was of most importance to Philippine History as determined by the National Historical Institute." It will be recommended that the time be 1925-1928, when Rizal Ave. and the Rizal monument were completed. This is also the time the electric lamp posts were erected. The proposed historical significance is the fact that San Pablo was one of the first municipalities in the Philippines with a town center lit up by

electric lights, a benefit of the boom in coconut trade, when San Pablo was the biggest exporter of coconut in the world.

**Actions / Activities:**

- Seek for the designation of the following area and buildings as City Heritage Zone by the National Historical Institute, in accordance with Article IV of the National Cultural Heritage Act of 2009:
  - ✓ The San Pablo Cathedral
  - ✓ Town Plaza
  - ✓ Rizal Monument
  - ✓ Presidencia or Municipio (now the DepEd Library Hub)
  - ✓ The Escuela Pia or community school (now the Red Cross Building)
  - ✓ The Telegraphia or telegraph office (beside the DepEd Library Hub)
  - ✓ The Fire Station
  - ✓ The century old mango tree
  - ✓ The Kilometer Zero Marker across the Rizal Monument
  - ✓ The original electric lamp posts
  - ✓ The stretch of Rizal Avenue from the Church patio down to Fule St., including all the buildings flanking this stretch
  - ✓ The Farcon residence beside the cathedral, which used to be the convent attached to the cathedral.
  - ✓ The former Capino residence (now Si Christina's)
  - ✓ The Fule-Malvar residence (now Phil-Am Insurance)
- File a petition with the National Historical Institute (NHI) for the assessment, identification, and designation of the heritage zone
- Create a team that will work on the requirements and procedures of the NHI
- Advocate for the corresponding local ordinances as required by the National Culture Heritage Act
- Qualify for a grant under the National Heritage Resource Assistance Program
- Restore and maintain the town plaza, identified buildings, and significant trees by:
  - ✓ Determine the time of most importance in history, which will guide the design of the plaza.
  - ✓ Restore the plaza and fountain based on the approved design.
  - ✓ Rehabilitate the original lamp posts and the avenue islands based on Commission guidelines.
  - ✓ Explore adaptive re-use of the Municipio perhaps as a heritage gallery, while still maintaining the library.
  - ✓ Explore adaptive re-use of the Escuela Pia and the Telegraphia perhaps as souvenir shops.
  - ✓ Provide the Zero Marker a dignified design.
  - ✓ Enter into agreements with the private owners affected by the zoning through the Commission and in accordance with the Culture Heritage Act.
  - ✓ Coordinate closely with the San Pablo Cathedral which has embarked on its own heritage conservation program.
  - ✓ Create a heritage narrative to guide tourism information.
  - ✓ Be transparent on the restoration process and use of funds through a website.

- Restore dignity and implement order in the heritage zone so that it will once again be an attractive gathering and promenade place for citizens and visitors. Sub-activities are:
  - ✓ Provide incentives for buildings in the proximity of the heritage zone to take on an appearance consistent with the guidelines of the Commission.
  - ✓ Pass and enforce city ordinance prohibiting commercial and political signages, billboards, and streamers, that attract attention away from the significant landmarks of the heritage zone
  - ✓ Pass and enforce city ordinance regulating parking areas in the heritage zone.
  - ✓ Pass and enforce city ordinance regulating tricycle and jeepney stops in the heritage area.
  - ✓ Draw up a traffic flow plan that will de-clog the town plaza (Figure 74).
  - ✓ Free up sidewalk space for pedestrians and promenading visitors.
  - ✓ Clean up Meralco and PLDT wiring in the heritage zone.

### **Specific Strategy No. 2: MUSEO NG SAN PABLO**

The museum will be rehabilitated from the devastation wrought by Typhoon Glenda on the Old Capitol building. Becoming a relevant, dynamic cultural center, which fosters greater participation and involvement from the community, will further enhance its mission as a community museum.

### **Actions / Activities:**

- Seek for the designation of the Old Capitol building as a heritage site by the National Historical Institute, in accordance with Article IV of the National Cultural Heritage Act of 2009.  
Related activities to be undertaken are:
  - ✓ File a petition with the National Historical Institute (NHI) for the assessment, identification, and designation of the heritage site
  - ✓ Create a team that will work on the requirements and procedures of the NHI
  - ✓ Advocate for the corresponding local ordinances as required by the National Culture Heritage Act
  - ✓ Qualify for a grant under the National Heritage Resource Assistance Program
  - ✓ Create a heritage architecture tour of the Capitol Building.
- Restore the Old Capitol Building following the 1940 era when President Quezon inaugurated the building. Support activities to be done:
  - ✓ Determine the period of most importance in history, which will guide the design restoration of the Capitol building.
  - ✓ Commission heritage designers to create a rehabilitation plan.
  - ✓ Rehabilitate the building, in particular the projected exhibition and performance spaces.
- Expand the exhibition space to include changing or seasonal exhibits that will allow for constant community involvement and will provide new and relevant content to the community museum.
  - ✓ Push for more exhibit space and performance space in the Capitol Building, possibly moving some of the government offices still operating from there.

- ✓ Review existing Memorandum of Agreement with the Cultural Society of San Pablo
- ✓ Evaluate plans of the Cultural Society of San Pablo and collaborate on common goal for a dynamic, relevant, and well-designed community museum.
- ✓ Organize San Pablo Museum volunteers who can partner with the City on changing community exhibits drawing inspiration from the best practices of community museums in the Philippines and abroad.

**Best Peg:**Wing Luke Museum of the Asian Pacific American Experience (Seattle, WA)

- Expand the San Pablo community museum to an online museum where citizens can access photos of the objects and stories on exhibit, as well as contribute their own online.

Related activities are:

- ✓ Put together a team that can manage a blog site for the community museum.
- ✓ Organize the editorial content of the site.
- ✓ Call for stories and photos.
- ✓ Promote the site on social media.

## **REHABILITATION AND MAINTENANCE**

### **Specific Strategy No. 1: DOÑA LEONILA PARK**

#### **Actions / Activities:**

- Rehabilitate Doña Leonila Park following the design in Figure 48.
- Improve and re-package the children’s playground.
- Improve the existing stage into an amphitheater-type of facility
- Install additional facilities like shades, café, benches, etc.

### **Specific Strategy No. 2: OTHER HISTORICAL LANDMARKS**

#### **Actions / Activities:**

- Rehabilitate other historical landmarks and heritage to make them more conducive for historical tours/visits:
  - ✓ Monumento ng Kagitingan
  - ✓ Hagdang Bato
  - ✓ Andres Bonifacio Shrine
  - ✓ Trece Martirez Monument
  - ✓ Conducto Mansion
  - ✓ *Pinaglabanan* Shrine (Battle of Sta. Isabel)
  - ✓ Calibato Hydro Power Plant
  - ✓ Apolinario Mabini Monument
  - ✓ Fule-Malvar Mansion
  - ✓ Dambana Ng Mga Bayani
  - ✓ Old Elementary Schools

- Install proper signages and interpretive signs to make the tourist's visit more informative and rewarding.
- Have a regular maintenance of these landmarks by engaging the services of Barangay Officials. Be sure that they will have a share from any financial benefits that will be generated.

### **TOUR PACKAGES**

To make the most of the visit to the City, possible tour packages, which can be completed in one day, are recommended. These tours are designed according to themes and/or subjects, which the tourists may choose from. Combination of these recommended tours may be explored for the full satisfaction and enjoyment of the tourists.

#### **Specific Strategy No. 1: SEVEN LAKES TOUR**

##### **Actions / Activities:**

- Develop a storyline that will describe the Seven Lakes Tour. The seven different legends about the lakes would be a good start (see **Annex J** for the legends).
- Coordinate and network with local officials of the barangays that have jurisdiction over the Seven Lakes, as well as with other concerned organizations, and discuss with them how this tour could be organized and what roles they will play. Figure 74 shows a sample tour guide material.
- Construct basic facilities like comfort rooms, cottages where visitors can take a rest and eat, and a covered view deck or viewing area.
- Install signages for guidance and information of the visitors like directional signs for the location of facilities, a board bearing the description of the lake or the legend of the lake, etc.

#### **Specific Strategy No. 2: RELIGIOUS TOUR**

##### **Actions / Activities:**

- Coordinate with local church leaders and religious on how this tour could be organized and what roles they will play.
- Develop a storyline that will describe the tour. Description or stories about some religious icons would be a good start.
- Ensure that basic facilities like comfort rooms, rest areas, prayer rooms, etc. are available. Coordinate with churches and religious leaders if these facilities, if available, could be used by the tourists.
- Coordinate also with concerned religious leaders in installing necessary signages.

Figure 74



### **Specific Strategy No. 3: HISTORICAL TOUR**

#### **Actions / Activities:**

- Coordinate and network with local historian, the academe, and other organizations that may have historical records of San Pablo, and organize with them how this tour could be organized and what roles they could play. Figure 75 shows a sample tour guide material.
- Develop a story that will best describe this tour.
- Construct basic facilities like comfort rooms and rest areas where they can have a brief stay and eat.
- Install signages for guidance and information of the visitors like directional signs for the location of facilities, a board bearing the description of the historical sites, etc.

### **Specific Strategy No. 4: HANDICRAFT / ARTS TOUR**

#### **Actions / Activities:**

- Coordinate with local artist and handicraft makers and other art and antique collectors, and discuss with them how this tour could be organized and what roles they could play. Figure 76 shows a sample tour guide material.
- Develop a story that will best describe this tour.
- Coordinate with the owners/operators of art shops and stores for the use of basic facilities like comfort rooms and rest areas.
- Install necessary signages and interpretive signs for guidance and information of the visitors.

### **Specific Strategy No. 5: FOOD SPOTTING TOUR**

#### **Actions / Activities:**

- Develop a storyline about the tour. A good start will be the traditional foods that are preferred by the San Pableños during special occasions. See **Annex K** for the lists of these food items.
- Coordinate and network with owners and local officials of the barangays that cover these food establishments, and discuss with them how this tour could be organized and what roles they will play. Figure 77 shows a sample tour guide material.
- Coordinate with the owners/operators of the food establishments for the use of basic facilities like comfort rooms and rest areas.
- Install necessary signages and interpretive signs for guidance and information of the visitors.

### **Specific Strategy No. 6: FOOD MANUFACTURERS TOUR**

#### **Actions / Activities:**

- Coordinate with local food manufacturers and discuss with them how this tour could be organized and what roles they will play. Figure 78 shows a sample tour guide material.
- Make a story about these different food manufacturers, by describing their individual products and also by citing their history.
- Coordinate with the owners of food manufacturers for the use of basic facilities like comfort rooms and rest areas.
- Install necessary signages and interpretive signs for guidance and information of the visitors.

Figure 75





Figure 76

# San Pablo City



## ARTS AND CRAFT DESTINATIONS

- 1 Start at Tourism Office, Doña Leonila Park
- 2 Carlito's Workshop in Barangay Sta. Ana
- 3 Sulyap Museum / Art Galle in Barangay del Remedio
- 4 Mga Likha ni Inay at CARD Bank, Inc., 20 ML Quezon St.,
- 5 Museo ni Cipra 2 in Baragay San Lucas I
- 6 Museo ng San Pablo at San Pablo City Capitol Building
- 7 Back to Tourism Office, Doña Leonila Park

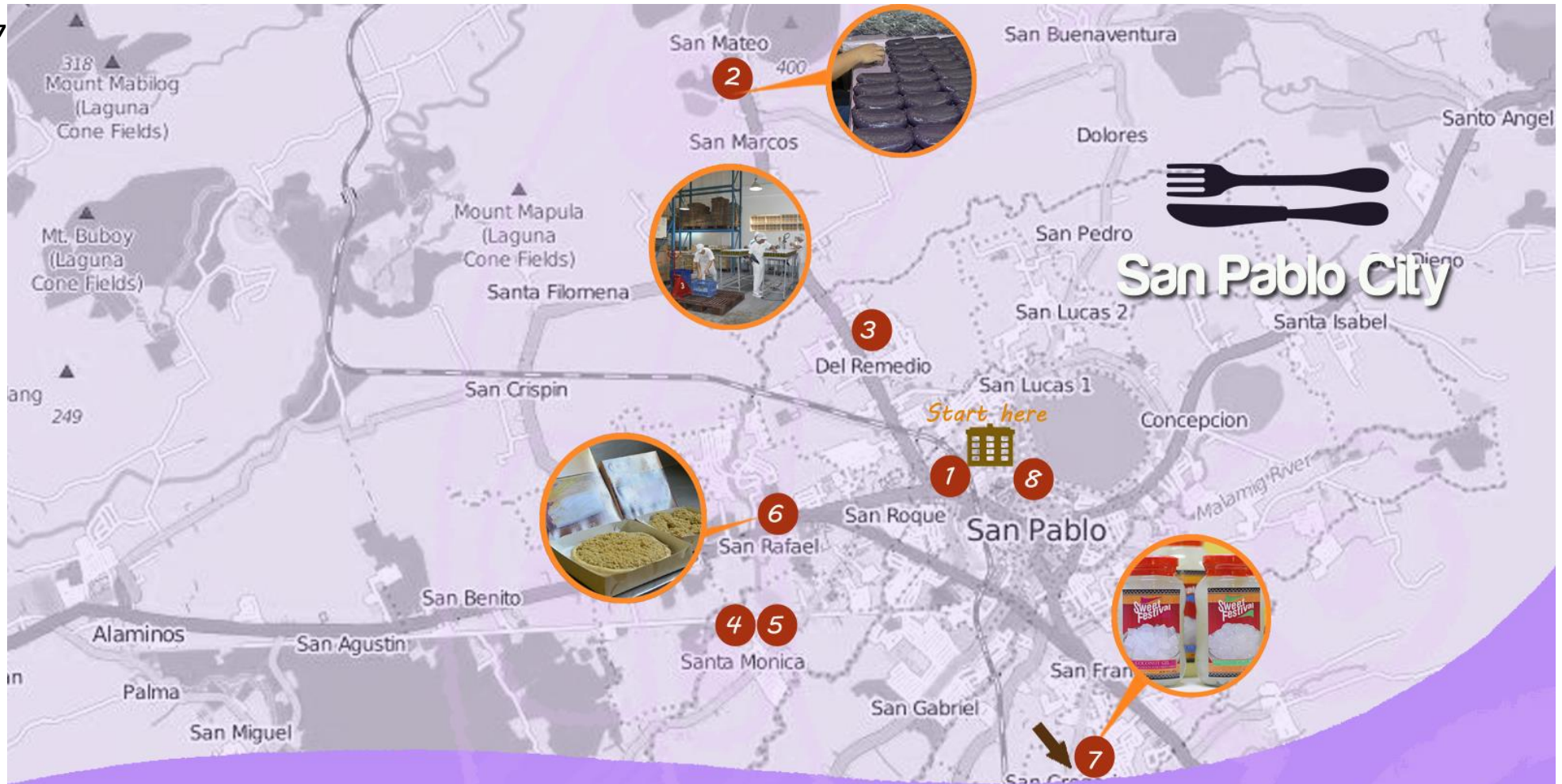
Figure 77



## Food Spotting Tour One day tour

- 1 Start at Tourism Office, Doña Leonila Park
- 2 Sulyap Gallery Cafe and Restaurant, Barangay Del Remedio
- 3 Casa San Pablo, Barangay San Roque Remedio
- 4 Suki Japanese Soukutsu Restaurant, Barangay San Rafael
- 5 Palmera's Garden Restaurant, Barangay San Nicolas
- 6 Palaisdaan at Kamayan sa Ilog, Barangay San Ignacio
- 7 Patis Tito Garden Cafe, Barangay Sta. Cruz (Putol)
- 8 Kusina de Sabang, Barangay Concepcion
- 9 Si Cristina Gateau Sans Rival, Rizal Ave., City Proper
- 10 Simple Treetts Coffee Wine & Tea, T. Azucena St. Corner P. Zulueta St., City Proper
- 11 Middle East Bistro, Zulueta St., City Proper
- 12 Concept Design Cafe, Paseo de Escudero, City Proper
- 13 Cafe Lago, Dagatan Blvd., Sampaloc Lake
- 14 Back to Tourism Office, Doña Leonila Park

Figure 7



## Food Manufacturers tour

*(one-day exposure tour to some local food manufacturers, whose products may serve as gifts or souvenirs)*

**1** Starts at Tourism Office, Doña Leonila Park, Trece Martires Street, SPC

**2** Ube Halaya and Leche Plan Making, Barangay San Mateo

**3** Lola Panyang Guarano Manufacturing, Everlasting Street, Patria Village, Del Remedio

**4** Green Harvest Factory, Barangay Sta. Monica

**5** Rose Nata de Coco, Barangay Sta. Monica

**6** Collette's Buko Pie, Barangay San Rafael

**7** Escaba Food Products, Inc., Barangay Sta. Ana

**8** Back to Tourism Office

### **Specific Strategy No. 7: HEALTH AND WELLNESS TOUR**

#### **Actions / Activities:**

- Coordinate and network with local health and beauty products manufacturers, including shops and saloon operators who offer health and wellness services, and discuss with them how this tour could be organized and what roles they will play. Figure 79 shows a sample tour guide material.
- Make a story about these different health and beauty products; telling the history would be a good start.
- Coordinate with the owners for the use of basic facilities like comfort rooms and rest areas.
- Install necessary signages and interpretive signs for guidance and information of the visitors.

### **Specific Strategy No. 8: OFF-ROAD BIKING TOUR**

#### **Actions / Activities:**

- Coordinate and network with local bikers associations, as well as with other concerned organizations, and discuss with them how this tour could be organized and what roles they could play. Figure 80 shows a sample tour guide material.
- Make a story about the places to be visited.
- Construct basic facilities like comfort rooms, cottages where bikers can take a rest and eat, and a covered view deck or viewing area.
- Install signages for guidance and information of the bikers like directional signs for the location of facilities, a board bearing the description of the places visited, etc.

### **Specific Strategy No. 9: AGRITOURISM TOUR**

#### **Actions / Activities:**

- Coordinate and network with local agrifarm operators, and discuss with them how this tour could be organized and what roles they could play. Figure 81 shows a sample tour guide material.
- Make a story about the places to be visited.
- Negotiate for the use of basic facilities like comfort rooms, cottages where visitors can take a rest and eat.
- Install signages for guidance and information of the visitors like directional signs for the location of facilities, a board bearing the description of the places visited, etc.

Figure 79





Figure 81



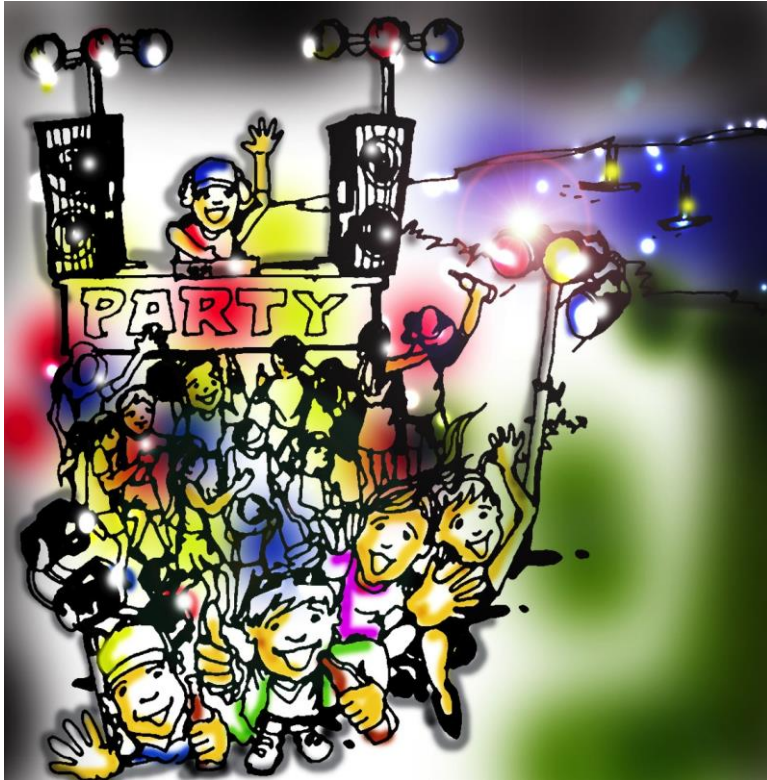
### OTHER POTENTIAL TOURISM PRODUCTS AND SERVICES

In addition to the earlier list of nature-based tourism activities, other potential tourism products and services are recommended to explore. They are also listed as strategies.

#### Specific Strategy No. 1: FRIDAY NIGHT PARTY

##### Actions / Activities:

- Conduct a feasibility study of this tourism activity proposed in Sampalok Lake.



#### Specific Strategy No. 2: SATURDAY NIGHT MARKET



##### Actions / Activities:

- Conduct a feasibility study of this tourism activity to be done in the City Plaza and along Rizal Avenue.



### Specific Strategy No. 3: NIGHT TOUR IN SAMPALOK LAKE



#### Actions / Activities:

- Conduct a feasibility study of this tourism activity, which can be done either by land or on water.

### Specific Strategy No. 4: NIGHTLIFE AND ENTERTAINMENT

At present, there are bars, restaurants, and entertainment facilities available at the City Proper. However, their full potential as destinations for nightlife entertainment has not been fully explored. Tapping them would certainly help develop and promote tourism in the City.

#### Actions / Activities:

- Conduct a feasibility study of this tourism activity at the City Proper

### Specific Strategy No. 5: ZOMBIE RUN

When found feasible, this will be implemented at the City Plaza and Rizal Avenue on the eve of the 31<sup>st</sup> of October as a prelude to the celebration of All Saints and All Souls Days.



**Actions / Activities:**

- Conduct a feasibility study of this tourism activity.



**Specific Strategy No. 6: FIREWORK DISPLAY *cum* CONTEST**

This activity will be participated in by barangays or civic organizations in San Pablo City and will be held at Sampalok Lake every 30<sup>th</sup> of December as part of the Rizal Day celebration.

**Actions / Activities:**

- Conduct a feasibility study of this tourism activity

**Specific Strategy No. 7: FIREWORK DISPLAY**

This will be undertaken to welcome the New Year and will be held at Sampalok Lake every 31<sup>st</sup> of December.

**Actions / Activities:**

- Conduct a feasibility study of this tourism activity

## Management Strategy 2: Promotion and Marketing

**Goal:** To promote and market tourism products and services to optimize the benefits that maybe derived from this industry

**Management Objective 1:** To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.

**Management Objective 2:** To develop the City's (a) historical landmarks, and (b) cultural heritage into a viable tourism products and services.

Promotion and Marketing are about selling the tourism products and services in San Pablo. Promotion in particular, will be the methods use to spread the word about the tourism to target customers, stakeholders and the general public. While marketing is manner by which the tourism products and services will actually sold to target clients and customers. The process will entail identifying the target markets are identified, and once done, strategies will be developed on what will be the best way to reach them. Promotion and strategies will come in many forms. For this TMP, the focus would be on: (a) having a dedicated website, and other social media networks like Facebook, twitter and hash tag, (b) engaging in advertising, (c) printing and distributing print materials like flyers, brochures, leaflets, coffee table books, etc.. (d) participating in trade and consumer shows, (e) venture in media and public relation activities, (f) write media releases, and (g) do email marketing.

### Specific Strategy No. 1: PROMOTIONAL ACTIVITIES

#### Actions / Activities:

- Design a logo and formulate a slogan depicting the branding "*Beyond the Seven Lakes.*" This is extremely important as this logo and slogan will be printed, posted, and played in strategic place of the City Proper. For instance, in every bus, jeep, and tricycle terminal, there should be a tourism poster bearing these logo and slogan. Similarly in government and private offices, if may warrant, there should be a poster or publication on tourism where the logo and slogan are conspicuously shown. See Figure 82 for the sample posters with branding.
- Develop a dedicated website (including design and uploading). This is immediate. At this early, a website preparer should be contracted to start the website design. Consultation with the CHACTO and CHACTC personalities should be made. And as soon as the TMP is approved and legislated, the website should be uploaded.
- Print and distribute posters, brochures, pamphlets, flyers, stickers, coffee table book, and related print materials on the City's tourism products and services. Again, preparation for this very important activity should be underway.
- Design TV commercials and radio plugs and newspaper advertisements. Consult commercial and marketing expert in developing the commercials, plugs and advertisements.
- Link and maintain alliances with tour operators. CHACTO and CHACTC should start doing these coordination activities.

Figure 82



Figure 82 continued...



Beyond the seven lakes ....  
**boating in San Pablo**

Figure 82 continued...



Beyond the seven lakes ....

Figure 82 continued...





Figure 82 continued...



Beyond the seven lakes ....

## Specific Strategy No. 2: MARKETING ACTIVITIES

### Actions / Activities:

- Identify and define target market. The market will be dependent on the attraction, activities, products and services being offered in a particular ecotourism site. If it's an eco-adventure park like Sampalok Lake, chances are the potential markets will be the adventurous youth and early adult groups.
- Develop market plan. The plan should be able to define and identify the target market and clientele. The market strategies to be applied as well as the timelines should be conceptualized soonest.
- Launch contests, sales, and discounts promos. This can initially done locally, then province wide, then region wide, until it covers the entire country. Local tour operators, local businessmen, and the academe may be able to help in designing specific contests, and sales promos.
- Develop and maintain social media marketing network (Twitter, Facebook, etc.). In addition to the dedicated website, it will also help promote and market tourism in San Pablo by tapping other social media facilities like Twitter and Facebook.
- Develop and maintain a visitor database and conduct follow-up surveys. Market surveys should be a continuing activity. This can be done by seeking the cooperation of owners and operators of tourism establishments in putting survey questionnaires in their cottages for instance to get feedback from visitors. Other strategies may also be explored.
- Hold events. Special events, e.g., concerts, shows, etc., create additional motivations to visit the site and can provide temporary new facilities that attract additional visitors at a much lower cost than permanent infrastructure.
- Hold a national tourist operators/tour guides summit. Once the TMP is put in place and many priority tourism facilities, products and services are readied, the holding of a national tourist operators/tour guides summit would be extremely necessary to entice these people to put San Pablo in their travel itineraries.

## Management Strategy 3: Environmental Protection, Conservation and Law Enforcement

**Goal:** To protect and maintain the integrity of the environment in order to ensure their sustainable use for tourism development.

**Management Objective 1:** To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.

**Management Objective 2:** To develop the City's (a) historical landmarks, and (b) cultural heritage into a viable tourism products and services.

### ENVIRONMENTAL PROTECTION AND CONSERVATION

#### Specific Strategy No. 1: REFORESTATION

While San Pablo City has a limited amount of forest areas, still it warrants to keep them protected and conserved. There are areas that need to be rehabilitated and reforested, especially those within the watersheds of the seven crater lakes. Likewise, areas that are intended for other nature based tourism should also be protected, and when found necessary, replant and reforest them to make them more enticing and attractive to the visitors. **Annex L** shows the proposed priority barangays where reforestation and rehabilitation may be undertaken. These areas cover about 680 hectares of priority areas for reforestation. These barangays are those where most of the tourist destinations, both existing and proposed, are located, and also are situated in steep slopes and categorized as forest areas.

#### Actions / Activities:

- Identify the 680 hectares that may need immediate rehabilitation / reforestation with the assistance of the local DENR office and the City Environment and Natural Resources Office.
- Conduct a resource assessment of the area in order to determine the status of the soil, the remaining vegetation, source of water, and other relevant information necessary to ensure a successful reforestation effort.
- Prepare area for reforestation
- Procure the planting species. Priority should be given to endemic and indigenous species.
- Conduct planting through social mobilization. Concerned organizations like schools, private establishments, civic organizations, and associations may be tapped to participate in the reforestation activities.
- Set up strategies so that proper maintenance, monitoring and evaluation of planted areas are regularly undertaken.

#### Specific Strategy No. 2: SHORELINE REHABILITATION

There are sections in the shoreline areas of the lakes that need immediate rehabilitation to arrest further soil erosion and pollution of the lake. Two major schemes to be applied are: (a) phytoremediation techniques, where lakeshore plants like ornamental grasses and flowers like *Arundo donax*, *Phragmites vallatoria*, *Pseudorhaphis squarrosa*, *Scirpus grossus*, *Pentapetes phoenicea*, *Sesbania cannabina*, Philippine *Camia*, etc., and ornamental bamboo will be planted along the semi-eroded shorelines or those shorelines that are prone to erosion; and (b) engineering techniques, where areas that are heavily eroded and cannot be simply addressed by bioremediation techniques will be ripped. Combination of both techniques will likewise be applied in selected shorelines initially in Sampalok Lake to provide not only shoreline stability, but also improving the aesthetics of the lake.



Photo credit: Lope A. Calanog  
**Figure 83. A section of Sampalok Lake's shoreline needing immediate rehabilitation.**

Among others, these techniques are proven to be ecologically beneficial in terms of: (a) increasing the clarity and quality of lake water; (b) reducing algae and cyanobacteria growth; (c) mitigating bad odors; (d) regulating nutrient levels of the lake; (e) reducing health risks; and (f) increasing the beauty of the lake, thus attracting more tourists.



Source: <http://saavedraeightes.wordpress.com/2012/09/23/camia/>  
**Figure 84. The Philippine Camia, which could be planted along shoreline of the lake.**

**Actions / Activities:**

- Develop plan for the rehabilitation of the 3 km shoreline of Sampalok Lake.
- Execute rehabilitation activities, e.g., planting and riprapping.
- Regularly re-plant and maintain rehabilitated shoreline areas.



Photo credit: Lope A. Calanog

**Figure 85. A sample shoreline rehabilitation applied in Nuvali man-made lake. Shown at the background is the floating ramp cum stage.**

**Specific Strategy No. 3: FLOATING GARDENS ESTABLISHMENT**

Construction of floating gardens will serve two major purposes: one is for aesthetics and cleaning the lake, while the other is as source of food for the local fishermen.

There will be areas in the aquaculture zones of the lakes that will not be occupied by fish cage operators. In Sampalok Lake, where this technique will be initially applied, about half hectares of unoccupied areas (spread over the aquaculture zone and in between fish cages) will be utilized for floating gardens. Sizes and designs of the gardens will vary according to location and use.



Source:  
<http://asiasociety.org/blog/asia/photo-day-floating-gardens-taiwan>

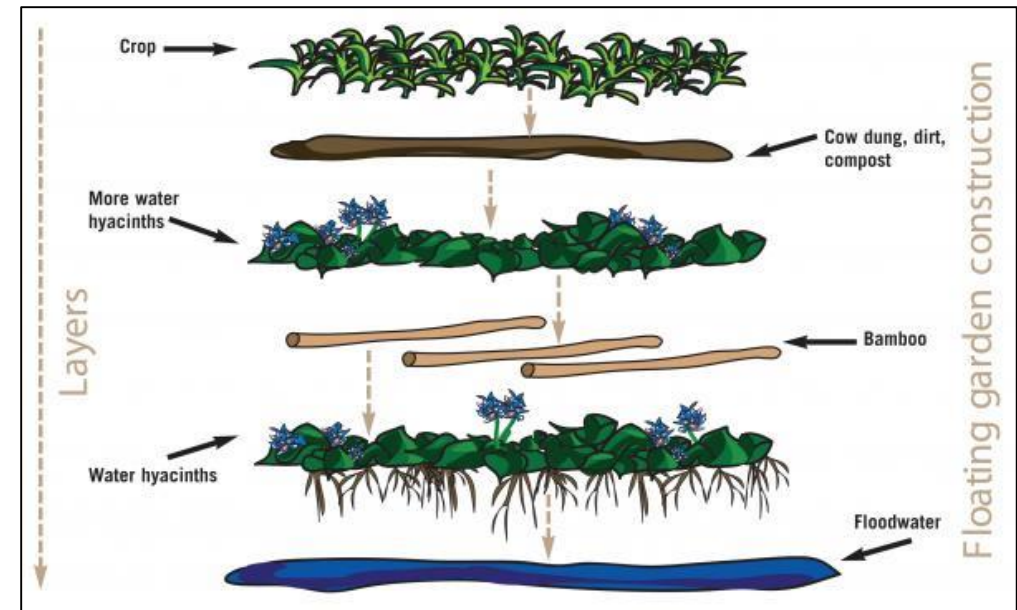
**Figure 86. Sample floating gardens planted with flowering plants, which could serve as an attraction to tourists.**

For purposes of reducing water pollution and improving the aesthetics of the lake, not to mention providing habitat for local wildlife such as birds and fish, larger floating gardens will be constructed, say an average of 30 square meters (2 meters by 15 meters). These will be planted with vegetation like native flowers and grasses. This system will promote an above water vegetation habitat, and microbial habitat below. The benefits of using these floating gardens include: reduction and removal of nitrates, phosphates, heavy metals, organic waste and a number of pharmaceuticals from the water. For food production purposes, the floating gardens will be smaller, say about 8 meters to 10 meters in size. These gardens will be planted with vegetables like

gourd, okra, beans, kangkong, and other leafy vegetables. See **Annex M** for a simple step-by-step approach in constructing a floating garden.

**Actions / Activities:**

- Identify 20 specific sites for the two types of floating gardens (10 for each type)
- Coordinate and seek technical assistance of experts from reputable NGO and the academe like UP Los Baños, or the PCAARRD in developing the first type of floating garden.
- Also coordinate and seek technical assistance of reputable NGOs or other experts in establishing the second type of floating garden.
- Select fishermen-cooperators for these two activities.
- Train the cooperators and give advice on the extent of their roles and responsibilities. It should be emphasized that their participation is not dole out, but they are part owners of the project.
- Construct floating gardens with the active participation of the fishermen-cooperators. They should provide the labor for free to immediately instill into their minds the ownership of the project.
- Plant the floating gardens
- Do regular repairs and maintenance of the floating gardens



Source: <http://practicalaction.org/floating-gardens>

**Figure 87. A simple illustration on how to construct a floating garden.**

**Specific Strategy No. 4: WASTE MANAGEMENT**

A waste management program shall be implemented to prevent producing unnecessary waste. Waste prevention shall be anchored on the general principle of reducing, reusing, and recycling. Materials that contribute to waste problems will be avoided. When there is a necessity to use them, recycling will be made mandatory.

**Actions / Activities:**

- Identify sites for garbage bin / trash cans with the help of the local waste management unit of the City Government.
- Construct necessary MRF or utilize existing ones if available.

- Make and install necessary signages to remind the public about proper waste disposal.
- Coordinate with the local waste management unit to ensure regular/daily collection of waste.
- Train local people and organizations who will run and manage the MRF. This will be done in coordination with the DENR, NGOs, and other organizations that are engaged in waste management. Exposure tours will also be undertaken.

**Specific Strategy No. 5: UTILIZATION OF RENEWABLE ENERGY**

Use of renewable energy shall be given premium attention. Energy efficient lighting facility like LED will be utilized in building and structures needing them. Natural energy sources like the sun and wind will also be utilized to the maximum. Solar panels will be installed in areas and buildings they are deemed appropriate. Green architecture will be applied in designing the buildings and other tourism facilities.

**Actions / Activities:**

- Coordinate with the local architect group in designing “green” tourism facilities.
- Pass necessary ordinances prescribing and instituting the use of renewable energy and energy efficient utilities in government and private offices, particularly in the tourism facilities and structures.
- Hold campaigns that will encourage the use of energy efficient lighting facilities like the LED, by the general public, including those running tourism establishments.
- Pilot test at least three (3) renewable energy projects

- Put in place award and incentive mechanism to recognize those who adopt energy conservation techniques, especially among tourism operators and establishments.

**Specific Strategy No. 6: LAKE CLEAN UP**

With the help of local organizations, i.e., civic, PO’s and NGO’s, an annual lake clean-up will be organized and carried out. This will be undertaken in time for the celebration of World Wetlands Day, which is implemented every 02 February of the year. Lake clean up can be augmented by other activities like rehabilitation of shorelines, planting of surrounding watershed areas, etc. Highlight of the lake clean-up will be the awarding of plaque of appreciation or recognition to local citizens who contributed, in one or another, in the promotion and conservation of the seven lakes. This environmental protection activity should be made a regular undertaking of the tourism establishments, as well as the FARMC, with the City Government on top of everything.

**Actions / Activities:**

- Plan a regular lake clean up activity in coordination with the LLDA, the DENR, the local tourism establishment owners, the FARMC, and other concerned organizations.
- Create steering and working committees to supervise and manage and fast track the implementation of this activity.
- Set timelines for target deliverables, procurement of necessary supplies and materials, and performance of other logistical needs.
- Initiate solicitation of active participation and coordination with partner organizations. Establish network of these players.

- Put in place an award mechanism to recognize individual, organizations, offices that contribute significantly in this effort.
- Have a review and evaluation mechanism to monitor the activities.

### **Specific Strategy No. 7: INSTALLATION OF DRAINAGE AND SEWERAGE SYSTEM**

Proper disposal and management of wastewaters and other domestic wastes from communities residing around Sampalok Lake, including restaurants and other food stalls, are key to a successful lake conservation and protection. Otherwise, if wastes are continuously dumped into the lake, there will come a time that this important wetland will die. Remedial measures like construction of proper drainage and sewerage systems must be put in place.

#### **Actions / Activities:**

- Construct appropriate drainage and sewerage system initially for Sampalok Lake and later for other lakes. Since there are already communities residing along Sampalok Lake Dagatan Boulevard, a common septic tank may be constructed to ensure that wastewaters are properly disposed of.
- Construct drainage canal around Sampalok Lake, whose outlet will be the Sabang Creek. However, an in-depth environmental study should be undertaken first so that the outlet area will not be adversely affected.
- Undertake in-depth studies on drainage and sewerage systems for other lakes. An expert-contractor needs to be commissioned for this purpose.

### **Specific Strategy No. 8: LAKE WATER AERATION**

Water aeration will be used to reduce pollution of lake waters and at the same time to increase oxygen saturation. A number of small fountain or spray-like devices shall be installed in strategic location of the lakes to allow oxygen

exchange in the surface and the release of noxious gasses such as carbon dioxide, methane or hydrogen sulfide.

Sample water aerator is shown in Figure 85.

#### **Actions / Activities:**

- Conduct first a feasibility study of installing water aerator system initially in Sampalok Lake and then in other Lakes. Among others, the number of aerators to be installed should be computed and how much this will cost. What are the repair and maintenance mechanisms to be put in place? How will the FARMC be made responsible for this?
- Procure and install the aerators.
- Train local fishermen and make them involved in the maintenance of the aerators.



**Figure 88. Sample water aeration system.**



## LAW ENFORCEMENT

### Specific Strategy No. 1: IMPROVE TRAFFIC SYSTEM

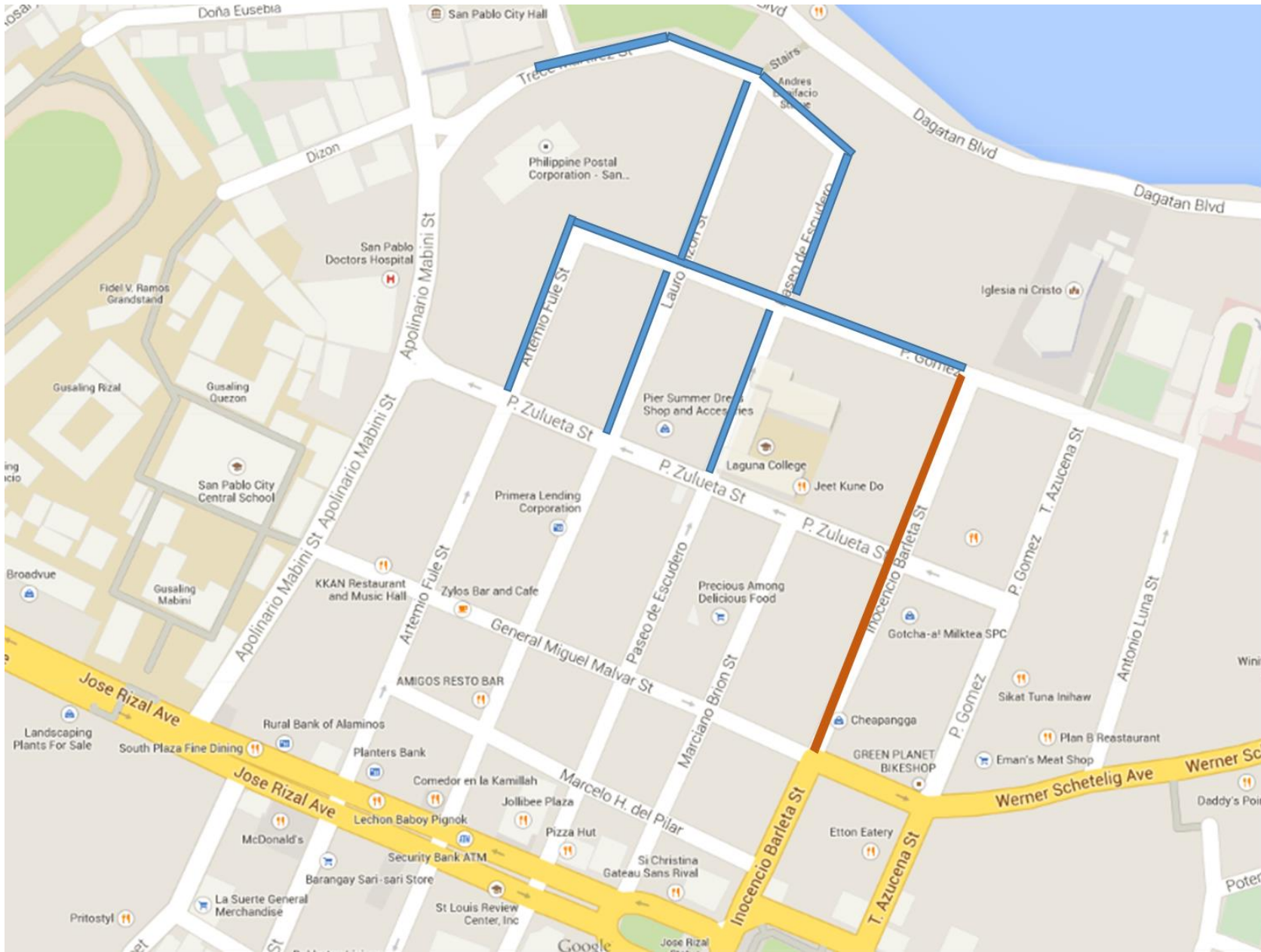
As the City is getting to be highly urbanized, heavy traffic in major thoroughfares are now felt. This cannot be ignored; efforts must be directed towards this problem. Otherwise, tourists and visitors will not be happy spending most of their time on the street due to heavy traffic.

#### Actions / Activities:

- Undertake a comprehensive review of the existing traffic management system in the light of increasing number of tourists that will visit the City. An initial attempt has been done on this, and alternative traffic routes in the most affected areas of tourism development are proposed (Figure 89a), as well as potential parking areas (Figure 89b). This is however not cast in stone; further review should be made to determine its workability.
- Re-organize the unit that handles the traffic systems; re-train and re-orient them on proper traffic management
- Install necessary traffic signs; and should be made more visible
- Impose stricter penalties for traffic violations.



Figure 89a. Proposed traffic routes in the most tourism-affected streets in the City.



### Proposed Parallel Parking Areas

#### Legend

- Car, Jeep Parking Area
- Bus Parking Area

Figure 89b

### **Specific Strategy No. 2: APPLICATION OF VISITORS SAFETY MEASURES**

The main tourist attractions of the City are the Seven Crater Lakes and other nature-based destination. Other potential tourism activities are also nature-based and located in far barangays. The safety of the visitors will be of paramount concern. Hence, it is necessary that mechanisms to ensure their safety must be instituted.

#### **Actions / Activities:**

- Coordinate with offices providing the safety of the citizens like the Philippine National Police and the Philippine Army
- Put in place a safety structure or mechanism
- Formulate safety plans; citing for instance what are the places to be avoided and what time of the year tourism activities should be discouraged.
- Institute alarm mechanisms, i.e., how visitors will be cautioned at the earliest possible should impending danger to their lives occur.
- Make a regular review of the safety mechanism to ensure that the system work, and if not, identify adjustments to be made.

### **Specific Strategy No. 3: STANDARD RATES FOR TOURISM PRODUCTS AND SERVICES**

Another important consideration in successful tourism program is the standardization of rates and charges for the goods and services offered to the tourists. Transportation fares, accommodation charges, food, souvenir items, etc. should be properly priced. It is envisioned that an ordinance will be passed to this effect and its effective enforcement is absolutely necessary.

#### **Actions / Activities:**

- Conduct a stocktaking review of rates and charges imposed in nearby tourism sites and municipalities on tourism products and services. Have a database of this.
- Come up with standard, but equitable, rates for the City's tourism products and services through consultation with tourism expert and other tourism practitioners
- Conduct a regular review and updating of these rates; willingness-to-pay studies will help arrived at a more scientifically supported rates.
- Distribute print materials and publications to: (a) make the visitors aware of the rates and prices of goods and services; and (b) help discourage over charging.

## Management Strategy 4:

### Research and Development and Policy Formulation

**Goal:** To engage in relevant scientific investigations that will provide necessary data and information in the establishment of tourism projects and formulation of support policy instruments

**Management Objective 1:** To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.

**Management Objective 2:** To develop the City's (a) historical landmarks, and (b) cultural heritage into a viable tourism products and services.

#### RESEARCH AND DEVELOPMENT

It is essential in a successful tourism industry to always offer something "new" to visitors to make them more excited and come back more often. Developing new and innovative tourism products and services requires massive research and development (R & D). There is also a need to revisit "old" and traditional services to see if they still fit the requirements of the visitors. If for instance the focus of visit are natural attractions like falls and lagoon, and destroying them would result in the waning of visitation, efforts then should be directed towards knowing and designing strategies that will keep these resources protected. The key is to keep tourism in a place exciting and this needs continuous scientific investigations.

#### Specific Strategy No. 1: CONDUCTING BASIC RESEARCH STUDIES

##### Actions / Activities:

- Conduct resource assessment of existing and potential tourism sites and destinations
- Establish database of tourism activities
- Revisit the design and/or condition of existing tourism products and services. They may be obsolete already and may require some improvement or may need to be totally replaced.
- Research on quality services and protocols
- Conduct of willingness-to-pay studies
- Conduct continuing research on Promotion and Marketing techniques. This is also an important element in the whole gamut of tourism industry.
- As part of instituting a workable visitor management, tourism carrying capacity and Limits of Acceptable Change (LAC) studies should also be regularly conducted.

#### Specific Strategy No. 2: ENGAGEMENT IN R & D PROJECTS

##### Actions / Activities:

- Develop and R & D framework on tourism
- Pilot test identified tourism products and services
- Explore new sites and experiment on other activities, products and services.
- Analyze the feasibility of applying the Payment for Ecosystem Services (PES) scheme as a form of sustainable source of funding for tourism development. Tourism is an important ecological services (ES), which when properly implemented could be a viable source of income to ES buyers (tourists) and ES providers (e.g., local entrepreneurs and tourism service providers).
- Conduct more studies on feasibility of other potential tourism investment opportunities

- The tastes and requirements of the visitors vary and change with time. While there is a necessity to address these needs, the requirements for environmental protection should always be a major consideration. Research and pilot on incorporating this element in new tourism products and services
- Monitor the impact of tourism on the socio-economic and cultural life of the people. For instance, it is important to know what are the changes that tourism has brought on the economic life of the people, has this made them different, did this change their value and cultural orientation, etc.

### **POLICY FORMULATION**

Implementation of tourism activities should be based on strong political foundation. Necessary policies, ordinances, rules and regulations should be put in place to ensure that requirements of tourism players, especially the visitors, are taken into consideration.

#### **Specific Strategy No. 1: REVIEW OF EXISTING POLICIES AND LEGISLATIONS**

##### **Actions / Activities:**

- Conduct a stocktaking review of existing policies, legislations and rules and regulation pertaining to tourism
- Identify gaps by matching what policies are available and what are lacking

#### **Specific Strategy No. 2: FORMULATION OF NECESSARY POLICIES**

##### **Actions / Activities:**

Some of the priority policies that needs to be formulated are on:

- improving the traffic management, particularly in areas that will be affected by tourism development
- ensuring the safety of the tourists; necessary peace and order legislations should be passed
- prescribing the standard rates, prices and charges for tourism products and services
- adopting the proposed tourism management zones, particularly on the lakes
- strengthening of tourism network and coordination
- adoption of proposed tourism activities, after conduct of necessary feasibility studies
- requirements on visitors' activities, equipment and technologies
- necessary dress codes, uniforms and ethical standards

## Management Strategy 5: Local Community Participation

**Goal:** To strengthen local institutions and encourage their full and active participation and cooperation in tourism development

**Management Objective 3:** To instill among the local citizenry the value of tourism and make them active partners in the implementation of tourism, especially community-based ecotourism, projects in the City.

### Specific Strategy No. 1: CAPACITATION OF LOCAL COMMUNITIES

#### Actions / Activities:

- Organize communities in the vicinities of the Lakes and other tourist destinations
- Orient them on the value and importance of an organized community, tourism as a tool for economic development, and the need to protect and conserve the environment and natural resources
- Form them into organizations whose objective is to improve their socio-economic wellbeing, support tourism development, and help conserve and protect the environment and natural resources
- Expose these communities (through study tours) in successful community-based development projects like Gawad Kalinga to inspire them to engage in similar undertakings
- Employ or tap the services of some of the community members in any tourism related activities, like tour guiding, food handlers, etc.

### Specific Strategy No. 2: EMBARKING ON COMMUNITY-BASED TOURISM-RELATED ENTERPRISES

#### Actions / Activities:

- Identify initial group of communities (or core communities) who could be trained on managing and operating a community-based ecotourism project as a business enterprise. This project can be in the form of building an agritourism community, a community homestay program, a community tour guiding activity, etc.
- Contact groups or organizations that could provide technical and financial assistance in pursuing the target community-based tourism-related enterprise
- Link these community-based tourism enterprises to other service providers like tour operators, events coordinators, etc.
- Assist in the preparation of business plan and marketing strategies
- Prepare the community-based tourism enterprise following the Logical Framework and Result-Based Management Framework approaches. See **Annex N** for details and examples.
- Train the community on simple and basic accounting, auditing and record/book keeping
- Scale up these enterprises by involving other communities

**Specific Strategy No. 3: ESTABLISHING COMMUNITY-BASED  
MONITORING AND EVALUATION SYSTEM**

**Actions / Activities:**

- Develop ways to regularly measure progress by tracking achievements and maintain the momentum necessary for the success of the community-based tourism enterprise.
- Monitor activities that are most effective in the community and those that need improvement so as to successfully meet community-based enterprise' goal and vision.

## Management Strategy 6: Visitor and Tourist Management

**Goal:** To regulate and manage the activities of the visitors and tourists, without sacrificing their satisfaction and enjoyment of the City's tourism products and services.

**Management Objective 4:** To ensure greater satisfaction of the City's tourists and visitors by experiencing a different brand of environment-friendly and sustainable tourism products and services.

### VISITOR MANAGEMENT APPROACHES

#### Specific Strategy No. 1: USE LIMIT.

This is a direct restriction on the number of visitors that may enter the tourism site. For instance, when a campsite is full, other campers will not be allowed to enter.

#### Actions / Activities:

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

#### Specific Strategy No. 2: GROUP SIZE LIMIT.

Quite related to the above, group size limit is setting a maximum number of people in one group of tourists traveling together. For instance, only 100 girl scouts from each sector shall be allowed to camp in Pandin Lake.

#### Actions / Activities:

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

#### Specific Strategy No. 3: PRE-ASSIGNMENT OF RECREATIONAL SITES.

This involves the allocation of individual sites to specific individuals or groups before entering a recreation area. This is similar to a reserved seat in a theater or passenger bus. This approach is appropriate at campsites, river access sites, historic sites, and trails.

#### Actions / Activities:

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

#### Specific Strategy No. 4: AREA CLOSURES.

This includes prohibiting all, or some types of tourists, to use a particular destination. Area closures are common at archeological sites, habitat of rare or endangered wildlife species, sanctuary, and other locations such as high-altitude areas.

#### Actions / Activities:

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

#### Specific Strategy No. 5: RESTRICTIONS ON THE USE OF FIRE.

Fire restriction may be imposed in camping areas. This is normally applied during high fire danger season, e.g. summer. This approach is particularly significant as it reduces the potential of wildfires, limits fuel wood use, and minimizes ecological impacts due to wood gathering.



**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

**Specific Strategy No. 6: RESTRICTIONS BY GROUP CHARACTERISTICS.**

Groups with certain equipment, e.g. guns, big bikes, and groups planning to do certain activities, such as war games or simulations, may be refused entry in a tourism destination area.

**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

**Specific Strategy No. 7: LENGTH OF STAY LIMITS.**

This sets the amount of time an individual or group may stay in the site. For instance, no one will be allowed to stay overnight in Lake Yambo.

**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

**Specific Strategy No. 8: EQUIPMENT REQUIREMENTS.**

This strategy obliges tourists to carry specialized equipment for environmental or safety reasons. Example: visitors must have appropriate safety gear (e.g. safety gadgets) in rock climbing in Mt. Mabilog in Barangay Sta. Catalina.

**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

**Specific Strategy No. 9: TRIP SCHEDULING.**

The location and timing of group's use of an area is scheduled. For instance, the timing of swimming or bird watching in Sampalok Lake is only in the morning; and viewing of historic sites, interpretive films, and displays can be done only in the afternoon.

**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

**Specific Strategy No. 10: PUTTING UP OF BARRIERS.**

Barriers are built purposely to serve as obstacle to visitors' movement. Examples are: fence to keep people out of the breeding grounds of rare species; a ditch to keep people from walking into sensitive part of the shorelines; and a low barrier to keep vehicles off the grass.

**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

**Specific Strategy No. 11: PROVIDING SITE INFORMATION.**

Another way to manage visitors is by providing them with data, facts, and advice about the sites, its biology and geology, locations of visitor facilities, maps, and rules and regulations. This may result in more visitors adopting appropriate behaviors, reducing impacts and providing them with a more satisfying visit

**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

**Specific Strategy No. 12: INSTALLING OF INTERPRETATION AND INTERPRETIVE SIGNS.**

Interpretation involves providing information to visitors in such a way that they will be encouraged to learn more and gain more appreciation. Thus, interpretation is more than presenting data and facts, but includes weaving them together so that visitors come to understand and appreciate the values for which a tourism site was established.

**Actions / Activities:**

- Explore the feasibility of applying this visitor management strategy in any of the tourism destinations in San Pablo City

**Specific Strategy No. 13: DIFFERENTIAL PRICING.**

This involves establishing two or more prices for the same recreational opportunity, e.g., charging of higher fees during peak holiday periods; differential fees according to location or view of accommodation; discounts for children and pensioners; and differential entrance fees, so that foreign tourists pay more than residents do.

**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

**Specific Strategy No. 14: VISITOR QUALIFICATIONS.**

Here, only visitors with required qualifications and necessary training, equipment are allowed entry, e.g., only registered mountain climbers are allowed in the Seven Falls of Barangay Santiago 2.

**Actions / Activities:**

- Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City

## Management Strategy 7: Financial Sustainability

**Goal:** To establish a sustainable financing mechanism that will ensure continuous flow of funding for tourism development.

**Management Objective 5:** To make tourism a major contributor in the socio-economic development of the City.

Tourism development needs sufficient and sustainable funding to continue operation. While the City Government could provide funding, and private entrepreneurs operate some tourism service facilities, still a sustainable funding mechanism is a must to keep this industry up and running. Establishment of a Tourism Trust Fund to deposit relevant fees, donations, revenues etc. may be considered later.

### Specific Strategy No. 1: REVIEW SOURCES OF FUNDING

#### Actions / Activities:

- Identify internal sources of funding like the government, charging of fees, permits, rentals, and other forms of revenues like payment for tourism products and services
- Enumerate external sources of funding like grants from funding institutions, donation by private agencies, assistance from business organizations, loans, etc.
- Determine the funding gaps and needs
- List down fund sources that could be tapped to fill in the gaps

### Specific Strategy No. 2: COLLECT ENTRANCE FEES.

Impose payments for entrance fee per result of the willingness-to-pay study (**Annex O**).

#### Actions / Activities:

- Inform the public about the collection of entrance fee initially in Sampalok Lake and Doña Leonila Park, at least six months before the collection date
- Set up entrance gate
- Print entrance receipts
- Start collection of entrance fees

### Specific Strategy No. 3: COLLECT PARKING FEES.

Charge parking fees in designated areas using the results of the willingness-to-pay study in **Annex P**.

#### Actions / Activities:

- Inform the public about the collection of parking fees initially at least six months before the collection date
- Coordinate with concerned barangays about the collection and the designation of barangay collector
- Coordinate with the traffic management unit of the City Government
- Print parking receipts
- Start collection of parking fees

**Specific Strategy No. 4: COLLECT RESOURCE USE AND RENTAL FEES**

Set and collect resource use fees using the results of the willingness-to-pay study in **Annexes Q and R**.

- Inform the public (food stall owners, etc.) about the collection of resource use fees initially in Sampalok Lake and Doña Leonila Park, at least six months before the collection date
- Print resource user's receipts
- Start collection of resource use fees

**Specific Strategy No. 5: UNDERTAKE FUND-RAISING CAMPAIGNS****Actions / Activities:**

- Plan details of fund-raising campaigns
- Identify partners, donors, sponsors, and cooperators
- Advertise the fund-raising project
- Implement the fund-raising project

**Specific Strategy No. 6: HOLD BUSINESS FORUM/SUMMIT****Actions / Activities:**

- Use the TMP in identifying specific idea to sell to businessmen/entrepreneurs
- Identify partners, donors, sponsors, and cooperators
- Invite participants to the business forum/summit
- Advertise the business forum/summit
- Implement the business forum/summit

**Specific Strategy No. 7: SET AND COLLECT ROYALTIES****Actions / Activities:**

- Conduct a willingness-to-pay study to determine the amount of royalty to be collected in doing activities in any of the tourism sites in the City

**Specific Strategy No. 8: ENGAGE IN TOURISM-BUSINESS ENTERPRISES****Actions / Activities:**

- Determine feasibility of a business like community-based ecotourism and when found feasible, embark in this business in the form of a Payment for Ecosystem Services (PES) scheme (see **Annex S** for step by step approach in PES)
- For CHACTO, operate some of the tourism facilities like zipline, adventure cum obstacle courses, cottages, souvenir shops, mini parks and café, etc.
- In coordination with the academe and other organizations, organize events and shows like concerts, plays, drama, for a fee.

## Management Strategy 8: Organization and Management

**Goal:** To institute appropriate management interventions to meet the vision of making San Pablo City the premier tourism destination in the CALABARZON.

**Management Objective 5:** To make tourism a major contributor in the socio-economic development of the City.

The implementation of the TMP and the operation and management of tourism activities in the City shall be under the overall direction and supervision by the City Mayor, through the City Tourism Officer, following the proposed organizational structure in **Annex T**.

### Specific Strategy No. 1: EXPANSION OF TOURISM OFFICE (CHACTO)

#### Actions / Activities:

- Pass the local ordinance adopting the proposed expanded structure of CHACTO
- Hire and recruit additional technical and administrative staff
- Acquire service vehicle, motorcycles, audio-visual equipment, field survey tools and equipment, and office equipment like PC printer, photocopying machine, etc.

### Specific Strategy No. 2: HUMAN RESOURCES DEVELOPMENT

#### Actions / Activities:

- Train existing and newly recruited staff on office management and on their functions, roles and responsibilities in the tourism organization. Particular attention should be given to: value re-orientation, communication skill, team building, environmental conservation, visitor management, and dealing with local communities.
- Establish a reward and punishment system to recognize good performances and discourage bad ones
- Send staff to study / orientation tours to make them aware of other's approaches in tourism development and management

### Specific Strategy No. 3: ESTABLISHING NETWORK AND COORDINATION MECHANISMS

#### Actions / Activities:

- Harness the CHACTC in establishing the network and coordination with private, academe, civic, and other social organizations
- Link with tour operators and other tourism-related establishments on developing new tourism products and services, promotion and marketing, fund sourcing, etc.
- Get local people and community organizations like the FARMC actively involved in tourism development

## Management Strategy 9: Monitoring and Evaluation

**Goal:** To keep track of the progress of tourism development in the City as envisioned in the TMP and evaluate its performance; provide feedback on how to improve implementation, when found necessary.

**Management Objective 5:** To make tourism a major contributor in the socio-economic development of the City.

Monitoring and evaluation (M & E) shall start when the TMP (in parts or full) commence implementation. M & E will be instrumental in identifying problems, impacts and benefits, as well as in ensuring the effective and sustainable implementation of the TMP. Through the M & E, the extent by which the TMP is meeting its objectives could be determined and therefore corrective measures, if problems occurred, are immediately applied.

Details of M & E schemes that will be applied in this TMP are described in **Annex U**.

### Specific Strategy No. 1: REGULAR MONITORING

#### Actions / Activities:

- Form an M & E team from the general membership of the CHACTC, with representatives from CHACTO.
- Prepare a monitoring template.
- Conduct a quarterly monitoring of the progress of TMP implementation.
- Make necessary adjustment in the implementation of specific activities in the TMP per findings of the monitoring team.

### Specific Strategy No. 1: ANNUAL EVALUATION

#### Actions / Activities:

- Prepare an evaluation template for the annual evaluation of the implementation of the TMP
- Form an evaluation team
- Undertake the year-end evaluation of the progress of implementation of the TMP.
- Make necessary revision or redirection of some of the target activities, when warranted.
- Execute suggestions and recommendations of the evaluation team.

### Specific Strategy No. 3: MID-TERM REVIEW AND TERMINAL EVALUATION

#### Actions / Activities:

- Design evaluation templates for: (a) mid-term review, and (b) terminal evaluation of specific aspects of the TMP.
- Make necessary revision or redirection of some of the target activities, especially after the mid-term review.
- Commission a third party evaluation team who will undertake the mid-term review of specific aspects of the TMP.
- Execute suggestions and recommendations of the third party review team.
- Commission a third party evaluation team who will undertake the terminal evaluation of specific aspects of the TMP.
- Execute suggestions and recommendations of the third party evaluation team.

# Part 2: Implementation Plan







The background of the slide is a scenic landscape. On the left, there is a body of water with a small, dark, rectangular hut on a raft. In the distance, there are lush green mountains under a cloudy sky. The entire image is overlaid with a semi-transparent pinkish-red filter. The title 'Implementation Plan' is written in a large, bold, pink font with a white outline, positioned on the right side of the image.

# Implementation Plan

This section outlines the specific work and financial plan that will guide the overall implementation of the different strategies and activities of the TMP in the pursuit to meet the vision of making San Pablo ***"a premier eco-adventure cum histo-cultural tourist destination in the CALABARZON region."***

The section is presented according to the nine management strategies defined in carrying out the specific actions/activities enumerated in the TMP.

The Implementation Plan covers a period of six years and is divided into three terms, i.e., Short Term (2015-2016), Medium Term (2017-2018), and Long Term (2019-2020).

## MANAGEMENT STRATEGY 1: TOURISM PRODUCTS AND SERVICES DEVELOPMENT / ENHANCEMENT

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To develop new tourism products and services and enhance existing ones to make tourism a vital instrument of sustainable development in San Pablo City.												
Management Objective 1: To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.												
<b>Seven Crater Lakes and their Natural Environs</b>												
<b>SAMPALOK LAKE</b>												
1. Zoning of Sampalok Lake	Identify and demarcate the two major zones for Sampalok Lake: aquaculture and tourism zones	LLDA, CHACTO / CHACTC, FARMC							100			100
	Assign/designate legitimate fish cage operators in the aquaculture zone	LLDA, CHACTO / CHACTC, FARMC							50			50
	Pass the relevant LLDA Board Resolution prescribing the revised ZOMAP	LLDA, CHACTO / CHACTC							30			30
	Install necessary markers delineating the two zones											
2. Resettlement of lake informal settlers	Construct houses and other necessary social services at the relocations sites	CHACTO / CHACTC DSWD Concerned NGO, PO groups							5000			5000
	Relocate settlers to new housing area	CHACTO / CHACTC DSWD Concerned NGO, PO groups							100			100
	Conduct value re-orientation training and workshop, particularly on the value of tourism and environmental conservation	CHACTO / CHACTC DSWD Concerned NGO, PO groups							50			50
	Identify tourism-related livelihood opportunities	CHACTO / CHACTC							50			50

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
		DSWD Concerned NGO, PO groups										
	Conduct training on tourism-related livelihood, e.g., T-shirt printing, souvenir making, food preparation, tour guiding, etc.	CHACTO / CHACTC DSWD Concerned NGO, PO groups							100			100
	Put up of tourism-related livelihood; and explore feasibility of scaling into an enterprise	CHACTO / CHACTC DSWD Concerned NGO, PO groups							200	200	100	500
3. Construction and installation of tourism-related services, facilities and infrastructures	Establish visitor center <i>cum</i> tourism office inside Doña Leonila Park	CHACTO / CHACTC							2000			2000
	Renovate Doña Leonila Park (see details in Historical Landmarks section)	CHACTO / CHACTC										
	Install 1.3 km zip line across Sampalok Lake	CHACTO / CHACTC, Private Entrepreneurs							8000			8000
	Renovate the Boardwalk Including the Jetty for passengers (boating, kayaking, rafting, zorb, etc.)	CHACTO / CHACTC, Private Entrepreneurs							20000			20000
	Construct 20 mini parks along the boulevard; 10 parks for 2015 & 10 parks in 2016 (at Php200,000 per park)	CHACTO / CHACTC Private organizations and citizens							4000			4000

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Install other adventure facilities like snake ride, canopy walk and other adventure-related tourism facilities	CHACTO / CHACTC, Private Entrepreneurs							10000			10000
	Floating stage	CHACTO / CHACTC, Private Entrepreneurs							20000			20,000
	Musical Dancing fountain	CHACTO / CHACTC, Private Entrepreneurs							1000			1000
	Fish feeding area	CHACTO / CHACTC, Private Entrepreneurs							500			500
	Hook and Line fishing area	CHACTO / CHACTC, Private Entrepreneurs							300			300
	Put up water-based tourism facilities like boating, kayaking, rafting, zorb, etc.								100	100	100	300
	Construct hotels and cottages and other types of accommodations <i>Note: To be constructed in partnership with private entrepreneurs</i>	Private Entrepreneurs										
	Construct souvenir shops and mini food stalls	CHACTO / CHACTC, Private Entrepreneurs							1500			1500
	Construct restaurants and other food establishment	CHACTO / CHACTC,										

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)				
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL	
			2015	2016	2017	2018	2019	2020					
	<i>Note: To be constructed in partnership with private entrepreneurs at estimated cost of Php35 million</i>	Private Entrepreneurs											
	Construct a sports and recreation center  <i>Note: This maybe constructed outside the vicinity of Sampalok Lake, if warranted. May be established under the PPP scheme.</i>	CHACTO / CHACTC, Private Entrepreneurs											
	Construct a convention center  <i>Note: This maybe constructed outside the vicinity of Sampalok Lake, if warranted. May be established under the PPP scheme.</i>	CHACTO / CHACTC,											
	Install WI-FI and other related internet/communication facilities	CHACTO / CHACTC							50				50
	Provide e-jeps (20; 10 for 2015; another 10 for 2016) for easy access of visitors around the lake	CHACTO / CHACTC, Private Entrepreneurs							2000				2000
	Provide health service facilities (first aid stations) in strategic locations of the Lake	CHACTO / CHACTC,							50	50			100
	Install police / <i>barangay tanod</i> stations to ensure safety and security of visitors by having police visibility / stations in strategic places of the Lake and Doña Leonila Park	CHACTO / CHACTC							200				200
<b>PANDIN LAKE</b>													
1. Zoning of Pandin Lake	Conduct re-orientation training-workshop on preparation of ZOMAP for Pandin Lake	LLDA, CHACTO / CHACTC, FARMC							100				100
	Identify and delineate the necessary zones for Pandin Lake	LLDA, CHACTO / CHACTC, FARMC							300				300

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Pass the relevant LLDA Board Resolution prescribing the ZOMAP for Pandin Lake	LLDA, CHACTO / CHACTC							20			20
	Install necessary markers delineating the defined zones	LLDA, CHACTO / CHACTC, FARMC							100			100
2. Establishment of Pandin Lake Knowledge Center	Identify site for the Knowledge Center (KC)	LLDA, CHACTO / CHACTC, FARMC							10			10
	Establish the KC and hire Manager	LLDA, CHACTO / CHACTC, FARMC							1500	500		2000
	Procure necessary equipment for the KC	LLDA, CHACTO / CHACTC, FARMC							500			500
	Operate the KC	LLDA, CHACTO / CHACTC, FARMC							200	200	200	600
3. Establishment of Database	Gather relevant data and information about Pandin Lake	LLDA, CHACTO / CHACTC, FARMC								50		50
	Produce information, Educations and Communication (IEC) materials out of these data and information	LLDA, CHACTO / CHACTC, FARMC							50	50		100
	Capacitate concerned local people on the operation of ecotourism in the Lake	LLDA, CHACTO / CHACTC, FARMC							100	100		200
	Formulate, approve and impose fees and charges	LLDA, CHACTO / CHACTC, FARMC							50	50	50	150
	Install and set up signages	LLDA, CHACTO / CHACTC, FARMC							100		100	200

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
4. Identification of Sources of Water Pollutants	Conduct surveys and studies to identify sources of lake pollutants	LLDA, CHACTO / CHACTC, FARMC Academe							50			50
	Conduct fund raising events for Water Quality Monitoring (WQM)	LLDA, CHACTO / CHACTC, FARMC							150	100		250
	Conduct training on WQM	LLDA, CHACTO / CHACTC, FARMC Academe							50	50		100
	Procure equipment for WQM	LLDA, CHACTO / CHACTC, FARMC							500			500
	Conduct monthly WQM	LLDA, CHACTO / CHACTC, FARMC							25	25	25	75
5. Reforestation of 20 Hectares of Land	Identify site for reforestation	LLDA, CHACTO / CHACTC, FARMC							10			10
	Consult land owners for the conduct of reforestation	LLDA, CHACTO / CHACTC, FARMC							20			20
	Discuss and consult about pest and diseases (e.g., <i>cocolisap</i> )	LLDA, CHACTO / CHACTC, FARMC, Academe							20			20
	Establish nursery and conduct actual tree planting	LLDA, CHACTO / CHACTC, FARMC							200	200	100	500
	Monitor and evaluation result of reforestation	LLDA, CHACTO / CHACTC, FARMC							50	50	50	150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
6. Establishment of Additional Tourist Attractions and Products and Services	Meet with private lot owners for the improvement of parking areas and path leading to the Lake	CHACTO / CHACTC, FARMC							30	30	30	90
	Construct support hand railings and sandbags leading to Yambo Lake	CHACTO / CHACTC, FARMC							50	50	50	150
	Establish butterfly garden and eco-trail	CHACTO / CHACTC, FARMC							500			500
	Survey areas for horseback riding	CHACTO / CHACTC, FARMC							30			30
	Establish food kiosks	CHACTO / CHACTC, FARMC							50			50
7. Promotion of Ecotourism	Produce and distribute IEC materials on Pandin Lake's ecotourism activities	LLDA, CHACTO / CHACTC, Academe							50	50	50	150
	Hold promotional events	LLDA, CHACTO / CHACTC							100	100	100	300
	Coordinate with DILG for the "salintubig" project	LLDA, CHACTO / CHACTC, DILG							20			20
	Conduct viability of natural springs as source of drinking water	LLDA, CHACTO / CHACTC, Academe							150			150
8. Capacity Building of the Association	Conduct leadership and GAD trainings	LLDA, CHACTO / CHACTC, Academe, NGO, Private Institutions							50			50



Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Conduct trainings on Food Safety, Proper Food Handling, and Food Preparation and Product Development	LLDA, CHACTO / CHACTC, Academe, NGO, Private Institutions							50	50		100
	Organize existing organization (SKMBLP) into cooperative	LLDA, CHACTO / CHACTC, Academe, NGO, Private Institutions							50	50	50	150
	Conduct training on fund raising campaign	LLDA, CHACTO / CHACTC, Academe, NGO, Private Institutions							50	50	50	150
9. Maintenance of Peace and Order	Create multi-sectoral / multi agency Task Force for Pandin Lake (TFPL)	LLDA, CHACTO / CHACTC, Academe, NGO							50	50	50	150
	Pass barangay resolution to formalize TFPL	LLDA, CHACTO / CHACTC, Academe, NGO							20			20
	Conduct regular meeting of TFPL	LLDA, CHACTO / CHACTC, Academe, NGO							50	50	50	150
	Disseminate IEC materials on policies, rules and regulations about the Lake	LLDA, CHACTO / CHACTC, Academe, NGO							50	50	50	150
	Conduct training for TFPL	LLDA, CHACTO / CHACTC, Academe, NGO							50	50	50	150
10. Establishment of Cultural Heritage Center	Formulate plans and program for the establishment of the Cultural Heritage Center (CHC), including hiring of consultant / writer	LLDA, CHACTO / CHACTC, Academe,							250			250

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)				
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL	
			2015	2016	2017	2018	2019	2020					
		Private Organization											
	Implement the CHC programs and distribute relevant IEC materials	LLDA, CHACTO / CHACTC, Academe, Private Organization							250	150	100	500	
<b>YAMBO LAKE</b>													
1. Determine Potential of proposed Ecotourism Activities	Conduct a comprehensive follow-up feasibility study on the proposed ecotourism activities in the Lake like: camping, horseback riding, kayaking, zorb balls, pedal boats, and other recreational water sports.	LLDA, CHACTO / CHACTC, FARMC							300			300	
2. General Management Planning	<ul style="list-style-type: none"> <li>Formulate GMP</li> <li>Implement GMP</li> </ul> Monitor and evaluate implementation of GMP	LLDA, CHACTO / CHACTC, FARMC							4000			4000	
3. Establish Sustainable Financing	Explore identified sources of funding assistance in the establishment of the above ecotourism activities	LLDA, CHACTO / CHACTC, FARMC							200	100	100	400	
4. Resource Management and Conservation Strategies	Implement resource management and conservation strategies like making of <i>coconet</i> , composting using biodegradable waste materials, and biogas production.	LLDA, CHACTO / CHACTC, FARMC							1000	500	500	2000	
<b>MOHICAP LAKE</b>													
1. General Management Planning	Formulate General Management Plan (GMP), including tourism, for Mohicap Lake	LLDA, CHACTO / CHACTC, FARMC							500			500	
	Implement GMP of Mohicap Lake	LLDA, CHACTO / CHACTC, FARMC								10000	5000	15000	
	Monitor and evaluate implementation of GMP for Mohicap Lake	LLDA, CHACTO / CHACTC, FARMC								250	250	500	

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)				
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL	
			2015	2016	2017	2018	2019	2020					
<b>PALAKPAKIN LAKE</b>													
1. General Management Planning	Formulate General Management Plan (GMP), including tourism, for Palakpakin Lake	LLDA, CHACTO / CHACTC, FARMC								500		500	
	Implement GMP of Palakpakin Lake	LLDA, CHACTO / CHACTC, FARMC								5000	5000	10000	
	Monitor and evaluate implementation of GMP for Palakpakin Lake	LLDA, CHACTO / CHACTC, FARMC								250	250	500	
<b>CALIBATO LAKE</b>													
1. General Management Planning	Formulate General Management Plan (GMP), including tourism, for Calibato Lake	LLDA, CHACTO / CHACTC, FARMC								500		500	
	Implement GMP of Calibato Lake	LLDA, CHACTO / CHACTC, FARMC								5000	5000	10000	
	Monitor and evaluate implementation of GMP for Calibato Lake	LLDA, CHACTO / CHACTC, FARMC								250	250	500	
<b>BUNOT LAKE`</b>													
1. General Management Planning	Formulate General Management Plan (GMP), including tourism, for Bunot Lake	LLDA, CHACTO / CHACTC, FARMC								500		500	
	Implement GMP of Bunot Lake	LLDA, CHACTO / CHACTC, FARMC								5000	5000	10000	
	Monitor and evaluate implementation of GMP for Bunot Lake	LLDA, CHACTO / CHACTC, FARMC								250	250	500	
	Sub-Total									87385	30555	22955	140895

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
<b>OTHER POTENTIAL NATURE-BASED TOURISM</b>												
1. Caving and Rock Climbing	Conduct a cave exploration study of Mt. Mabilog in Barangay Sta. Catalina in coordination with the Biodiversity Management Bureau (BMB) of the DENR	CHACTO / CHACTC DENR NGO PO Private Entrepreneurs							500			500
	Establish the trail that will connect Lake Yambo to Pandin Lake via Mt. Mabilog.	CHACTO / CHACTC NGO PO Private Entrepreneurs							250			250
	Prepare a specific tourism package and plan for this activity.	CHACTO / CHACTC								150		150
	Implement the plan	CHACTO / CHACTC NGO PO Private Entrepreneurs								300	200	500
2. Horseback Riding	Coordinate with the lot owners and explore possibility of developing the identified lots for horseback riding in Barangay San Lorenzo, and along the Dagatan Boulevard in Sampalok Lake	CHACTO / CHACTC							50			50

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Study the feasibility of this tourism activity	CHACTO / CHACTC							200			200
	Prepare the general tourism plan	CHACTO / CHACTC							250			250
	Partner with the owners in implementing this tourism activity	CHACTO / CHACTC Private Entrepreneurs							50	50	50	150
3. Nature Walk and Picnicking in Kakawa Lagoon	Conduct a resource assessment of the site in Barangay San Lorenzo	CHACTO / CHACTC							200			200
	Study the feasibility of this tourism activity	CHACTO / CHACTC							200			200
	Identify partners and cooperators in operating this tourism activity	CHACTO / CHACTC Private Entrepreneurs							50			50
	Prepare the general tourism plan for this activity	CHACTO / CHACTC								250		250
4. Palakpakin Lake and Mohicap lake Nature Walk	Conduct a general feasibility study of this tourism activity	CHACTO / CHACTC							200			200
5. Off-Road Biking	Coordinate with local bikers' association in doing the off-road biking from Barangay Sto. Angel to Barangay San Diego	CHACTO / CHACTC Local Bikers							50			50
	Conduct a general feasibility study of this tourism activity	CHACTO / CHACTC								200		200
6. Swimming, Camping and Nature Tripping in Malabanban	Conduct a general feasibility study of this tourism activity and prepare tourism plan	CHACTO / CHACTC								250		250

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Watershed and Lubigan Spring												
7. Swimming in Alakan River	Conduct a general feasibility study of this tourism activity in Barangay Sta. Catalina	CHACTO / CHACTC								250		250
8 Swimming in Mala-unod River	Conduct a general feasibility study of this tourism activity in Barangay San Jose	CHACTO / CHACTC								250		250
9. Exploratory Visit to PHILPODECO Plant	Conduct a general feasibility study of this tourism activity in Barangay Sto. Angel	CHACTO / CHACTC								250		250
10. Swimming and Picnicking in Daragat Falls	Conduct a general feasibility study of this tourism activity in Barangay Sta. Catalina	CHACTO / CHACTC								250		250
11. Rubber Tubing and River Trail in Mag-ampon River	Conduct a general feasibility study of this tourism activity in Barangay Sta. Monica and Sta. Veronica	CHACTO / CHACTC								300		300
12. Swimming in Tarak Falls	Conduct a general feasibility study of this tourism activity in Barangay Sta. Veronica	CHACTO / CHACTC								250		250
13. Camping in Balugbog Ridge	Conduct a general feasibility study of this tourism activity in Barangay Sta. Veronica	CHACTO / CHACTC								250		250
	Explore other tourism-related activities like putting up of obstacle courses in the camp site	CHACTO / CHACTC								50		50
14. Canopy Walk	Conduct a general feasibility study of this tourism activity in Barangay Sta. Monica and Sta. Veronica	CHACTO / CHACTC								250		250
15. Trekking in Pingkian River	Conduct a general feasibility study of this tourism activity in Barangay Santiago 2	CHACTO / CHACTC								250		250
16. Exploration in Marilim Cave	Conduct a general feasibility study of this potential tourism activity in Barangay Santiago 2	CHACTO / CHACTC								250		250
	Conduct a cave exploratory study with the BMB	CHACTO / CHACTC DENR								300		300

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)				
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL	
			2015	2016	2017	2018	2019	2020					
17. Seven Falls Trekking and Rock Climbing	Conduct a general feasibility study of this tourism activity in Barangay Santiago 2	CHACTO / CHACTC								250		250	
18. Mountain Trekking and Extreme Adventure	Conduct a general feasibility study of this tourism activity in Barangays Santiago 2, Bautista and Atisan	CHACTO / CHACTC								250		250	
19. Vineyard (Bignay) Farm Visit	Conduct a general feasibility study of this tourism activity in Barangay Atisan	CHACTO / CHACTC								200		200	
20. Annual Regatta or Boat Race	Conduct a general feasibility study of this tourism activity in Sampalok Lake	CHACTO / CHACTC								150		150	
21. ATV Ride	Conduct a general feasibility study of this tourism activity in other destinations, including other lakes	CHACTO / CHACTC								250		250	
22. Boat Rafting	Conduct a general feasibility study of this tourism activity in other destinations, including other lakes	CHACTO / CHACTC								250		250	
23. Ziplining	Conduct a general feasibility study of this tourism activity in other destinations, including other lakes	CHACTO / CHACTC								250		250	
	<b>Sub-Total</b>								2000	5700	250	7950	
<b>MANAGEMENT STRATEGY 1: TOURISM PRODUCTS AND SERVICES DEVELOPMENT / ENHANCEMENT</b>													
Management Objective 2: To develop the City's (a) cultural heritage, and (b) historical landmarks into a viable tourism products and services.													
Cultural Events and Festivities													
<b>ARTS AND CULTURE DEVELOPMENT</b>													
1. Showcase the Innate Creativity of the San Pableños	Create and maintain an up-to-date inventory of the City's arts and cultural resources <ul style="list-style-type: none"> <li>Identify different groups and organizations engaged in performing arts, visual arts, and crafts</li> </ul>	CHACTO / CHACTC Relevant private organizations / Associations and other Government								100	100	100	300

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<ul style="list-style-type: none"> <li>Engage them in a common vision for art and culture development in the City</li> <li>Organize a coordinating body</li> </ul>	Offices										
	<p>Create an over-all arts and culture agenda guiding the activities of the different groups</p> <ul style="list-style-type: none"> <li>Draw up an integrated calendar of arts and culture activities mounted by the different groups and organizations</li> <li>Create pillar events/activities that can bring the different groups and organizations together for learning and exposure</li> <li>Develop a monitoring system</li> </ul>	- do -						150	50	50	250	
	<p>Create a unified arts and culture marketing strategy and communication plan</p> <ul style="list-style-type: none"> <li>Draw up a marketing campaign positioning San Pablo as a Creative City. The target of the campaign is to attract the "creative class" within and outside of San Pablo.</li> <li>Launch a website</li> <li>Launch a social media campaign that will attract and create the buzz for a creative community</li> <li>Create collaterals to be handed out to visitors to the City</li> </ul> <p><i>(Note: Tie this up with Management Strategy 2, Promotion and Marketing)</i></p>	- do -						300	300	300	900	
2. Establish a Center or Zone for Arts and Culture	Establish exhibit and retail venues for arts and crafts that is accessible to visitors and to locals	- do -								500		500



Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<ul style="list-style-type: none"> <li>Survey potential exhibit and performance areas. Identify potential exhibit venues, indoor and outdoor.</li> <li>Draw up agreements with establishments and/or organizations that operate the venues</li> <li>Broker agreements between artist/civil society organizations who will operate the art and culture venues and the artist communities that will use them</li> <li>Create a monitoring system</li> </ul>											
	<p>Establish performance and workshop venues for the performing arts that is accessible to visitors and to locals</p> <ul style="list-style-type: none"> <li>Identify potential performance venues</li> <li>Draw up agreements with establishments and/or organizations that operate the venues</li> <li>Broker agreements between artist/civil society organizations who will operate the art and culture venues and the artist communities that will use them</li> <li>Create a monitoring system</li> </ul>	- do -							500		500	
3. Create an Art and Culture Office and Council	Conduct a survey on community arts and culture needs	- do -								150		150
	Do a SWOT analysis	- do -								50		50
	Create an Arts and Culture Development Masterplan with the intention of establishing the City as a cultural center for the region	- do -								500		500

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Benchmark against the best practices of their communities with successful arts and culture development plans (i.e., UNESCO Creative Cities Network, Creative Cities Network of Canada)	- do -								250		250
<b>CULTURAL AND ARTS FESTIVITIES</b>												
1. Expanding the Coco Arts and Festival	<p>Create a festival that defines the San Pablo community</p> <ul style="list-style-type: none"> <li>Conduct a survey/workshop among representative citizens to identify what they value in the <i>San Pableño's</i> culture.</li> <li>Conduct a branding workshop to capture the essence of the San Pablo community culture.</li> <li>Turn brand essence into guidelines for the conduct of the festival</li> </ul>	CHACTO / CHACTC Relevant private organizations / Associations and other Government Offices								300	200	500
	<p>Capture the best that communities create and put it forward</p> <ul style="list-style-type: none"> <li>Identify the most promising artists and artisans in the City and surrounding communities through a call for artworks and crafts.</li> <li>Partner with or form a committee of curators who will evaluate the artworks and crafts</li> <li>Create a list of potential participants from outside the City who represent the best in art and artisan trends in their communities.</li> </ul>	- do -								200	100	300
	Put together a festival on a grand scale. The sheer size of a festival can make it magnetic	- do -								250	250	500

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Partner with a well-established festival organizer with the wherewithal to put together an event that is at par with the premiere festivals in Manila	- do -								200	100	300
	Select a memorable art festival venue	- do -								150		150
	Create a marketing campaign that will integrate the hotel and restaurant offerings in the City for the duration of the festival <ul style="list-style-type: none"> <li>Encourage hotel and restaurants to offer special discount rates to participants of the art festival</li> <li>Encourage hotel and restaurants to hold their own art-related activities</li> <li>Promote the City's hotels and restaurants in the art festival promotion campaign</li> </ul>	- do -								200	100	300
2. Seven Lakes Music Festival	Create a festival that defines San Pablano community's culture of music appreciation by: <ul style="list-style-type: none"> <li>conducting a survey/workshop among representative citizens to identify what we value in our musical culture;</li> <li>conducting a branding workshop to capture the essence of our community culture; and turning brand essence into guidelines for the conduct of the festival</li> </ul>	- do -								300	200	500
	Capture the best that music communities create and put forward within and beyond San Pablo <ul style="list-style-type: none"> <li>Identify the most promising musicians in the City and surrounding communities through a call for auditions and music submissions.</li> </ul>	- do -								250	100	350

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<ul style="list-style-type: none"> <li>Partner with or form a committee of musicians who will evaluate performances</li> <li>Create a list of potential participants from outside the City who represent the best in the indie music scene</li> </ul>											
	Put together a festival on a grand scale. The sheer size of a festival can make it magnetic	- do -								500	250	750
	Partner with a well-established music festival organizer with the wherewithal to put together an event that is at par with the premiere festivals in Manila	- do -								150	150	300
	Develop an area among the seven lakes as the ideal venue for live music performances and street food venue	- do -								300	100	400
	Create a marketing campaign that will integrate the hotel and restaurant offerings in the City for the duration of the festival	- do -								150	150	300
<b>RELIGIOUS FESTIVITIES</b>												
1. Semana Santa	<p>Highlight the San Pablo Cathedral as a preferred pilgrim destination for devotees and pilgrims as the Cathedral marks its Jubilee Year from November 2016-2017.</p> <ul style="list-style-type: none"> <li>Identify the unique religious/spiritual significance of a visit to San Pablo Cathedral: Jubilee and the Pontifical Door</li> <li>Identify the unique historical significance of a visit to San Pablo Cathedral, highlighting in particular the restoration in progress.</li> <li>Provide information on the religious and historical significance which</li> </ul>	CHACTO / CHACTC Relevant private organizations / Associations and other Government Offices								300	200	500

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<p>pilgrims and tourists can read.</p> <ul style="list-style-type: none"> <li>Promote the San Pablo Cathedral as an ideal stop for pilgrims. Highlight tourist amenities near the Cathedral: cafes, restaurants, pasalubong places</li> </ul>											
	<p>Highlight the Good Friday Procession as best Lenten procession on this side of the world, in terms of scale, community tradition, exquisite images, and piety of the people</p> <ul style="list-style-type: none"> <li>Organize guided tours that provide the historical, spiritual, and craftsmanship context of the procession. Tours may also include home visits to families who are preparing their carosas.</li> <li>Prepare written material or downloadable material on the procession, particularly for those who will not hear the annotation at the Cathedral</li> <li>Provide an opportunity for Via Crucis before the procession, while the carosas are waiting for the procession to start.</li> <li>Highlight tourist amenities near the procession area.</li> <li>Provide tips on where to best watch the procession from.</li> <li>Promote the Good Friday procession through website and social media</li> </ul>	- do -							300	200	500	
	<p>Create a day-to-day itinerary from Thursday to Sunday that will encourage spiritual devotees as well as leisure visitors to spend their entire Holy Week in the City</p>	- do -							200	200	400	

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<ul style="list-style-type: none"> <li>Create several itinerary options that contain spiritual activities and leisure activities</li> <li>Identify unique tourist activities that can compete with other popular summer destinations (i.e. beach, Baguio, etc.)</li> </ul>											
	<p>Create a marketing campaign that will integrate the hotel and restaurant offerings in the City for the duration of Holy Week</p> <ul style="list-style-type: none"> <li>Encourage hotel and restaurants to offer special discount rates to participants of the art festival</li> <li>Encourage hotel and restaurants to hold their own Lent-related activities</li> <li>Promote the City's hotels and restaurants in the Lenten promotions campaign</li> </ul>	- do -							250	150	400	
	<b>Sub-Total</b>								550	6400	2900	9850
<b>Historical Landmarks</b>												
<b>HERITAGE CONSERVATION</b>												
1. Pueblo Heritage Zone	<p>Seek for the designation of the following area and buildings as City Heritage Zone by the National Historical Institute, in accordance with Article IV of the National Cultural Heritage Act of 2009:</p> <ul style="list-style-type: none"> <li>The San Pablo Cathedral</li> <li>Town Plaza</li> <li>Rizal Monument</li> <li>Presidencia or Municipio (now the DepEd Library Hub)</li> <li>The Escuela Pia or community school</li> </ul>	CHACTO / CHACTC Relevant private organizations / Associations and other Government Offices								500		500

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<p>(now the Red Cross Building)</p> <ul style="list-style-type: none"> <li>The Telegraphia or telegraph office (beside the DepEd Library Hub)</li> <li>The Fire Station</li> <li>The century old mango tree</li> <li>The Kilometer Zero Marker across the Rizal Monument</li> <li>The original electric lamp posts</li> <li>The stretch of Rizal Avenue from the Church patio down to Fule St., including all the buildings flanking this stretch</li> <li>The Farcon residence beside the cathedral, which used to be the convent attached to the cathedral.</li> <li>The former Capino residence (now Si Christina's)</li> <li>The Fule-Malvar residence (now Phil-Am Insurance)</li> </ul>											
	File a petition with the National Historical Institute (NHI) for the assessment, identification, and designation of the heritage zone	- do -							150			150
	Create a team that will work on the requirements and procedures of the NHI	- do -							350			350
	Advocate for the corresponding local ordinances as required by the National Culture Heritage Act	- do -							150			150
	Qualify for a grant under the National Heritage Resource Assistance Program	- do -							200	200	200	600

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Restore and maintain the town plaza, identified buildings, and significant trees: <ul style="list-style-type: none"> <li>• Determine the time of most importance in history, which will guide the design of the plaza.</li> <li>• Restore the plaza and fountain based on the approved design.</li> <li>• Rehabilitate the original lamp posts and the avenue islands based on Commission guidelines.</li> <li>• Explore adaptive re-use of the Municipio perhaps as a heritage gallery, while still maintaining the library.</li> <li>• Explore adaptive re-use of the Escuela Pia and the Telegraphia perhaps as souvenir shops.</li> <li>• Provide the Zero Marker a dignified design.</li> <li>• Enter into agreements with the private owners affected by the zoning through the Commission and in accordance with the Culture Heritage Act.</li> <li>• Coordinate closely with the San Pablo Cathedral which has embarked on its own heritage conservation program.</li> <li>• Create a heritage narrative to guide tourism information.</li> <li>• Be transparent on the restoration process and use of funds through a website.</li> </ul>	- do -							5000	5000		10000



Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<p>Restore dignity and implement order in the heritage zone so that it will once again be an attractive gathering and promenade place for citizens and visitors:</p> <ul style="list-style-type: none"> <li>• Provide incentives for buildings in the proximity of the heritage zone to take on an appearance consistent with the guidelines of the Commission.</li> <li>• Pass and enforce city ordinance prohibiting commercial and political signages, billboards, and streamers, that attract attention away from the significant landmarks of the heritage zone</li> <li>• Pass and enforce city ordinance regulating parking areas in the heritage zone.</li> <li>• Pass and enforce city ordinance regulating tricycle and jeepney stops in the heritage area.</li> <li>• Draw up a traffic flow plan that will de-clog the town plaza.</li> <li>• Free up sidewalk space for pedestrians and promenading visitors.</li> <li>• Clean up Meralco and PLDT wiring in the heritage zone</li> </ul> <p>Benchmark against the best practices of communities with successful heritage development plans (i.e. UNESCO Heritage Cities)</p>	- do -							500	500		1000

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
2. Museo ng San Pablo	<p>Seek for the designation of the Old Capitol building as a heritage site by the National Historical Institute, in accordance with Article IV of the National Cultural Heritage Act of 2009:</p> <ul style="list-style-type: none"> <li>File a petition with the National Historical Institute (NHI) for the assessment, identification, and designation of the heritage site</li> <li>Create a team that will work on the requirements and procedures of the NHI</li> <li>Advocate for the corresponding local ordinances as required by the National Culture Heritage Act</li> <li>Qualify for a grant under the National Heritage Resource Assistance Program</li> <li>Create a heritage architecture tour of the Capitol Building</li> </ul>	CHACTO / CHACTC Relevant private organizations / Associations and other Government Offices							500			500
	<p>Restore the Old Capitol Building following the 1940 era when President Quezon inaugurated the building. Support activities to be done:</p> <ul style="list-style-type: none"> <li>Determine the period of most importance in history, which will guide the design restoration of the Capitol building.</li> <li>Commission heritage designers to create a rehabilitation plan.</li> <li>Rehabilitate the building, in particular the projected exhibition and performance spaces</li> </ul>	- do -						5000	5000		10000	
	Expand the exhibition space to include changing or seasonal exhibits that will allow	- do -						300	200	100	600	

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<p>for constant community involvement and will provide new and relevant content to the community museum.</p> <ul style="list-style-type: none"> <li>• Push for more exhibit space and performance space in the Capitol Building, possibly moving some of the government offices still operating from there.</li> <li>• Review existing Memorandum of Agreement with the Cultural Society of San Pablo</li> <li>• Evaluate plans of the Cultural Society of San Pablo and collaborate on common goal for a dynamic, relevant, and well-designed community museum.</li> <li>• Organize San Pablo Museum volunteers who can partner with the City on changing community exhibits drawing inspiration from the best practices of community museums in the Philippines and abroad.</li> </ul>											
	<p>Expand the San Pablo community museum to an online museum where citizens can access photos of the objects and stories on exhibit, as well as contribute their own online. Related activities are:</p> <ul style="list-style-type: none"> <li>• Put together a team that can manage a blog site for the community museum.</li> <li>• Organize the editorial content of the site.</li> <li>• Call for stories and photos.</li> <li>• Promote the site on social media.</li> </ul>	- do -						300	300	300	900	

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)				
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL	
			2015	2016	2017	2018	2019	2020					
<b>REHABILITATION AND MAINTENANCE</b>													
1. Doña Leonila Park	Rehabilitate Doña Leonila Park	CHACTO / CHACTC Relevant private organizations / Associations and other Government Offices								24000			24000
	Improve and re-package the children's playground	- do -											
	Improve the existing stage into an amphitheater-type of facility	- do -											
	Install additional facilities like shades, café, benches, etc.	- do -											
2. Other Historical Landmarks	Rehabilitate other historical landmarks and heritage sites, based on guidelines consistent with the NHCP, to make them more conducive for historical tours/visits: <ul style="list-style-type: none"> <li>• Monumento ng Kagitingan</li> <li>• Hagdang Bato</li> <li>• Andres Bonifacio Shrine</li> <li>• Trece Martirez Monument</li> <li>• Conducto Mansion</li> <li>• <i>Pinaglabanan</i> Shrine (Battle of Sta. Isabel)</li> <li>• Calibato Hydro Power Plant</li> <li>• Apolinario Mabini Monument</li> <li>• Fule-Malvar Mansion</li> <li>• Dambana Ng Mga Bayani</li> <li>• Old Elementary Schools</li> </ul>									15000			15000
	Install proper signages and interpretive signs to make the tourist's visit more informative	- do -									250	250	500

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	and rewarding											
	Have a regular maintenance of these landmarks by engaging the services of Barangay Officials	- do -								300	300	600
	Sub-Total								36950	26750	1150	64850
<b>Tour Packages</b>												
1. Seven Lakes Tour	Coordinate and network with local officials of the barangays that have jurisdiction over the Seven Lakes, as well as with other concerned organizations, and discuss with them how this tour could be organized and what roles they will play	CHACTO / CHACTC FARMC								100	50	50
	Develop a storyline that will describe the Seven Lakes Tour. The seven different legends about the lakes would be a good start									50		50
	Construct basic facilities like comfort rooms, cottages where visitors can take a rest and eat, and a covered view deck or viewing area	CHACTO / CHACTC FARMC Private Entrepreneur							500	100		600
	Install signages for guidance and information of the visitors like directional signs for the location of facilities, a board bearing the description of the lake or the legend of the lake, etc.	CHACTO / CHACTC FARMC							50	50	50	150
2. Religious Tour	Coordinate with local church leaders and religious on how this tour could be organized and what roles they will play	CHACTO / CHACTC Religious organizations							50	50	50	150
	Develop a storyline that will describe the tour. Description or stories about some	CHACTO / CHACTC							50			50

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)				
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL	
			2015	2016	2017	2018	2019	2020					
	religious icons would be a good start	Religious organizations											
	Ensure that basic facilities like comfort rooms, rest areas, prayer rooms, etc. are available. Coordinate with churches and religious leaders if these facilities, if available, could be used by the tourists	CHACTO / CHACTC Religious organizations							100	100	100		100
	Coordinate also with concerned religious leaders in installing necessary signages	CHACTO / CHACTC Religious organizations							50	50			100
3. Historical Tour	Coordinate and network with local historian, the academe, and other organizations that may have historical records of San Pablo, and organize with them how this tour could be organized and what roles they could play	CHACTO / CHACTC Historical Association Academe							50	50	50		150
	Develop a story that will best describe this tour	CHACTO / CHACTC Historical Association Academe							50				50
	Construct basic facilities like comfort rooms and rest areas where they can have a brief stay and eat	CHACTO / CHACTC Historical Association Private Entrepreneur							250	100	50		400
	Install signages for guidance and information of the visitors like directional signs for the location of facilities, a board bearing the description of the historical sites, etc.	CHACTO / CHACTC Historical Association Academe							50	50	50		150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
4. Handicraft / Arts and Crafts Tour	Coordinate with local artist and handicraft makers and other art and antique collectors, and discuss with them how this tour could be organized and what roles they could play	CHACTO / CHACTC Local Artists Handicraft makers Art and Antique Collectors							50	50	50	150
	Develop a story that will best describe this tour	CHACTO / CHACTC Local Artists Handicraft makers Art and Antique Collectors							50			50
	Coordinate with the owners/operators of art shops and stores for the use of basic facilities like comfort rooms and rest areas	CHACTO / CHACTC Local Artists Handicraft makers Art and Antique Collectors							30	30	30	90
	Install necessary signages and interpretive signs for guidance and information of the visitors	CHACTO / CHACTC Local Artists Handicraft makers Art and Antique Collectors							50	50	50	150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
5. Food Spotting Tour	Coordinate and network with owners and local officials of the barangays that cover these food establishments, and discuss with them how this tour could be organized and what roles they will play	CHACTO / CHACTC Barangay Officials Owners of Food Establishments							50	50	50	150
	Develop a storyline about the tour. A good start will be the traditional foods that are preferred by the San Pableños during special occasions	CHACTO / CHACTC Barangay Officials Owners of Food Establishments							50			50
	Coordinate with the owners/operators of the food establishments for the use of basic facilities like comfort rooms and rest areas	CHACTO / CHACTC Barangay Officials Owners of Food Establishments							30	30	30	90
	Install necessary signages and interpretive signs for guidance and information of the visitors	CHACTO / CHACTC Barangay Officials Owners of Food Establishments							50	50	50	150
6. Food Manufacturers Tour	Coordinate with local food manufacturers and discuss with them how this tour could be organized and what roles they will play	CHACTO / CHACTC Local food manufacturers							50	50	50	150
	Make a story about these different food manufacturers, by describing their individual products and also by citing their history	CHACTO / CHACTC Local food manufacturers Academe							50			50



Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Coordinate with the owners of food manufacturers for the use of basic facilities like comfort rooms and rest areas	CHACTO / CHACTC Local food manufacturers							30	30	30	90
	Install necessary signages and interpretive signs for guidance and information of the visitors	CHACTO / CHACTC Local food manufacturers							50	50	50	150
7.Health and Wellness Tour	Coordinate and network with local health and beauty products manufacturers, including shops and saloon operators who offer health and wellness services, and discuss with them how this tour could be organized and what roles they will play	CHACTO / CHACTC Private Entrepreneur							50	50	50	150
	Make a story about these different health and beauty products; telling the history would be a good start	CHACTO / CHACTC Private Entrepreneur Academe							50			50
	Coordinate with the owners for the use of basic facilities like comfort rooms and rest areas	CHACTO / CHACTC Private Entrepreneur							30	30	30	90
	Install necessary signages and interpretive signs for guidance and information of the visitors	CHACTO / CHACTC Private Entrepreneur							50	50	50	150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
8. Off-road Biking Tour	Coordinate and network with local bikers associations, as well as with other concerned organizations, and discuss with them how this tour could be organized and what roles they could play	CHACTO / CHACTC Bikers Associations							50	50	50	150
	Make a story about the places to be visited	CHACTO / CHACTC Bikers Associations							50			50
	Construct basic facilities like comfort rooms, cottages where bikers can take a rest and eat, and a covered view deck or viewing area	CHACTO / CHACTC Bikers Associations Private Entrepreneur							200	100	100	400
	Install signages for guidance and information of the bikers like directional signs for the location of facilities, a board bearing the description of the places visited, etc.	CHACTO / CHACTC Bikers Associations							50	50	50	150
9. Agritourism Tour	Coordinate and network with local agrifarm operators, and discuss with them how this tour could be organized and what roles they could play. Figure 75 shows a sample tour guide material.	CHACTO / CHACTC Agrifarm operators							50	50	50	150
	Make a story about the places to be visited.	CHACTO / CHACTC Agrifarm operators							50			50
	Negotiate for the use of basic facilities like comfort rooms, cottages where visitors can take a rest and eat.	CHACTO / CHACTC Agrifarm operators							50	50	50	150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Install signages for guidance and information of the visitors like directional signs for the location of facilities, a board bearing the description of the places visited, etc.	CHACTO / CHACTC Agrifarm operators							50	50	50	150
	<b>Sub-Total</b>								2470	1570	1270	5010
<b>OTHER POTENTIAL TOURISM PRODUCTS AND SERVICES</b>												
1. Friday Night Party	Conduct a feasibility study of this tourism activity proposed in Sampalok Lake	CHACTO / CHACTC							100	100	100	300
2. Saturday Night Market	Conduct a feasibility study of this tourism activity to be done in the City Plaza and along Rizal Avenue	CHACTO / CHACTC							100	100	100	300
3. Night Tour around Sampalok Lake	Conduct a feasibility study of this tourism activity, which can be done either by land or on water	CHACTO / CHACTC							100	100	100	300
4. Night Life and Entertainment	Conduct a feasibility study of this tourism activity at the City Proper	CHACTO / CHACTC							100	100	100	300
5. Zombie Run	Conduct a feasibility study of this tourism activity	CHACTO / CHACTC							100	100	100	300
6. Firework Display cum Contest	Conduct a feasibility study of this tourism activity	CHACTO / CHACTC							100	100	100	300
7. New Year Firework Display	Conduct a feasibility study of this tourism activity	CHACTO / CHACTC							100	100	100	300
	<b>Sub-Total</b>								700	700	700	2100
	<b>TOTAL</b>								130055	71675	29225	230655

## MANAGEMENT STRATEGY 2: PROMOTION AND MARKETING

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To promote and market tourism products and services to optimize the benefits that maybe derived from this industry												
Management Objective 1: To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.												
Management Objective 2: To develop the City's (a) historical landmarks, and (b) cultural heritage into a viable tourism products and services.												
1. Promoting the City's tourist attractions and destinations	Design a logo and formulate a slogan depicting the branding " <i>Beyond the Seven Lakes.</i> "	CHACTO / CHACTC UAP-San Pablo							200			200
	Develop a dedicated website (including design and uploading)	CHACTO / CHACTC							200	200	200	600
	Print and distribute posters, brochures, pamphlets, flyers, stickers, coffee table book, and related print materials on the City's tourism products and services	CHACTO / CHACTC							300	200	200	700
	Have TV commercials and radio plugs and newspaper advertisements	CHACTO / CHACTC							500	500	500	1500
	Link and maintain alliances with tour operators	CHACTO / CHACTC							150	150	150	450
2. Marketing of the City's tourist attractions and destinations	Develop market plan <ul style="list-style-type: none"> <li>Define target market</li> <li>Identify market strategies, timelines, etc.</li> </ul>	CHACTO / CHACTC							200	200	200	600
	Launch contests, sales, and discounts promos	CHACTO / CHACTC							150	150	150	450

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Develop and maintain social media marketing network (Twitter, Facebook, etc.)	CHACTO / CHACTC							250	250	250	750
	Develop and maintain a visitor database and conduct follow-up surveys	CHACTO / CHACTC							150	150	150	450
	Hold/sponsor a national tourist operators/tour guides summit.	CHACTO / CHACTC Local tour operators/tour guides							500	300	200	1000
	<b>TOTAL</b>								<b>2600</b>	<b>2100</b>	<b>2000</b>	<b>6700</b>

### MANAGEMENT STRATEGY 3: ENVIRONMENTAL PROTECTION, CONSERVATION AND LAW ENFORCEMENT

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To protect and maintain the integrity of the environment in order to ensure their sustainable use for tourism development.												
Management Objective 1: To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.												
Management Objective 2: To develop the City's (a) historical landmarks, and (b) cultural heritage into a viable tourism products and services.												
<b>ENVIRONMENTAL PROTECTION AND CONSERVATION</b>												
1. Reforestation	Identify the 680 hectares that may need immediate rehabilitation / reforestation with the assistance of the local DENR office and the City Environment and Natural Resources Office.	CHACTO / CHACTC CENRO DENR Barangay Council FARMC							50	50		100
	Conduct a resource assessment of the area in order to determine the status of the soil, the remaining vegetation, source of water, and other relevant information necessary to ensure a successful reforestation effort.	- do -							250	250		500
	Prepare area for reforestation	- do -							100	100		200
	Procure the planting species. Priority should be given to endemic and indigenous species	- do -							2500	2500		5000
	Conduct planting through social mobilization. Concerned organizations like schools, private establishments, civic organizations, and associations may be tapped to participate in the reforestation activities.	- do -							2000	2000		4000
	Set up strategies so that proper maintenance, monitoring and evaluation of planted areas are regularly undertaken.	- do -							150	150	150	450
2. Shoreline Rehabilitation of Sampalok Lake	Develop plan for the rehabilitation of the 3 km shoreline of Sampalok Lake	LLDA CENRO City Engineering Office							300			300

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)				
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL	
			2015	2016	2017	2018	2019	2020					
		CHACTO / CHACTC NGO's PO's Local communities											
	Execute rehabilitation activities, e.g., planting and riprapping.	- do -							3000	2000			5000
	Regularly re-plant and maintain rehabilitated shoreline areas.	- do -							300	300	300		900
3. Floating Gardens Establishments in Sampalok lake	Identify 20 specific sites for the two types of floating gardens (30 for each type)	CENRO CHACTO / CHACTC PCAARRD Academe NGO							60				60
	Coordinate and seek technical assistance of experts from reputable NGO and the academe like UP Los Baños, or the PCAARRD in developing the first type of floating garden.	- do -							50	50	50		150
	Also coordinate and seek technical assistance of reputable NGOs or other experts in establishing the second type of floating garden.	- do -							30	30	30		90
	Select fishermen-cooperators for these two activities	- do -							50	50	50		150
	Train the cooperators and give advice on the extent of their roles and responsibilities	- do -							150	150	150		450
	Construct floating gardens with the active participation of the fishermen-cooperators	- do -							500	200	100		800
	Plant the floating gardens	- do -							100	100	100		300
	Do regular repairs and maintenance of the floating gardens	- do -							50	50	50		150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
4. Waste Management	Identify sites for garbage bin / trash cans with the help of the local waste management unit of the CHACTO / CHACTC	CHACTO / CHACTC Waste Management Office DENR NGO							50	50	50	150
	Construct necessary MRF or utilize existing ones if available	- do -							150	150	150	450
	Make and install necessary signages to remind the public about proper waste disposal	- do -							50	50	50	150
	Coordinate with the local waste management unit to ensure regular/daily collection of waste	- do -							40	30	30	100
	Train local people and organizations who will run and manage the MRF	- do -							150	150	150	450
5. Utilization of Renewable Energy	Coordinate with the local architect group in designing "green" tourism facilities	CHACTO / CHACTC CENRO UAP Private Organizations							100	100	100	300
	Pass necessary ordinances prescribing and instituting the use of renewable energy and energy efficient utilities in government and private offices, particularly in the tourism facilities and structures	- do -							50			50
	Hold campaigns that will encourage the use of energy efficient lighting facilities like the LED, by the general public, including those running tourism establishments	- do -							100	100	100	100
	Pilot test at least three (3) renewable energy projects								1500	1000	1000	3500



Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Put in place award and incentive mechanism to recognize those who adopt energy conservation techniques, especially among tourism operators and establishments	- do -							150	150	150	450
6. Lake Clean-Up	Plan a regular lake clean up activity in coordination with the LLDA, the DENR, the local tourism establishment owners, the FARMC, and other concerned organizations	LLDA DENR CHACTO / CHACTC CENRO FARMC							50	50	50	150
	Create steering and working committees to supervise and manage and fast track the implementation of this activity	- do -							30	30	30	90
	Set timelines for target deliverables, procurement of necessary supplies and materials, and performance of other logistical needs	- do -							30	30	30	90
	Initiate solicitation of active participation and coordination with partner organizations. Establish network of these players	- do -							50	50	50	150
	Put in place an award mechanism to recognize individual, organizations, offices that contribute significantly in this effort	- do -							50	50	50	150
	Have a review and evaluation mechanism to monitor the activities	- do -							50	50	50	150
7. Installation of Drainage and Sewerage System	Construct appropriate drainage and sewerage system initially for Sampalok Lake and later for other lakes	CENRO DENR City Engineering Office Private Entrepreneur							2000	1000	1000	4000

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Construct drainage canal around Sampalok Lake, whose outlet will be the Sabang Creek	- do -							3500	500	500	4500
	Undertake in-depth studies on drainage and sewerage systems for other lakes	- do -								200	200	400
8. Lake Water Aeration	Conduct first a feasibility study of installing water aerator system initially in Sampalok Lake and then in other Lakes	LLDA CENRO FARMC							50	50	50	150
	Procure and install the aerators	- do -							300	300	300	900
	Train local fishermen and make them involved in the maintenance of the aerators	- do -							100	100	100	300
	<b>Sub-Total</b>								<b>18190</b>	<b>12170</b>	<b>5170</b>	<b>35280</b>
<b>LAW ENFORCEMENT</b>												
1. Improve Traffic System	Undertake a comprehensive review of the existing traffic management system in the light of increasing number of tourists that will visit the City	Traffic Management Unit CHACTO / CHACTC Private Institutions Civic Organizations							100	100	100	300
	Re-organize the unit that handles the traffic systems; re-train and re-orient them on proper traffic management	- do -							150	150	150	450
	Install necessary traffic signs; and should be made more visible	- do -							50	50	50	150
	Impose stricter penalties for traffic violations	- do -							150	150	150	450
2. Application of Visitor Safety Measures	Coordinate with offices providing the safety of the citizens like the Philippine National Police and the Philippine Army	Police Force Phil. Army CHACTO / CHACTC							50	50	50	150
	Put in place a safety structure or mechanism	- do -							50	50	50	150
	Formulate safety plans	- do -							50	50	50	150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Institute alarm mechanisms	- do -							50	50	50	150
	Make a regular review of the safety mechanism to ensure that the system work, and if not, identify adjustments to be made	- do -							50	50	50	150
3. Standard Rates for Tourism Products and Services	Conduct a stocktaking review of rates and charges imposed in nearby tourism sites and municipalities on tourism products and services. Have a database of this	CHACTO / CHACTC Tour / Tourist Establishments Operators Academe							50	50	50	150
	Come up with standard, but equitable, rates for the City's tourism products and services through consultation with tourism expert and other tourism practitioners	- do -							50	50	50	150
	Conduct a regular review and updating of these rates; willingness-to-pay studies will help arrived at a more scientifically supported rates	- do -							100	100	100	300
	Distribute print materials and publications to: (a) make the visitors aware of the rates and prices of goods and services; and (b) help discourage over charging	- do -							100	100	100	300
	<b>Sub-Total</b>								<b>1000</b>	<b>1000</b>	<b>1000</b>	<b>3000</b>
	<b>TOTAL</b>								<b>19190</b>	<b>13170</b>	<b>6170</b>	<b>38280</b>

## MANAGEMENT STRATEGY 4: RESEARCH AND DEVELOPMENT AND POLICY FORMULATION

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To engage in relevant scientific investigations that will provide necessary data and information in the establishment of tourism projects and formulation of support policy instruments.												
Management Objective 1: To develop the City's seven crater lakes and its natural environs as premier eco-adventure tourist attractions and destinations.												
Management Objective 2: To develop the City's (a) historical landmarks, and (b) cultural heritage into a viable tourism products and services.												
<b>RESEARCH AND DEVELOPMENT</b>												
1. Conducting Basic Research Studies	Conduct resource assessment of existing and potential tourism sites and destinations	CHACTO / CHACTC DOT Academe							100	100	100	300
	Establish database of tourism activities	- do -							50	50	50	150
	Revisit the design and/or condition of existing tourism products and services	- do -							100	100	200	400
	Research on quality services and protocols	- do -							100	100	100	300
	Conduct of willingness-to-pay studies	- do -							50	50	100	200
	Conduct continuing research on Promotion and Marketing techniques	- do -							50	50	100	200
	Conduct tourism carrying capacity and Limits of Acceptable Change (LAC) studies	- do -							50	50	100	200
2. Engagement in R & D Projects	Develop and R & D framework on tourism	CHACTO / CHACTC DOT Academe							100	100	100	300
	Pilot test identified tourism products and services	- do -							200	200	200	600
	Explore new sites and experiment on other activities, products and services	- do -							50	50	50	150
	Analyze the feasibility of applying the Payment for Ecosystem Services (PES) scheme as a form of sustainable source of funding for tourism development	- do -							100	100	100	300
	Conduct more studies on feasibility of other potential tourism investment opportunities	- do -							100	100	100	300

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Research and pilot on incorporating environmental considerations in new tourism products and services	- do -							150	150	150	450
	Monitor the impact of tourism on the socio-economic and cultural life of the people	- do -							50	50	50	150
	<b>Sub-Total</b>								<b>1250</b>	<b>1250</b>	<b>1500</b>	<b>4000</b>
<b>POLICY FORMULATION</b>												
1. Review of Existing Policies and Legislations	Conduct a stocktaking review of existing policies, legislations and rules and regulation pertaining to tourism	CHACTO / CHACTC / <i>Sangguniang Panglungsod</i>							50	50	50	150
	Identify gaps by matching what policies are available and what are lacking	- do -							50	50	50	150
2. Formulation of Necessary Policies	Formulate policies on: <ul style="list-style-type: none"> <li>improving the traffic management, particularly in areas that will be affected by tourism development</li> <li>ensuring the safety of the tourists; necessary peace and order legislations should be passed</li> <li>prescribing the standard rates, prices and charges for tourism products and services</li> <li>adopting the proposed tourism management zones, particularly on the lakes</li> <li>strengthening of tourism network and coordination</li> <li>adoption of proposed tourism activities, after conduct of necessary feasibility studies</li> <li>requirements on visitors' activities, equipment and technologies</li> <li>necessary dress codes, uniforms and ethical standard</li> </ul>	CHACTO / CHACTC / CHACTC <i>Sangguniang Panglungsod</i>							500	300	200	1000

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	<ul style="list-style-type: none"> <li>prohibiting commercial and political signages, billboards, and streamers, that attract attention away from the significant landmarks of the heritage zone</li> <li>regulating tricycle and jeepney stops in the tourist areas.</li> </ul>											
	<b>Sub-Total</b>								<b>600</b>	<b>400</b>	<b>300</b>	<b>1300</b>
	<b>TOTAL</b>								<b>1,850</b>	<b>1,650</b>	<b>1,800</b>	<b>5,300</b>

## MANAGEMENT STRATEGY 5: LOCAL COMMUNITY PARTICIPATION

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To strengthen local institutions and encourage their full and active participation and cooperation in tourism development.												
Management Objective 3: To instill among the local citizenry the value of tourism and make them active partners in the implementation of tourism, especially community-based ecotourism, projects in the City.												
1. Capacitation of Local Communities	Organize communities in the vicinities of the Lakes and other tourist destinations	CHACTO / CHACTC / NGO PO							50	50	50	150
	Orient them on the value and importance of an organized community, tourism as a tool for economic development, and the need to protect and conserve the environment and natural resources	- do -							150	150	150	450
	Form them into organizations whose objective is to improve their socio-economic wellbeing, support tourism development, and help conserve and protect the environment and natural resources	- do -							150	100	100	350
	Expose these communities (through study tours) in successful community-based development projects like Gawad Kalinga to inspire them to engage in similar undertakings	- do -							300	300	200	800
	Employ or tap the services of some of the community members in any tourism related activities, like tour guiding, food handlers, etc.	- do -							300	200	200	700
2. Embarking on Community-Based Tourism-Related Enterprise	Identify groups of communities (or core communities) who could be trained on managing and operating a community-based ecotourism project as a business enterprise	CHACTO / CHACTC / NGO PO Private Entrepreneur							50	50	50	150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Contact groups or organizations that could provide technical and financial assistance in pursuing the target community-based tourism-related enterprise	- do -							50	50	50	150
	Link these community-based tourism enterprises to other service providers like tour operators, events coordinators, etc.	- do -							100	100	100	300
	Assist in the preparation of business plan and marketing strategies	- do -							50	50	50	150
	Prepare the community-based tourism enterprise following the Logical Framework and Result-Based Management Framework approaches	- do -							150	150	150	150
	Train the community on simple and basic accounting, auditing and record/book keeping	- do -							150	150	150	450
	Scale up these enterprises by involving other communities	- do -							500	500	500	1500
3. Establishing M & E System	Develop ways to regularly measure progress by tracking achievements and maintain the momentum necessary for the success of the community-based tourism enterprise	CHACTO / CHACTC /							50	50	50	150
	Monitor activities that are most effective in the community and those that need improvement so as to successfully meet community-based enterprise' goal and vision	- do -							50	50	50	150
	<b>TOTAL</b>								<b>2100</b>	<b>1950</b>	<b>1850</b>	<b>5600</b>



## MANAGEMENT STRATEGY 6: VISITOR AND TOURIST MANAGEMENT

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To regulate and manage the activities of the visitors and tourists, without sacrificing their satisfaction and enjoyment of the City's tourism products and services.												
Management Objective 4: To ensure greater satisfaction of the City's tourists and visitors by experiencing a different brand of environment-friendly and sustainable tourism products and services.												
1. Use Limit	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
2. Group Size Limit	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
3. Pre-Assignment of Recreational sites	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
4. Area Closures	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
5. Restrictions on the Use of Fire	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
6. Restrictions by Group Characteristics	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
7. Length of Stay Limits	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
8. Equipment Requirements	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
9. Tip Scheduling	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
10. Putting Pp of Barriers	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
11. Providing Site Information	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
12. Installing of Interpretation and Interpretive Signs	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
13. Differential Pricing	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
14. Visitor Qualifications	Explore the feasibility of applying this visitor management scheme in any of the tourism destinations in San Pablo City	CHACTO / CHACTC							100	100	100	300
	<b>TOTAL</b>								<b>1400</b>	<b>1400</b>	<b>1400</b>	<b>4200</b>

## MANAGEMENT STRATEGY 7: FINANCIAL SUSTAINABILITY

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To establish a sustainable financing mechanism that will ensure continuous flow of funding for tourism development.												
Management Objective 5: To make tourism a major contributor in the socio-economic development of the City.												
1. Review Sources of Funds	Identify internal sources of funding like the government, charging of fees, permits, rentals, and other forms of revenues like payment for tourism products and services								50	50	50	150
	Enumerate external sources of funding like grants from funding institutions, donation by private agencies, assistance from business organizations, loans, etc.								50	50	50	150
	Determine the funding gaps and needs								30	30	30	90
	List down fund sources that could be tapped to fill in the gaps								30	30	30	90
2. Collect Entrance Fees	Inform the public about the collection of entrance fee initially in Sampalok Lake and Doña Leonila Park, at least six months before the collection date	CHACTO / CHACTC							50	50	50	150
	Set up entrance gate	CHACTO / CHACTC							300			300
	Print entrance receipts	CHACTO / CHACTC							50	50	50	150
	Start collection of entrance fees	CHACTO / CHACTC							20	20	20	60
3. Collect Parking Fees	Inform the public about the collection of parking fees initially at least six months before the collection date	CHACTO / CHACTC							50	50	50	150
	Coordinate with concerned barangays about the collection and the designation of barangay collector	CHACTO / CHACTC Brgy officials Traffic management unit							50	50	50	150
	Coordinate with the traffic management unit of the CHACTO / CHACTC	- do -							50	50	50	150

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Print parking receipts	CHACTO / CHACTC							100	100	100	300
	Start collection of parking fees	CHACTO / CHACTC Brgy officials Traffic management unit							120	120	120	360
4. Collect Resource Use and Rental Fees	Inform the public (food stall owners, etc.) about the collection of resource use fees initially in Sampalok Lake and Doña Leonila Park, at least six months before the collection date	CHACTO / CHACTC							30	30	30	90
	Print resource user's receipts	CHACTO / CHACTC							100	100	100	300
	Start collection of resource use fees	CHACTO / CHACTC							50	50	50	150
5. Undertake Fund-Raising Campaigns	<ul style="list-style-type: none"> <li>Plan details of fund-raising campaigns</li> <li>Identify partners, donors, sponsors, and cooperators</li> <li>Advertise the fund-raising project</li> <li>Implement the fund-raising project</li> </ul>	CHACTO / CHACTC							150	150	150	450
6. Hold Business Forum/Summit	<ul style="list-style-type: none"> <li>Use the TMP in identifying specific idea to sell to businessmen/entrepreneurs</li> <li>Identify partners, donors, sponsors, and cooperators</li> <li>Invite participants to the business forum/summit</li> <li>Advertise the business forum/summit</li> <li>Implement the business forum/summit</li> </ul>	CHACTO / CHACTC							500	500	500	1500
7. Set and Collect Royalties	Conduct a willingness-to-pay study to determine the amount of royalty to be collected in doing activities in any of the tourism sites in the City	CHACTO / CHACTC							300	300	300	900

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
8. Engage in Tourism-Business Enterprises	Determine feasibility of a business like community-based ecotourism and when found feasible, embark in this business in the form of a Payment for Ecosystem Services (PES) scheme	CHACTO / CHACTC							500	500	500	1500
	For CHACTO / CHACTC, operate some of the tourism facilities like zipline, adventure cum obstacle courses, cottages, souvenir shops, mini parks and café, etc.	CHACTO / CHACTC							300	300	300	900
	In coordination with the academe and other organizations, organize events and shows like concerts, plays, drama, for a fee.	CHACTO / CHACTC							150	150	150	450
	<b>TOTAL</b>								<b>3030</b>	<b>2730</b>	<b>2730</b>	<b>8490</b>

## MANAGEMENT STRATEGY 8: ORGANIZATION AND MANAGEMENT

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To institute appropriate management interventions to meet the vision of making San Pablo City the premier tourism destination in the CALABARZON.												
Management Objective 5: To make tourism a major contributor in the socio-economic development of the City.												
1. Expansion of Tourism Office (CHACTO / CHACTC)	Pass the local ordinance adopting the proposed expanded structure of CHACTO / CHACTC	CHACTO / CHACTC / HRD							20	30	50	100
	Hire and recruit additional technical and administrative staff	- do -							19848	19848	19848	59544
	Acquire service vehicle, motorcycles, audio-visual equipment, field survey tools and equipment, and office equipment like PC printer, photocopying machine, etc.	- do -							2410			2410
2. Human Resource Development	Train existing and newly recruited staff on office management and on their functions, roles and responsibilities in the tourism organization	CHACTO / CHACTC / HRD							50	50	50	150
	Establish a reward and punishment system to recognize good performances and discourage bad ones	- do -							20	30	50	100
	Send staff to study / orientation tours to make them aware of other's approaches in tourism development and management	- do -							100	100	100	300
3. Establishing Network and Coordination Mechanisms	Harness the CHACTC in establishing the network and coordination with private, academe, civic, and other social organizations	CHACTO / CHACTC / CHACTC Private organizations NGO							20	30	50	100
	Link with tour operators and other tourism-related establishments on developing new tourism products and services, promotion and marketing, fund sourcing, etc.	- do -							20	30	50	100

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Get local people and community organizations like the FARMC actively involved in tourism development	- do -							20	30	50	100
	<b>TOTAL</b>								<b>22508</b>	<b>20148</b>	<b>20248</b>	<b>62904</b>

## MANAGEMENT STRATEGY 9: MONITORING AND EVALUATION

Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
Goal: To keep track of the progress of tourism development in the City as envisioned in the TMP and evaluate its performance; provide feedback on how to improve implementation, when found necessary.												
Management Objective 5: To make tourism a major contributor in the socio-economic development of the City.												
1. Regular Monitoring	Form an M & E team from the general membership of the CHACTC, with representatives from CHACTO / CHACTC.	CHACTO / CHACTC /							50	20	30	100
	Prepare a monitoring template	- do -							50	50	50	150
	Conduct a quarterly monitoring of the progress of TMP implementation	- do -							50	50	50	150
	Make necessary adjustment in the implementation of specific activities in the TMP per findings of the monitoring team	- do -							50	50	50	150
2. Annual Evaluation	Prepare an evaluation template for the annual evaluation of the implementation of the TMP	CHACTO / CHACTC /							50	50	50	150
	Form an evaluation team	- do -							50	50	50	150
	Undertake the year-end evaluation of the progress of implementation of the TMP	- do -							50	50	50	150
	Make necessary revision or redirection of some of the target activities, when warranted.	- do -							50	50	50	150
	Execute suggestions and recommendations of the evaluation team.	- do -										
3. Mid-Term and Terminal Evaluation	Design evaluation templates for: (a) mid-term review, and (b) terminal evaluation of specific aspects of the TMP.	CHACTO / CHACTC /							20	30	50	100
	Make necessary revision or redirection of some of the target activities, especially after the mid-term review	- do -							50	50	50	150
	Commission a third party evaluation team who will undertake the mid-term review of specific aspects of the TMP	- do -								200		200
	Execute suggestions and recommendations of the third party review team	- do -							50	50	50	150



Specific Strategies	Actions / Activities	Implementors	Timeline						Estimated Budgetary Requirements (Pesos '000)			
			Short Term (ST)		Medium Term (MT)		Long Term (LT)		ST	MT	LT	TOTAL
			2015	2016	2017	2018	2019	2020				
	Commission a third party evaluation team who will undertake the terminal evaluation of specific aspects of the TMP	- do -								300		300
	Execute suggestions and recommendations of the third party evaluation team	- do -							50	50	50	150
	<b>TOTAL</b>								<b>570</b>	<b>1,050</b>	<b>580</b>	<b>2,200</b>

## SUMMARY OF BUDGETARY REQUIREMENTS (Php '000)

Management Strategies/Sub-Strategies	Short Term	Medium Term	Long Term	Total
<b>Management Strategy 1</b>	<b>130055</b>	<b>71675</b>	<b>29225</b>	<b>230655</b>
<i>Seven Lakes</i>	87385	30555	22955	140895
<i>Other Nature-Based Tourism</i>	2000	5700	250	7950
<i>Cultural Event</i>	550	6400	2900	9850
<i>Historical Landmarks</i>	36950	26750	1150	64850
<i>Tour Packages</i>	2470	1570	1270	5010
<i>Other Potential Tourism Activities</i>	700	700	700	2100
<b>Management Strategy 2</b>	<b>2600</b>	<b>2100</b>	<b>2000</b>	<b>6700</b>
<b>Management Strategy 3</b>	<b>19190</b>	<b>13170</b>	<b>6170</b>	<b>38280</b>
<i>Environmental Conservation and Protection</i>	18190	12170	5170	35280
<i>Law Enforcement</i>	1000	1000	1000	3000
<b>Management Strategy 4</b>	<b>1850</b>	<b>1650</b>	<b>1800</b>	<b>5300</b>
<i>Research and Development</i>	1250	1250	1500	4000
<i>Policy Formulation</i>	600	400	300	1300
<b>Management Strategy 5</b>	<b>2100</b>	<b>1950</b>	<b>1850</b>	<b>5600</b>
<b>Management Strategy 6</b>	<b>1400</b>	<b>1400</b>	<b>1400</b>	<b>4200</b>
<b>Management Strategy 7</b>	<b>3030</b>	<b>2730</b>	<b>2730</b>	<b>8490</b>
<b>Management Strategy 8</b>	<b>22508</b>	<b>20148</b>	<b>20248</b>	<b>62904</b>
<b>Management Strategy 9</b>	<b>570</b>	<b>1050</b>	<b>580</b>	<b>2200</b>
<b>GRAND TOTAL</b>	<b>183303</b>	<b>115873</b>	<b>66003</b>	<b>364329</b>

# Part 3: Annexes







# Annexes

## Annex A. The Consultant's Term of Reference

ANNEX "A"

Terms of Reference

**Introduction:**

Started in 1996, the Coconut Festival has been an annual event in San Pablo City's tourism calendar. This has become the biggest crowd drawer and has attracted thousands of local and foreign tourists whose itineraries included a brief visit to the City during the weeklong celebration of the City fiesta that culminates on January 15.

The Coconut Festival draws attention not only from the crowd of spectators, tourist and locals, but from media as well. It helps promote the culture, people's talent, products, services and the City as a whole that spur, in one way or another, socio-economic development.

With the able leadership of then Mayor Vicente B. Amante and City Administrator, now Mayor, Loreto "Amben" Amante, the Coconut Festival bagged twice the Department of Tourism's and the Association of Tourism Officers of the Philippines' BEST TOURISM EVENT IN THE PHILIPPINES in 2010 and 2011.

Cognizant of the potential of tourism as a vehicle for socio-economic, environmental conservation and cultural preservation, Mayor Vicente B. Amante requested the Sangguniang Panglungsod to deliberate a local legislation creating and establishing an office and a council (composed of private and public representatives) that will oversee tourism, arts, historical, and cultural development in the City. In 2011, Ordinance No. 2011-08, "Creating and Establishing the City History, Arts, Culture and Tourism Office (CHACTO) and the City History, Arts, Culture and Tourism Council (CHACTC)" was passed and approved by the City government.

The ordinance mandates the formulation of a Tourism Master Plan that will guide the tourism development in the City. It is in this context that this undertaking is proposed.

**Objective of the Services:**

To formulate the Tourism Master Plan of San Pablo City by providing technical guidance and direction to and seeking assistance from CHACTO and CHACTC and other relevant offices of the City government.

**Scope of Work:**

Under the direction of Hon. Mayor Loreto "Amben" S. Amante, the City Information Officer, and CHACT Officer, and in close coordination with CHACT Council, the **Contractor** will carry out the following tasks:

1. Take the lead in undertaking a 2-day visioning workshop, where the specific vision, mission, goal, and management objectives of the TMP shall be defined;
2. Supervise the implementation of a survey on the "Existing and Potential Tourism Products and Services in San Pablo City", including marketing research and analyze the data and information that will be generated, and later incorporated in the TMP;
3. Do a comprehensive stocktaking review of relevant literature and publications on tourism in San Pablo City;
4. Recruit, train, and direct technical staff in field documentation, data gathering and computation, mapping, design of facilities and structures and other expertise that are relevant in the formulation of the TMP;
5. Do consultation, validation, and confirmation of the findings with the City's key tourism

6. Submit all the necessary documents/outputs as identified in the contract (inception report, and draft and final TMP) according to the dates required;
7. Assist the Mayor in presenting the TMP to various tourism stakeholders, locally and nationally, for comments, suggestions, acceptance and approval; and
8. Perform other tasks that may be assigned by the LGU-SPC relevant to the conduct of the services.

**Deliverables:**

1. Inception reports
2. Draft and final Tourism Master Plan
3. Powerpoint presentation of TMP

**Duration:**

Five (5) months intermittently.

**Estimate of Total Cost of the Project:**

Budget Items	Estimated Cost
1. Professional Fee	250,000.00
2. Research Analyst, data encoder, report consolidator at P15,000 per month for 4 month	60,000.00
3. Architect/designer at P20,000 per month for 4 month	80,000.00
4. GIS/Map Specialist at P20,000 per month for 4 months	80,000.00
5. Per diem for 3 staff for 40 days at 800 each per day	96,000.00
6. Van hire for 40 days at 3000 per day	120,000.00
7. Supplies and Materials	64,000.00
8. Four consultation meetings at P50,000 per meeting	200,000.00
9. Printing cost of TMP (5 copies)	50,000.00
<b>Grand Total</b>	<b>1,000,000.00</b>

ACKNOWLEDGEMENT

REPUBLIC OF THE PHILIPPINES )

SAN PABLO CITY, CAGAYAN ) S.S.

BEFORE ME, a Notary Public in and for the \_\_\_\_\_, on this  
21<sup>st</sup> day of March 2014, personally appeared the following:

Name	Passport Number	Comm. Tax Cert. No.	Date / Place Issued
<u>LORETO S. AMANTE</u>	<u>30915350</u>		<u>1-24-10 / IPC</u>
<u>LOPE A. CALANOG</u>	<u>30912145</u>		<u>1-6-14 / IPC</u>

known to me and to me known to be the same person(s) who executed the foregoing instrument and acknowledgement that the same is their true and voluntary act and deed.

The foregoing instrument refers to the Contract Agreement between LORETO S. AMANTE and LOPE A. CALANOG.

WITNESS MY HAND AND SEAL on the date and place above cited.

Doc No. 437 ;  
Page No. 88 ;  
Book No. 270 ;  
Series of 2014 14 .

[Signature]  
ATTY. ESPERIDION L. GAVIUS  
NOTARY PUBLIC  
UNTIL DECEMBER 31, 2015  
PTR NO. 2218108/01-02-14  
IBP NO. 807448/11-06-13  
ROLL OF ATTY'S NO. 20579  
MLCEIV NO. 0010390/12-14-12

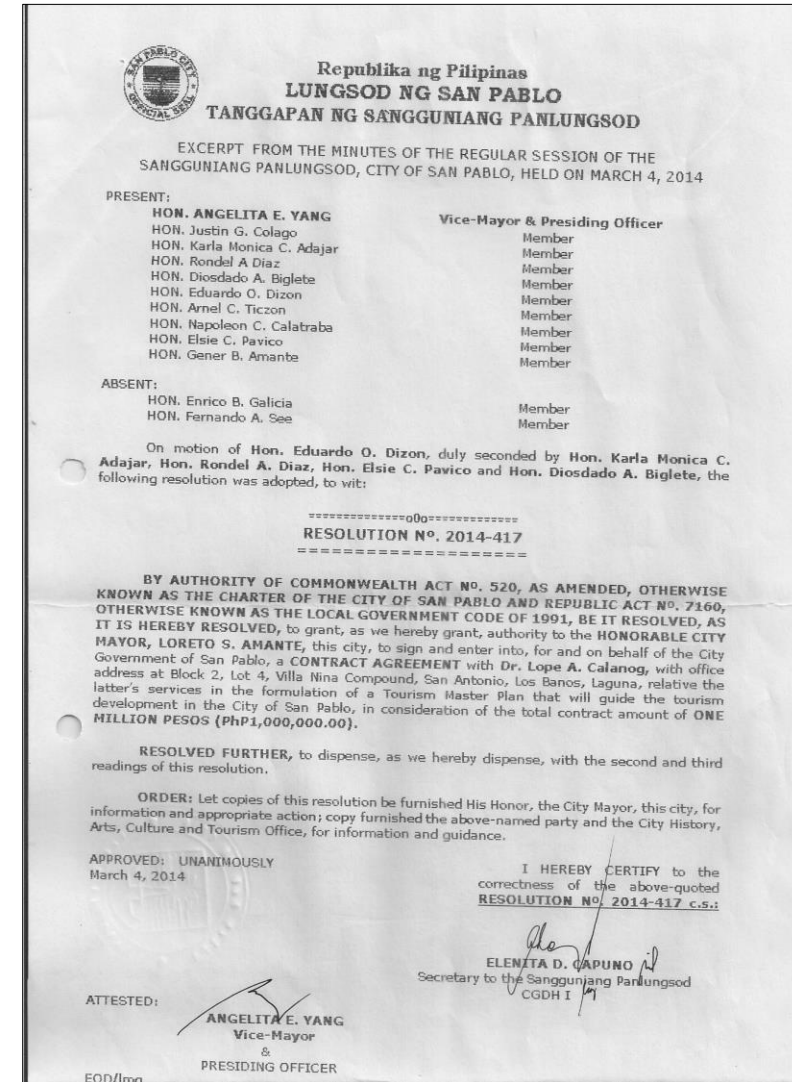
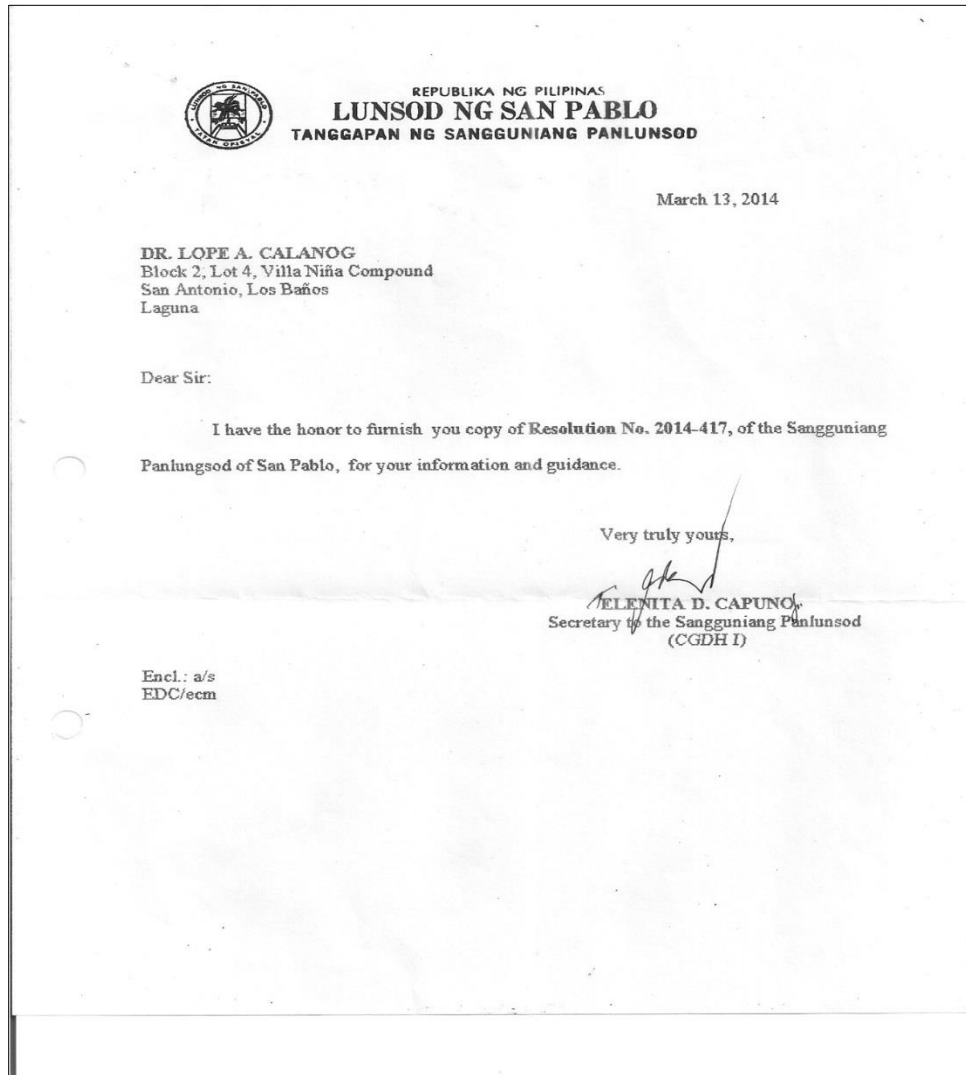
## Annex B. The Tourism Master Plan (TMP) Technical Working Group

NAME	OFFICE	CONTACT NUMBER	E-MAIL ADDRESS
Dr. Bing Baltazar Brillo	UPLB	09175333053	bbbrillo@yahoo.com
Mr. Ernesto Empemano		09228008642	ernieempemano@yahoo.com
Mr. Vic Anyayahan	7 Lakes FarmC	09485749207	
Dr. Aristotle P. Carandang	DOST-STII	090555575 36	apcarandang@yahoo.com
Mr. Arvin Carandang		09173789539	arvinpcarandang@gmail.com
Dr. Lope A. Calanog	ERDB	09175114501	lopeacalanog55@yahoo.com
Mr. Mon Jocson	Lakbay	09188915145	moncruzjocson@yahoo.com
Ms. Rose Jocson	Kalikasan		prudente.rose@gmail.com
Mr. Bobby Azores		09213011510	friends7lakes @gmail.com
Mr. Leonides A. Abril, Jr.	CIO	09228827026	
Mrs. Lerma S. Prudente		09175002215	lsp@msc.edu.ph
Mr. Ramon de Roma	CENRO	09189033547	
Mr. Rolando S. Bombio	City Planning	09274337000	rolybombio@yahoo.com
Ms. Jamela Parocha	CHACTO	09229208702	
Mr. Rodeo Arbilo	CHACTO	09161854415	
Mr. Leonides Amante	CHACTO	09196895455	
Mr. Gerry Flores	CIO	300-0065	
Ms. Ma. Donnalyn Eseo	CHACTO	562-1429	donvi_04@yahoo.com
Mrs. Purificacion P. Morales	CIO	09197162028	
Ms. Janet Katigbak		091537998252	



**Annex C. Sangguniang Panglungsod Resolution No.**

**2014-417 dated March 4, 2014**



# Annex D. The Contract Agreement

**CONTRACT AGREEMENT**  
(Services for the Formulation of San Pablo City Tourism Master Plan)

This CONTRACT AGREEMENT is entered into this 24 day of March 2014, by and between the **LOCAL GOVERNMENT UNIT OF SAN PABLO CITY (LGU-SPC)**, with office address at San Pablo City Hall, San Pablo City, Laguna represented herein by its Mayor, Hon. Loreto "Amben" S. Amante and Dr. Lope A. Calanog (Contractor) with office address at Block 2, Lot 4, Villa Niña Compound, San Antonio, Los Baños, Laguna.

The LGU-SPC and the Contractor are hereinafter collectively referred to as "Parties" and individually as "Party".

WHEREAS, the LGU-SPC, as embodied in Ordinance No. 2011-08, "Creating and Establishing the City History, Arts, Culture and Tourism Office (CHACTO) and the City History, Arts, Culture and Tourism Council (CHACTC)", saw the need to formulate a Tourism Master Plan that will guide the tourism development in the City;

WHEREAS, the LGU-SPC wishes to engage the Contractor to provide the necessary services (including, but not limited to provision of guidance, direction and technical advice) in the formulation of the Tourism Master Plan; and,

WHEREAS, the Contractor is willing to perform these services.

NOW, THEREFORE, the Parties hereby agree as follows:

- Services**

The Contractor shall perform the services specified in Annex "A", Terms of Reference, which is made an integral part of this Contract Agreement.
- Term**

The Contractor shall perform the services for a period of five (5) months, commencing on March through July (intermittently), or any other period as may be subsequently agreed upon by the Parties in writing.
- Payment**

Remuneration

LGU-SPC shall pay the Contractor a lump-sum amount of **ONE MILLION PESOS (PHP 1,000,000.00)**, Philippine currency, exclusive of all taxes.

Schedule of payment shall be made as follows:

Percentage	Amount	Schedule of Payment
Twenty Percent (20%) of total fee	PHP 200,000.00	Upon signing and approval of the contract
Twenty Percent (20%) of total fee	PHP 200,000.00	30 April 2014 and upon submission of the inception report
Twenty Percent (20%) of total fee	PHP 200,000.00	31 May and upon submission of 1 <sup>st</sup> draft TMP
Twenty Percent (20%) of total fee	PHP 200,000.00	30 June 2014 and upon submission of final draft of the TMP
Twenty Percent (20%) of total fee	PHP 200,000.00	31 July 2014 and upon acceptance and approval of the final TMP

Reimbursable

In cases where legitimate expenses are incurred, which are not within the approved budgeted activities and these expenses are deemed essential in the completion of the services, the Contractor shall be entitled to reimbursement by the LGU-SPC, upon submission of appropriate invoices and receipts.

- Performance Standards**

The Contractor undertakes to perform the services with the highest standards of professional and ethical competence and integrity.
- Confidentiality**

The Contractor shall not disclose any proprietary or confidential information relating to the services, without the prior written consent of the LGU-SPC.
- Ownership of Material**

Any studies, reports or other material, graphic, software other materials, prepared by the Contractor under this Contract Agreement shall belong to and remain the property of the LGU-SPC.
- Conflict of Interest**

  - The Contractor warrants that, to the best of his knowledge and interest, he does not, and is not likely to have, any conflict of interest in the performance of the services.
  - If a conflict or risk of conflict of interest arises (without limitation, because of work undertaken for any person other than the LGU-SPC), the Contractor will immediately give notice of the conflict of interest, or the risk of it, to LGU-SPC.
  - Where a conflict of interest or its potential is identified, the Contractor will proceed as directed by the LGU-SPC to mitigate its effect.
  - Failure to act as reasonably directed by the LGU-SPC in relation to an identified conflict of interest is grounds for immediate termination of this Contract Agreement.
- Insurance, Taxes and other Expenses**

  - The Contractor will be responsible for taking out any appropriate insurance coverage.
  - The Contractor will take full responsibility for payment of personal income taxes, and any other taxes or expenses that may be due as a result of compensation earned and services performed under this Contract Agreement.
- Termination**

This Contract Agreement may be terminated by the LGU-SPC on any of the following grounds:

  - Breach by the Contractor of this Contract and failure to rectify such breach within seven (7) days of written notice by the LGU-SPC specifying the breach; and

Reimbursable

In cases where legitimate expenses are incurred, which are not within the approved budgeted activities and these expenses are deemed essential in the completion of the services, the **Contractor** shall be entitled to reimbursement by the **LGU-SPC**, upon submission of appropriate invoices and receipts.

4. Performance Standards

The **Contractor** undertakes to perform the services with the highest standards of professional and ethical competence and integrity.

5. Confidentiality

The **Contractor** shall not disclose any proprietary or confidential information relating to the services, without the prior written consent of the **LGU-SPC**.

6. Ownership of Material

Any studies, reports or other material, graphic, software other materials, prepared by the **Contractor** under this Contract Agreement shall belong to and remain the property of the **LGU-SPC**.

7. Conflict of Interest

- a. The **Contractor** warrants that, to the best of his knowledge and interest, he does not, and is not likely to have, any conflict of interest in the performance of the services.
- b. If a conflict or risk of conflict of interest arises (without limitation, because of work undertaken for any person other than the **LGU-SPC**), the **Contractor** will immediately give notice of the conflict of interest, or the risk of it, to **LGU-SPC**.
- c. Where a conflict of interest or its potential is identified, the **Contractor** will proceed as directed by the **LGU-SPC** to mitigate its effect.
- d. Failure to act as reasonably directed by the **LGU-SPC** in relation to an identified conflict of interest is grounds for immediate termination of this Contract Agreement.

8. Insurance, Taxes and other Expenses

- a. The **Contractor** will be responsible for taking out any appropriate insurance coverage.
- b. The **Contractor** will take full responsibility for payment of personal income taxes, and any other taxes or expenses that may be due as a result of compensation earned and services performed under this Contract Agreement.

9. Termination

This Contract Agreement may be terminated by the **LGU-SPC** on any of the following grounds:

- a. Breach by the **Contractor** of this Contract and failure to rectify such breach within seven (7) days of written notice by the **LGU-SPC** specifying the breach; and


10. Amendment

The Contract Agreement may be amended by the Parties in writing.

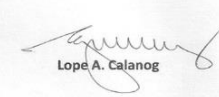
11. Dispute Resolution

Any dispute, controversy or claim arising out of or relating to this Contract Agreement or the breach, termination or invalidity thereof, shall be settled by arbitration in accordance with the Philippine laws as at present in force.


For the LGU-SPC

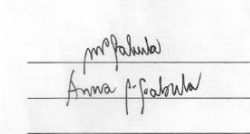
  
Loreto "Amben" S. amante

For the Contractor

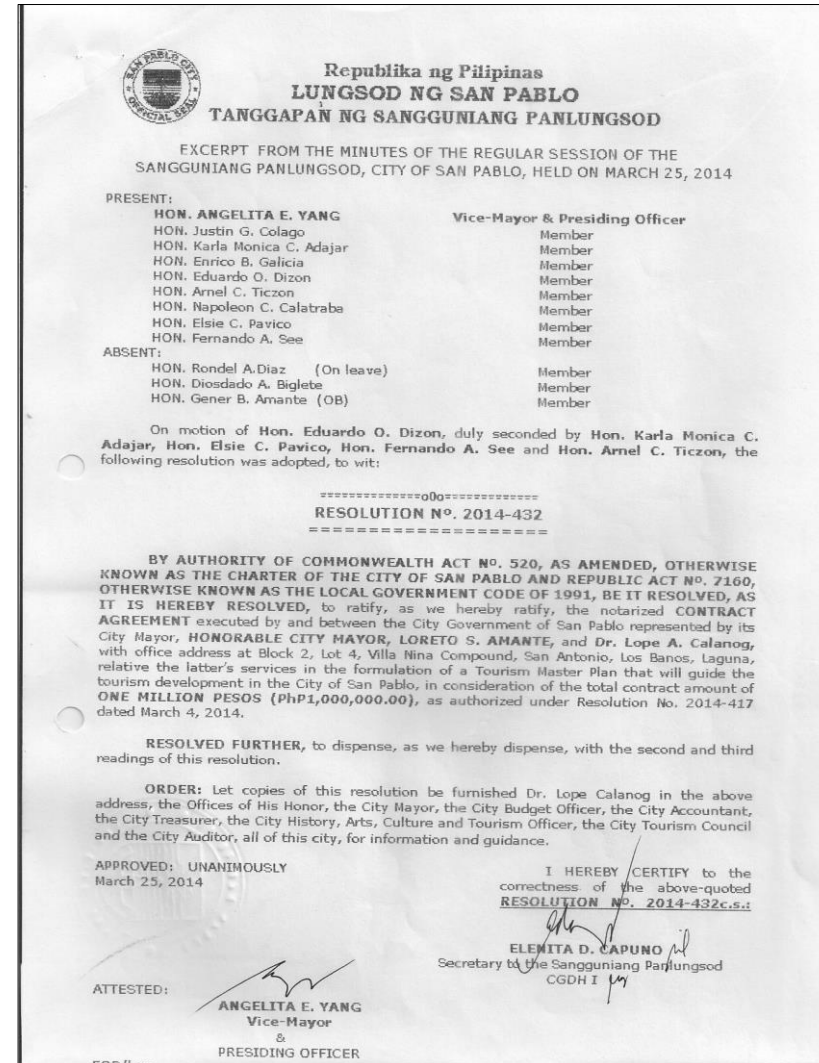
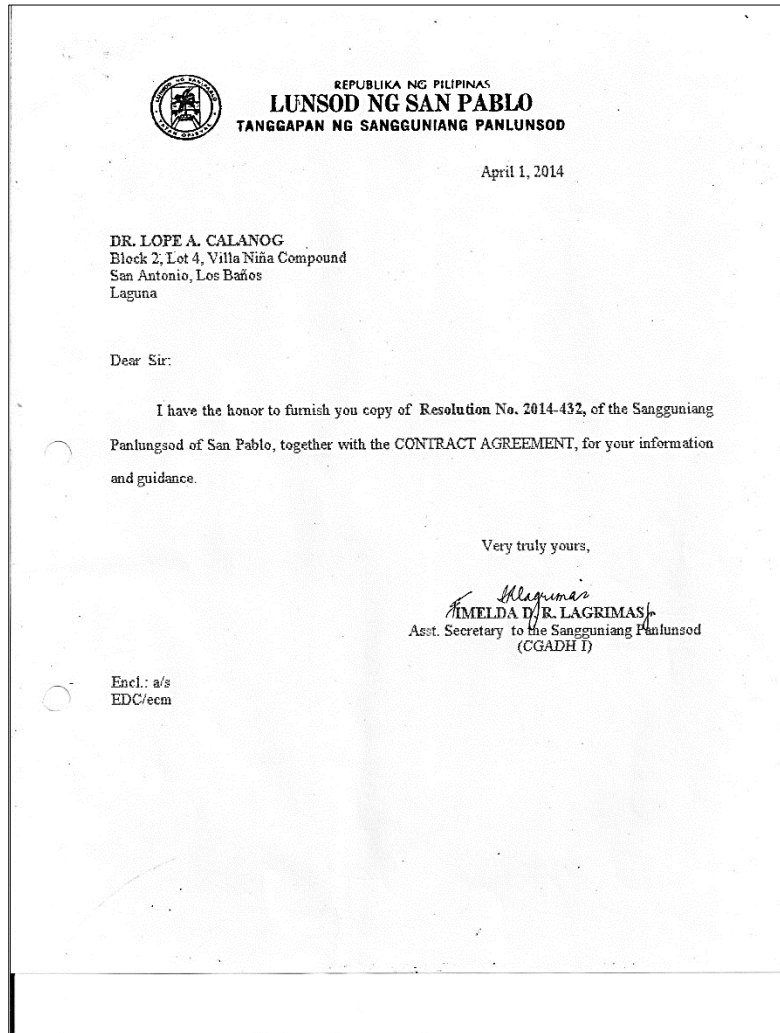
  
Lope A. Calanog

WITNESSES:

  
MARIA DONNALLYN B. EDE  
INFORMATION OFFICER III

  
Anna P. Fabula

**Annex E. Sangguniang Panglungsod issued another Resolution No. 2014-432 dated March 25, 2014**



## Annex F. Different Survey Instruments / Tools used in the formulation of the Tourism Master Plan

### a. Survey of Existing and Potential Tourism Products and Services

**Survey of Existing Tourism-related Services and Facilities in San Pablo City**

**I. Accommodation**

Name	Category or DOT Classification (e.g., 5 star, bed and breakfast, etc.)	Number of available rooms	Type of Room (aircon, not aircon; special, ordinary, etc.)	Capacity per room	Other amenities provided / available (e.g., swimming pool, wifi, restaurants, etc.)	Remarks (other relevant information)

**II. Resorts (including Nurseries and Agritourism Destinations)**

Name	DOT Classification	Amenities provided / available (e.g., swimming pool, wifi, restaurants, cottages, etc.)	Number of available rooms for accommodation	Type of Room (aircon, not aircon; special, ordinary, etc.)	Capacity per room	Total Capacity per day	Remarks (other relevant information)

**III. Food and Restaurant**

Name (e.g., Jollibee, coffee shops, etc.)	Specialization (food served)	Total capacity	Other amenities provided	Remarks (other relevant information)

**IV. Transportation and Accessibility (Road systems)**

Form or Type (e.g., busses, jeepneys, tricycle, private vans, etc.)	Route (san Pablo to Calamba, etc.)	Number	Passenger Load	Remarks (other relevant information)

Describe road systems (concrete, asphalt), and route (to manila, etc.)

### V. Communication (Post office, Telephone and Internet, Messaging services)

Name	Form or Type of services	Number	Remarks (other relevant information)

### VI. Broadcast and Print Media (Cable TV providers)

Name	Form or Type of services	Number	Remarks (other relevant information)

### VII. Health and Sanitation (including saloons, spas, etc.)

Name	Type (e.g., hospital, wellness clinic, saloon)	Total capacity	Other amenities and services provided	Remarks (other relevant information)

### VIII. Peace and Order

Name (e.g., police, army, etc.)	Arm and Service and communication facilities, checkpoints	Number	Remarks (other relevant information)

### IX. Religious Facilities (Churches, Chapels, Retreat House, etc.)

Name	Type	Capacity	Remarks (other relevant information)

X. Manufacturing

Name	Type	Products, goods, produced	Remarks (other relevant information)

XI. Commerce (Department Stores, supermarkets, shopping centers, etc.)

Name	Types	Products sold	Remarks (other relevant information)

XII. Water and Sewerage Facilities

Please describe (Name, number, volume of water, sources, etc.)

XIII. Power and Energy Sources

Please describe (name, services provided, etc.)

XIV. Banks and ATM Services

Name	Types (banks, lending, credits, etc.)	Number	Remarks (other relevant information)

XV. School and Education

Name	Types (college, high school, elementary, nursery, etc.)	Capacity of Students	Remarks (other relevant information)

b. Survey on Willingness-to-Pay a fee for use of Parking Areas

Formulation of San Pablo City's Tourism Master Plan

**Survey on Willingness-to-Pay a fee for use of Parking Areas**

**General Instruction:**  
 This is not a test. This is simply a survey of your willingness-to-pay for the use of parking areas in the vicinity of the Capitol Building and Dona Leonila Park. We have plans to improve the condition of our parking areas to make it more convenient to commuters and drivers. Your full cooperation in this simple study would greatly help us in the formulation of important policies necessary in regulating the use of our parking areas and on how to improve its condition for the satisfaction of the greater majority. We request that you answer all the questions with full honesty. And we assure you that all your answers will be treated with utmost confidentiality.

Thank you for your cooperation. God bless.

**I. Socio-Economic Profile:**

1. Gender:  Male  Female      2. Age
3. Educational attainment:  No Formal Education  Elementary  
 High School  College  
 Vocational / Technical  Postgraduate
4. Occupation / Profession: \_\_\_\_\_
5. Monthly income: Php \_\_\_\_\_
6. Size of family (including the respondent): \_\_\_\_\_
7. Number of children still in school: \_\_\_\_\_
8. Type of vehicle used:  motorbike  tricycle  car  van  jeep  
 others, please specify \_\_\_\_\_
9. Vehicle ownership/acquisition:
  - owned**; how much bought/acquired? Php \_\_\_\_\_; what year? \_\_\_\_\_
  - rented/under installment**; how much rental/payment per month? Php \_\_\_\_\_
  - borrowed**; under what term? \_\_\_\_\_
  - others**, please specify: \_\_\_\_\_
10. Number of times the vehicle is parked in a week in the vicinity of Capitol and Park:
  - everyday  every other day  two (2) times a week  once a week;
  - others, specify: \_\_\_\_\_

**II. Willingness-to-Pay:**

1. Are you willing to pay for the use of parking areas in the vicinity of the Capitol Building and Dona Leonila Park in the amount of (Php)\_\_\_\_?  
 (NOTE: Please show the bid parking fee)  
 \_\_\_ Yes \_\_\_ No
2. If Yes, why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
3. In No, how much do you want to pay? \_\_\_\_\_
4. If unwilling to pay, why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**III. Perception of the Condition of Parking Areas:**

1. How do you assess the present condition of parking areas in the vicinity of the Capitol Building and Dona Leonila Park? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
2. What are your suggestions and recommendations to improve the parking areas?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Thank you -

c. Survey on Willingness-to-Pay an Entrance Fee in Sampalok Lake and Doña Leonila Park

**Formulation of San Pablo City's Tourism Master Plan**

**Survey on Willingness-to-Pay an Entrance Fee in Sampalok Lake and Dona Leonila Park**

**General Instruction:**  
 This is not a test. This is simply a survey on your willingness-to-pay an entrance fee in Sampalok Lake and Dona Leonila Park. We have plans to make the Lake and the Park an Eco-Adventure Tourist Destination with facilities and activities like zip line, free fall, wall climb, canopy walk, snake ride, floating restaurants, floating stage with dancing fountain, boating, balsa ride, kayaking, fishing, fish feeding, etc. In addition, we will put up mini theme parks along the *Dagatan* Boulevard to enjoy your walking or jogging around the lake. We will also encourage private individuals to convert their properties surrounding the lake into resorts, wellness centers, spas, meeting areas, restaurants and food chains. We want your stay to be enjoyable and worth remembering so you will come back and bring along your families and friends.

Your full cooperation in this simple study would greatly help in formulating important policies necessary to improve the condition of Sampalok Lake and Dona Leonila Park. We request therefore that you answer all the questions with full honesty. We assure you that all your answers will be treated with utmost confidentiality.

Thank you for your time and cooperation. God bless.

**I. Socio-Economic Profile:**

1. Gender:  Male  Female      2. Age

3. Educational attainment:  No Formal Education  Elementary  
 High School  College  
 Vocational / Technical  Postgraduate

4. Occupation / Profession: \_\_\_\_\_

5. Monthly income: Php \_\_\_\_\_

6. Size of family (including the respondent): \_\_\_\_\_

7. Number of children still in school: \_\_\_\_\_

8. Vehicle used in coming to the Lake and the Park:  
 motorbike  tricycle  car  van  jeep  others, specify \_\_\_\_\_

9. Companion in coming to the Lake and the Park:  
 none/alone  family  friends  boyfriend/girlfriend  others, specify \_\_\_\_\_

10. Number of times you visit the Lake and the Park:  
 everyday  once a week  once a month  once a year  
 others, specify \_\_\_\_\_

11. What attraction/facilities/activities do you like most in the Lake and the Park?  
 the lake itself  walking/jogging  biking  food  view deck  
 others, specify \_\_\_\_\_

**II. Willingness-to-Pay:**

1. Are you willing to pay an entrance fee in going to Sampalok Lake and Dona Leonila Park in the amount of (Php)\_\_\_?  
 (NOTE: Please show the bid entrance fee)  
 \_\_\_ Yes \_\_\_ No

2. If Yes, why? \_\_\_\_\_  
 \_\_\_\_\_

3. In No, how much do you want to pay? \_\_\_\_\_

4. If unwilling to pay, why? \_\_\_\_\_  
 \_\_\_\_\_

**III. Perception of the Condition of Sampalok Lake and Dona Leonila Park:**

1. How do you assess the present condition of Sampalok Lake and Dona Leonila Park?  
 \_\_\_\_\_  
 \_\_\_\_\_

2. What are your suggestions and recommendations to improve Sampalok Lake and Dona Leonila Park?  
 \_\_\_\_\_  
 \_\_\_\_\_

- Thank you -



d. Survey on Willingness-to-Pay for Use of Space for Restaurant / Coffee Shop (for owners and managers)

Formulation of San Pablo City's Tourism Master Plan

**Survey on Willingness-to-Pay for Use of Space for Restaurant / Coffee Shop  
(for owners and managers)**

**General Instruction:**  
This is not a test. This is simply a survey of your willingness-to-pay for the use of space for restaurants and coffee shops along the Dagatan Blvd. and the vicinity of Doña Leonila Park. We have plans to make Sampalok Lake a premier tourist destination in the country in order to make the stay of our tourists and visitor more enjoyable and worth remembering.

Your full cooperation in this simple study would greatly help in the formulation of important policies necessary in regulating the use of Sampalok Lake and Doña Leonila Park and on how to improve its condition for the satisfaction of the greater majority. We request that you answer all the questions with full honesty. And we assure you that all your answers will be treated with utmost confidentiality.

Thank you for your cooperation. God bless.

**I. Socio-Economic Profile:**

1. Gender:  Male  Female    2. Age

3. Educational attainment:  No Formal Education  Elementary  
 High School  College  
 Vocational / Technical  Postgraduate

4. Occupation / Profession: \_\_\_\_\_

5. Monthly income: Php \_\_\_\_\_

6. Size of family (including the respondent): \_\_\_\_\_

7. Number of children still in school: \_\_\_\_\_

8. Type of establishment:  
 Restaurant  Bar  
 Coffee shop  others, please specify: \_\_\_\_\_

9. Type ownership/acquisition of food stall:  
 **owned:** how much acquired? Php \_\_\_\_\_; what year? \_\_\_\_\_  
 **rented:** how much rental/payment per month? Php \_\_\_\_\_  
 **borrowed:** under what term? \_\_\_\_\_  
 **others,** please specify: \_\_\_\_\_

**II. Willingness-to-Pay:**

1. Are you willing to pay the amount of **PHP** \_\_\_\_\_ pesos per month for the use of space for (restaurant and/or coffee shop and / or bar) that you now occupying? **This is in addition to the annual business permit that you pay to the City Government.**  
 \_\_\_ Yes \_\_\_ No

2. If Yes, why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. In No, how much do you want to pay? \_\_\_\_\_

4. If unwilling to pay, why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**III. Perception of the Condition of Sampalok Lake and Dona Leonila Park:**

1. How do you assess the present condition of Sampalok Lake and Dona Leonila Park?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. What are your suggestions and recommendations to improve the condition of Sampalok Lake and Dona Leonila Park?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Thank you -

e. Survey on Willingness-to-Pay Food Stall Fee

Formulation of San Pablo City's Tourism Master Plan

**Survey on Willingness-to-Pay Food Stall Fee**

**General Instruction:**  
 This is not a test. This is simply a survey of your willingness-to-pay for the use of space for food stalls along the Dagatan Blvd. and the vicinity of Doña Leonila Park. We have plans to make Sampalok Lake a premier tourist destination in the country in order to make the stay of our tourists and visitor more enjoyable and worth remembering.

Your full cooperation in this simple study would greatly help in the formulation of important policies necessary in regulating the use of Sampalok Lake and Doña Leonila Park and on how to improve its condition for the satisfaction of the greater majority. We request that you answer all the questions with full honesty. And we assure you that all your answers will be treated with utmost confidentiality.

Thank you for your cooperation. God bless.

**I. Socio-Economic Profile:**

1. Gender:  Male  Female    2. Age

3. Educational attainment:  No Formal Education  Elementary  
 High School  College  
 Vocational / Technical  Postgraduate

4. Occupation / Profession: \_\_\_\_\_

5. Monthly income: Php \_\_\_\_\_

6. Size of family (including the respondent): \_\_\_\_\_

7. Number of children still in school: \_\_\_\_\_

8. Type of food stall:  permanent, provided by a soft drink company  
 mobile, drawn by a bicycle  
 install and dismantle type  
 others, please specify \_\_\_\_\_

9. Type ownership/acquisition of food stall:  
 **owned**: how much acquired? Php \_\_\_\_\_; what year? \_\_\_\_\_  
 **rented**: how much rental/payment per month? Php \_\_\_\_\_  
 **borrowed**: under what term? \_\_\_\_\_  
 **others**, please specify: \_\_\_\_\_

**II. Willingness-to-Pay:**

1. Are you willing to pay the amount of **PhP 200** pesos per month for the use of space for food stall that you now occupying? **This is in addition to the annual business permit that you pay to the City Government.**  
 \_\_\_ Yes \_\_\_ No

2. If Yes, why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3. In No, how much do you want to pay? \_\_\_\_\_

4. If unwilling to pay, why? \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**III. Perception of the Condition of Sampalok Lake and Dona Leonila Park:**

1. How do you assess the present condition of Sampalok Lake and Dona Leonila Park?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

2. What are your suggestions and recommendations to improve the condition of Sampalok Lake and Dona Leonila Park?  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- Thank you -

**Annex G. Zoning and temporary assignment of cages to fishermen, based on second plotting done on 12 December 2014**

CLUSTER 1:	CAGE NUMBER	FISH CAGE OPERATOR	SIZE
Brgy. V - A	1	Maunel Mista	600
	2	Ronaldo Alvaran	600
	3	Carlos Garcia	600
	4	Larry Garcia	200
		Melojean Marquez	400
	5	Fred Almario	200
		Lolita Jumantoc	400
Brgy. San Lucas I	6	Filipina Castaneda	500
		?	100
	7	Nemesio Pansoy	300
		?	300
	8	Pascual Sumague	600
	9	Raul Mendoza	600
	10	Myrna Arbillio	200
		Carlito Mendoza	200
		?	200
	11	Benson Sumague	400
		?	200
	12	Merly Garcia	600
	13	Amado Hernandez	400
		Amomio Dumaraos	200
	14	Anthony Balan	400
		Analiza Simon	200
	15	Adelo Balan	600
16	Miguel Balan	400	
	?	200	
17	Alfredo Porcioncula	400	
	Henry Ricaforte	200	

CLUSTER 1:	CAGE NUMBER	FISH CAGE OPERATOR	SIZE
	18	Zarex Roguel	600
	19	Victor Sumague	500
		?	100
	20	Jason Lopez	400
		?	200
	21	Romulo Lopez	600
	22	Amelia Munoz	600
	23	Ernesto Cabanela	400
		Jayson Catapang - 1st pwesto	200
	24	Edgardo Tayag	400
		Jayson Catapang - 2nd pwesto	100
		?	100
	25	Clarita Garcia	400
		?	200
	26	Rodelo Garcia	400
		?	200
	27	Gabriel Marasigan, Jr.	200
		Crispina Flores	300
		?	100
	28	Crisostomo Misyar	400
		Imelda Andal	200
	29	Anita Aragon	600
	30	Lucinda Bigalme	400
		Emelinda Martinez	200
	31	Filipina Catapang	500
		?	100
	32	Casiano Mendoza	600
	33	Hermogenes Comendador	300
		?	300
	34	Felix Catapang	500
		?	100
	35	Rosalinda Capili	600

CLUSTER 1:	CAGE NUMBER	FISH CAGE OPERATOR	SIZE
	36	Alberto Cosico	600
	37	Catherine Cosico	600
	38	Concepcion Cosico	400
		?	200
	39	Pitagoras Cosico	600
	40	Ronald Cosico	400
		?	200
CLUSTER 2	1	Teresita Cosico	600
	2	Mylene Alinea	600
	3	Lourdes Rodriguez	600
	4	Wilfredo Senahan	600
	5	Erwin Gabino	200
		Lucia Mangubat	400
	6	Jovita Cruz	600
	7	Joel Austria	200
		Hipolo Austria	200
		?	200
	8	Jason Austria	600
	9	Marife Lat	600
	10	Manuel Mangubat	600
	11	Gaudencio Lagman	600
	12	Wilson Mangubat	400
		?	200
	13	Crisanto Mangubat	600
	14	Nora Mangubat	600
	15	Marcel Ilagan	600
	16	Edgardo Mangubat	600
	17	Eduardo Mangubat	600
	18	Wilma Catapang	400
		?	200

CLUSTER 1:	CAGE NUMBER	FISH CAGE OPERATOR	SIZE
	18	Jesus Benes	600
	20	Edilberto Mangubat	600
	21	Relan Nepomuceno	600
	22	Mercedes Mangubat	600
	23	Reginald Maula	600
	24	Victorino Anyayahan	600
	25	Marcial Redondo	400
		?	200
	26	Rossmar Manalo	600
	27	Joel Lao	600
	28	Dolores Torres	400
		?	200
	29	Marianito Mangubat, Sr.	600
	30	Caridad Mangubat	600
	31	Ruben Tan	600
	32	Enrico Enriquez	200
		Francisca Tan	400
	33	Lilibeth Enriquez	600
	34	Napoleon Mangubat	600
	35	Herman Planillo	400
		Zenith Nite	200
	36	Reynaldo Abel	600
	37	Alona Paragas	600
	38	Marlon Cosico	600
	39	Ma. Elena Mangubat	600
	40	Alfredo Mangubat	600
CLUSTER 3	1	Evelyn Enriquez	600
	2	Eduardo Andas	600
	3	Leonardo Cosico	600
	4	Lorenzo Latade	600
	5	Jesulito Briones	400

CLUSTER 1:	CAGE NUMBER	FISH CAGE OPERATOR	SIZE
		Carlito Enriquez	200
	6	Joselito Consebido	600
	7	Prudencia Briones	600
	8	Henrieto Barcelon	600
	9	Angelito Mangubat	600
	10	Senando Mandayao	600
	11	Cristina Salud	600
	12	Jaime Dumantoy, Sr.	600
	13	Jaime Dumantoy, Jr.	600
	14	Jessy Laguras	400
		Michael Mandayao	200
	15	Teodoro Landingin	400
		?	200
	16	Juancho Magdayao	600
	17	Leticia Maula	600
	18	Maricel Mangubat	600
	19	Marcelino Mangubat	600
	20	Jose Mangubat	300
		Gregorio Tabale	200
		?	100
Brgy. Concepcion	21	Rodelo Maldonado	600
	22	Jimmy Teodoro	600
	23	Gerardo Latade	600
	24	Benjamin Teodoro	600
	25	Daniel Teodoro	600
	26	Delia Teodoro	600
	27	Florencia Teodoro	600
	28	Rey Teodoro	600
	29	Antonio Teodoro	600
	30	Amelia Teodoro	600
	31	Bernardo Teodoro	600
	32	Teresita Hernandez	600

CLUSTER 1:	CAGE NUMBER	FISH CAGE OPERATOR	SIZE
	33	Shirley Del Rosario	600
	34	Roger Maldonado	600
	35	Eduardo Maldonado	600
	36	Julita Maldonado	400
		Mario Latade	200
	37	Rufino Maldonado	600
	38	Mario Banaag	400
		Raymond Banaag	200
	39	Manuel Magpantay, Sr.	600
	40	Manuel Magpantay, Jr.	300
		?	300
CLUSTER 4	1	Nelda Chen	600
	2	Myla Agustin	600
	3	Bernardo Banaag, Sr.	600
	4	Elena Benitez	300
		Rene Lasquite	200
		?	100
	5	Jaime Latade	300
		Ariel Latade	200
		?	100
Brgy. IV - A	6	Nestor Comia	600
	7	Edwin Porcioncula	600
	8	Violeta Villanueva	600
	9	Ricardo Atienza	600
	10	Gina Atienza	200
		Henry Atienza	200
		Teresita Banaag	200
Note: Concepcion	11	Librado Credo	200
		Ramon Maala	400
	12	Maritess Dela Cruz	600
	13	Emmanuel Bueno	600

CLUSTER 1:	CAGE NUMBER	FISH CAGE OPERATOR	SIZE
Brgy. IV - C	14	Magno Atienza, Jr.	200
		Edgar Malabuyoc	400
	15	Pedro Malabuyoc	500
		?	100
	16	Enriqueta Latade	400
		Maria Belen	200
	17	Crispin Latade	600
	18	Marisol Bargados	400
		Ramona Gavino	100
		?	100
	19	Rowena Guia	600
	20	Analyn Rivera	600
	21	Darwin Duma	600
	22	Rogelio Cata	600
	23	Rigoberto Marfori	600
	24	Maulana Mamutoc	600
	25	Rufino Navarro	600
	26	Rene Navarro	400
		Norman Maranan	200
	27	Joel Malaluan	400
		?	200
	28	Dionisio Latade	400
		Lorena Latade - 1st pwesto	200

CLUSTER 1:	CAGE NUMBER	FISH CAGE OPERATOR	SIZE
	29	Lorena Latade - 2nd pwesto	200
		Nelia Fardinas	400
	30	Crisostomo Casubuan	500
		?	100
	31	Salvador Cata	400
		Roberto Moreno	200
	32	Wilma Tenorio	400
		Wenie Escamillas- 1st pwesto	200
	33	Wenie Escamillas- 2nd pwesto	200
		Nicasio Alcantara	400
	34	Isagani Alcantara	600
	35	Norlito Alcantara	400
		?	200
	36	Andres Alfresco	600
	37	Pabillo Ignacio	600
	38	Melchor Exconde	600
	39	Leticia Empeno	400
		?	200
	40	Efren Empeno	300
		?	300

## Annex H. Technical description of the aquaculture zone in Sampalok Lake

1. 121° 19' 35" E 14° 04' 49" N	To	20. 121° 20' 00" E 14° 04' 50" N	To	39. 121° 20' 03" E 14° 04' 33" N	To
2. 121° 19' 36" E 14° 04' 48" N	To	21. 121° 20' 01" E 14° 04' 49" N	To	40. 121° 20' 03" E 14° 04' 35" N	To
3. 121° 19' 37" E 14° 04' 48" N	To	22. 121° 20' 02" E 14° 04' 49" N	To	41. 121° 20' 03" E 14° 04' 36" N	To
4. 121° 19' 39" E 14° 04' 48" N	To	23. 121° 20' 05" E 14° 04' 45" N	To	42. 121° 20' 03" E 14° 04' 39" N	To
5. 121° 19' 40" E 14° 04' 48" N	To	24. 121° 20' 06" E 14° 04' 44" N	To	43. 121° 20' 03" E 14° 04' 42" N	To
6. 121° 19' 41" E 14° 04' 49" N	To	25. 121° 20' 06" E 14° 04' 43" N	To	44. 121° 19' 58" E 14° 04' 47" N	To
7. 121° 19' 43" E 14° 04' 50" N	To	26. 121° 20' 07" E 14° 04' 42" N	To	45. 121° 19' 56" E 14° 04' 50" N	To
8. 121° 19' 44" E 14° 04' 52" N	To	27. 121° 20' 07" E 14° 04' 39" N	To	46. 121° 19' 53" E 14° 04' 52" N	To
9. 121° 19' 44" E 14° 04' 53" N	To	28. 121° 20' 01" E 14° 04' 49" N	To	47. 121° 19' 49" E 14° 04' 53" N	To
10. 121° 19' 49" E 14° 04' 56" N	To	29. 121° 20' 07" E 14° 04' 33" N	To	48. 121° 19' 47" E 14° 04' 51" N	To
11. 121° 19' 51" E 14° 04' 55" N	To	30. 121° 20' 05" E 14° 04' 30" N	To	49. 121° 19' 46" E 14° 04' 48" N	To
12. 121° 19' 53" E 14° 04' 55" N	To	31. 121° 20' 01" E 14° 04' 27" N	To	50. 121° 19' 43" E 14° 04' 46" N	To
13. 121° 19' 54" E 14° 04' 55" N	To	32. 121° 19' 55" E 14° 04' 22" N	To	51. 121° 19' 36" E 14° 04' 44" N	To
14. 121° 19' 55" E 14° 04' 54" N	To	33. 121° 19' 52" E 14° 04' 21" N	To	52. 121° 19' 34" E 14° 04' 45" N	To
15. 121° 19' 56" E 14° 04' 54" N	To	34. 121° 19' 49" E 14° 04' 22" N	To	53. 121° 19' 35" E 14° 04' 49" N	To
16. 121° 19' 56" E 14° 04' 53" N	To	35. 121° 19' 51" E 14° 04' 25" N	To		
17. 121° 19' 57" E 14° 04' 53" N	To	36. 121° 19' 53" E 14° 04' 24" N	To		
18. 121° 19' 59" E 14° 04' 52" N	To	37. 121° 19' 57" E 14° 04' 27" N	To		
19. 121° 20' 00" E 14° 04' 51" N	To	38. 121° 20' 02" E 14° 04' 33" N	To		

## Annex I. Zipline Proposal



**TOWERTECH**  
SAFETY MANAGEMENT CONSULTING INC

*Towertech - Because Someone's life depend on it!*

- Professional Height Safety Training
- Tower Climbing Safety & Rescue
- Confined Space
- Rope Access
- SAR
- Safety Harness & PPE equipment
- Rope Access & Rescue equipment
- Fall Arrest & Fall Protection equipment
- Zip-Line / Rope Course design & construction

climb work rescue

Tel: 671 9440084 / 9440085 / 9440086 / 9440087 / 9440088 / 9440089 / 9440090 / 9440091 / 9440092 / 9440093 / 9440094 / 9440095 / 9440096 / 9440097 / 9440098 / 9440099 / 9440100

With over 20 years experience TowerTech provides Certified Height Safety Training & Fall arrest equipment and outdoor activity courses throughout Asia and the Middle East.

Our Ziplines and adventure solutions can be seen throughout the Philippines at:

SKYRANCH TAGAYTAY, MOA, AYALA ANVAYA COVE, DAGUPAN, EL-NIDO RESORTS, BALE SIN ISLAND

### Zip-Line Specifications

Location: San Pablo, Laguna

- **Tower Height:** 20 meters with Spiral staircase and dual launch platform
- **Length:** 1,2 kilometer Dual cable Zipline

**Operator Equipment:** CE/EN Certified

#### Aircraft Galvanized Steel Wire Rope

**Manufacturer:** Brindon (UK)

- **Size:** ¾ Inch OD
- **Construction:** 6 x 19
- **Breaking force:** 1770 N/mm<sup>2</sup> - (16.5 Ton)
- **Anchors:** Crosby (USA)



**Training:** Zip-line guide / operator (ERCA)

Our Hi-Tech Zip-Line cable produced in the U.K is a new generation of hi-tech cable specially designed for zip-lines with increased strength and endurance that will last longer than 25,000 to 30,000 runs.

The cable has been developed by one of the oldest and largest cable companies in the world. To produce this cable, each strand is individually galvanized, twisted together, and pre-stretched. The resulting cable is compressed through a specialized process that reduces its diameter. During this process the temperature of the cable increases, further enhancing the galvanization and creating an even stronger zinc/steel bond. The resulting cable is extremely dense, water resistant and much smoother than conventional cable.



**TowerTech - Because someone's life depends on it!**

Email: [training@towertech.biz](mailto:training@towertech.biz) Tel: +63 (0) 9393889972 +63 (0) 465 440084 www.towertech.biz

### Example Design of proposed Zipline launch tower

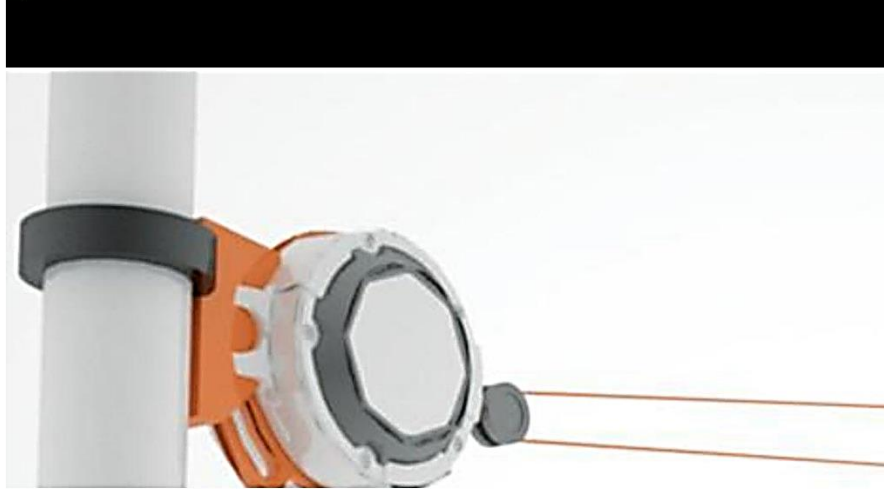




#### Zip-line brake system

The only professional commercial Zipline Brake / Stop available worldwide

#### zipSTOP



The **ZIP-STOP** braking system revolutionizing the challenge course industry  
The **ZIP-STOP** uses a self-regulating magnetic braking system to brake zip line participants safely and comfortably

With the ability to brake participants safely at high velocities  
The ZIP-STOP will fill a critical need for zip-line operators

- Eddy current braking technology
- Variable rider weights and speeds
- Controlled braking distance
- Low operational cost
- Low maintenance costs
- Environmentally stable

#### **Preliminary cost for a dual ( two cable) 1.2km zip-line**

##### ***Turnkey Solutions***

From start to finish, a Zip-Line facility can be a very complicated project.

We don't just sell you zip-line equipment...we provide turnkey solutions to help our clients through every step of the process. From consulting, technical survey and design, to fabrication and installation, we use our experience and expertise to deliver the most comprehensive Zip-Line projects in the industry

##### **The cost includes all of the following items**

- Professional fees / Project Management & design
- 20 meter (60 foot) launch tower
- Landing station
- Tower & landing foundations
- Two zipSTOP professional brake / stop systems
- 4.4 kilometers of Aircraft High tensile steel wire ropes
- Installation, rigging & testing of the zip-line cables
- Operator training

---

Total cost inclusive: PHP Seven Million four hundred thousand peso (7,400.000.00)

**\*\*Please see below on zip-line revenue / profits**

**Ziplines continue to perform as the best ROI in the outdoor adventure activity**

Year on year they prove to attract tourism at every location they are operating

Our most recent project at **Skyranch Tagaytay** had gross revenue in **excess of PHP 10 Million Pesos in the first three months of operation**

**Zip-Lines a very profitable business**

**South Cotabato**– Tourist arrivals in this town have continued to register record figures thanks to its emerging eco-tourism Zip-Line attraction.

The project manager said the area’s recorded visits by various domestic and foreign tourists is now nearing the 100,000 mark as the town’s Zip line continue to draw a significant number of visitors on a daily basis.

He said the Zip line, which has been attracting an average 8,304 visits per month since its opening in October last year.

In 2008, the area only recorded 14,087 visits but it leapt to 51,212 last year due to the noted increased tourist arrivals to try the Zip-Line during the last quarter of the year.

From January to May last year (2011) the Zip-Line had recorded 41,522 visits.

“Since the beginning of the Zip-Line project, we posted a monthly average of 70.65-percent increase in tourist arrivals

He noted the significant increase in visits or tourist arrivals is mainly due to the completion zip line,

With an additional “Free Fall system attached to the tower revenue can be doubled with only minor increase in investment

## **Annex J. Legends of the Seven Lakes**

### *Lake Samplalok*

It used to be extensive fruit orchard lorded by a huge tamarind (Sampalok) tree situated at the backyard of the land-owner, a selfish stingy old woman.

One day a hungry-looking old man came and begged for a few tamarind fruit to serve as cure for his ailing grandson. But instead of yielding to his appeal for help, the stingy selfish old woman had him driven away from the fruit orchard by her ferocious dogs. The old man was badly hurt.

Hardly an hour after the old man had left, there was a thundering noise followed by the cracking of the earth. The next instant the entire orchard sank into a colossal pit which was eventually filled with water.

Henceforth, the villagers called it Lake Sampalok.

### *Lake Bunot*

In the course of their routine patrol work, some Spanish soldiers came upon a quiet lagoon and would want to know its name for record purposes. They inquired from a man husking coconuts by the side of the lake.

Thinking that the soldiers were asking for the native name of the coconut husk, the man replied: "Bunot."

The Spanish soldiers left, muttering the word "Bunot, Bunot", thinking that it was the name of their newly-discovered a lake.

### *Lake Palakpakin*

A few kilometers north of the city proper was a village, which had become known then for its ancient tree with a hollow trunk. The villagers had it that on moonlight nights they could see a beautiful, red-haired lady washing her long hair with the hollow trunk serving as her wash basin. The tree was called

Palakpak. There was also river nearby where a big fish appeared each night when the beautiful lady is around. The villagers would not dare catch it, believing that it must be her pet.

One day a stranger came to the village. He tried to solve the mystery about the red-haired lady and the big fish. And so one moonlight night he waited for her appearance. Seeing the lady in her pristine glory, the stranger approached her. All of a sudden there was a thunder and lightning. The earth quaked with terrible intensity, while the river swelled alarmingly into a lake.

Both the beautiful lady and the big fish were gone, but in their place was a lake that nurtured large quantity of shrimps which when cooked turned red. The material well-being of the villagers having been uplifted, they since then had affectionately called their village *Palakpakin*, and their principal source of livelihood, *Hipong Palakpakin*.

### *Lake Kalibato*

There used to be a rich valley used to be the domain of a *Diwata* who wanted to keep her realm free from the intrusion of humankind. She did not want her wild game and her fruit trees to be molested by mortal man. Thus, she was angered when rocky pathway was built that criss-crossed her valley. She caused a strong earthquake and severe storm that transformed the valley into a lagoon.

The villagers living on the other side of the surrounding hills, gaping at the sight they beheld the following morning, named it Lake Kalibato, taken from the criss-crossing pathways of the valley. (*Kali* must have been a corruption of the Spanish *Calle* or Street, while Bato means rock or stone).

### *The Twin Lakes: Yambo and Pandin*

A very rich couple lived in a beautiful house surrounded by an extensive fruit orchard and a flower garden. They had and could have anything that money could buy. However, despite their richness, they remained lonely being childless.

They prayed continuously that if they would be favored with a child, they would do anything that they might be asked to do. After twenty years of married life, their prayer was answered.

A fair lady showed up to inform them that their prayer would be granted provided, however, that the baby to be born should not be allowed to set foot on the mother earth; otherwise, something terrible would befall the family.

A daughter was born to the rejoicing couple, and the girl grew up to be a beautiful woman. All these years she had never set foot on mother earth. Then came an ardent suitor at the time when the girl was sewing. The young man invited her to come down the house and promenade with him around the green orchard, but the girl demurred.

Suddenly the young man grabbed the ball of thread and threw it out of the window, and would not listen to the pleadings of the girl to retrieve the ball for she could not get it herself. Angrily, the girl forgot her parent's instruction and got out of the house to get back her ball of thread. She had hardly stepped on mother earth when a terrible noise followed by the cracking grumble of the earth and the heavy downpour eventually converted the huge orchard into a twin lagoons separated from each other by a bare strip of land.

Learning about the sorry fate of the two lovers, the people of the nearby villages named one lagoon after the girl's Pandin, and the other after the boy's Yambo.

### *Lake Muhikap (Mohikap)*

The story of Lake Muhikap is akin to the legend of Lake Pandin and Lake Yambo. It tells about the couple who had a very sickly daughter named Munica. The couple was both very religious and they kept praying to God for the good health of their only child. They made a promise to do anything if God would answer their prayer. God granted their prayer on condition that Munica must not set her foot on mother earth.

One day, while Munica was sewing her dress, the ball of thread she was using fell to the ground. Her parents were not around to retrieve the fallen ball of thread, so what Munica did was to personally recover the said ball thread. While doing so, she fainted and immediately fell into the ground. She suddenly sank with the entire neighborhood, and a lagoon was formed. This body of water was later called Muhikap in honor of the unfortunate but very industrious girl. The name of the lake was taken from Munica, the girl's name, and Mahikap, meaning industrious.

Source:

Hernandez-Layno, Rebecca. 1989. San Pablo Historical Record Book I Year 1989 pp. 67-69, Published by the San Pablo Historical Society.

## Annex K. Culinary Dishes

### **DAILY MENU**

#### Breakfast

1. Hawot, kabasi, Tinapa
2. Castaniyog
3. Kape at Pandesal
4. Tuyo, SInangag, Eggs
5. Champorado
6. Suman
7. Tsokolate (tablea) at Suman
8. Nilabog Kamoye, Saging na Saba, Kamoteng Kahoy, Gabi

#### Main Dishes

1. Tinola
2. Kinamatisang Baculi
3. Tulingan/Ayungin/Tawilis/Baculi na tinutuhog sa tingting
4. Pritong Bangus/Hito/Gurami/Dalag
5. Ginataang Papaya na may Manok
6. Ginataang hipon na may Kamias, Talbos ng Sili
7. Ginataang Tilapya
8. Pritong Palaka/Tinolang Palaka/Lugaw na Palaka
9. Paksiw na Bangus
10. Pinayte
11. Pesang dalag na may salted soy beans
12. Binayong hipon/Ginataang hipon
13. Sinantulan
14. Sinaing na galunggong

15. Estofado
16. Ginataang Bituo
17. Crablets
18. Ginataang suso na may pako

#### Vegetables

1. Kulawo
2. Adobo/Ginataang Papaya
3. Bulanglang
4. Ginataang Puso
5. Ginataang/Ensaladang Pako
6. Gnataang halyas ng Saging
7. Kilawin na rabanos
8. Talbos ng Kamote
9. Talbos ng Kangkong

#### Merienda and Sweets

1. Sinaludsod
2. Name (Root crop)
3. Tubo
4. Sangkaka
5. Binaging Saging
6. Sinugaok
7. Balikutsa
8. Buchi
9. Sinukmani
10. Binatog na may grated coconut meat
11. Sorbetes

12. Bibingka, Puto, Maja blanca and Sapin-Sapin
13. Minukmok
14. Bukayo
15. Sagobe
16. Paborita, Banana cue, kamote cue

### ***SPECIAL OCCASIONS***

#### Christmas

#### Sweets and Fruits

- 1.Suman
- 2.Kalamay
- 3.Palitaw
- 4.Kalongkaling
- 5.Makapuno
- 6.Minatamis na santol
- 7.Rimas minatamis
- 8.Nilupak na saging
- 9.Castanas
10. Apples, Grapes
11. Dalanghita, Star Apple, Atis Kastila

#### Mains

- 1.Pansit
- 2.Ham
- 3.Queso de Bola
- 4.Galantina
- 5.Adobong manok sa Pasko
- 6.Kam aw – hinahablusan

- 7.Adobong Tagalog
- 8.Adobong Puti
- 9.Sinantomas
10. Kilawin
11. Tinulis
12. Atsarang papaya

#### Fiesta

#### Mains

1. Baboy
2. Afritada
3. Embutido
4. Pochero
5. Pastel
6. Dinuguan
7. Aroz Valencia
8. Menudo
9. Binutuhan/Sinantomas

#### Sweets

1. Minatamis na Ube
2. Suman
3. Kalamay
4. Sangkaka
5. Macapuno
6. Buko Salad
7. Nata de Coco
8. Leche Flan

9. Kalongkaling
10. Bukayo
11. Mais, saging, rimas

Other Special Occasions

1. Sinukmani (Pag Undas)
2. Pansit Mura (Pag Binyag)
3. Nilupak na Saging/Kamote
4. PInaltok na Saging
5. Dinuguan
6. Binutuhan/Sinantomas
7. Perhel

Inuman

1. Kilawing Hipon
2. Nilagang Balat ng Kalabaw
3. Inihaw na Tilapia/Dalag/Hito
4. Ginataang suso na may pako
5. Lambanog
6. Tuba

**HOMEMADE INGREDIENTS**

1. Nata de Coco
2. Pinipig/Binurusan
3. Ube
4. Sangkaka
5. Kalongkaling
6. Kalamay Hati
7. Champoy-Sir Keno
8. Binurusan /Minukmok
9. Toto
10. Mongillo
11. Sagimis
12. Gabeng mag-anak – gabeng maliliit
13. Uraro

**FRUITS FOR SNACKS**

1. Bayabas
2. Mangga
3. Sampaloc
4. Bananas

## Annex L. Priority Barangays for Reforestation and Rehabilitation

Barangay	Land Area (Ha)	Area for Reforestation (Ha)
San Cristobal	1,380	138
Atisan	259	26
Santiago 2	752	75
Sta. Catalina	524	53
Bautista	731	73
San Lorenzo	282	28
San Buenaventura	356	36
Dolores	295	30
San Diego	840	84
Sto. Angel	522	52
San Jose	520	52
San Lucas 1	88	10
Concepcion	227	23
<b>TOTAL</b>	<b>6,776</b>	<b>680</b>



## Annex M. How to Make a Floating Garden



Floating gardens are rafts of aquatic weeds on which vegetables and other edible produce can be grown. Practical Action, a UK-based development organization, is currently heading a program to introduce these floating gardens in the Gaibandha district of northern Bangladesh.

Bangladesh is home to some of the world's most unstable rivers. Monsoon season has always left fields and land submerged for certain periods throughout the year, but climate change has intensified these seasonal floods. Often fields are submerged for longer than two months and, even when the waters recede, are left too water-logged to yield crops.

Floating gardens are a pragmatic agricultural alternative for the more

than a million Bangladeshis affected annually by flooding. Much of the appeal of this method is the relative ease of constructing and cultivating a floating garden.

The following steps are all it takes to make a cheap and sustainable floating garden:

1. Decide on an appropriate size for the floating garden. Generally, rafts are about 8m long and 2m wide and are 0.6m to 1m deep. The exact size depends on the amount of space and resources available.
2. Collect water hyacinth. This aquatic weed will serve as the base, or raft, for the floating garden. Water hyacinth is fairly abundant in Bangladesh and is free for collection.
3. Lay bamboo poles over the collected plants. The poles should be appropriate to the overall size of the raft.
4. Collect additional water hyacinth and place it on top of the bamboo layer to build the thickness. Weave the water hyacinth into a raft.
5. Once the plants have been woven and the general structure of the raft has been established, remove the bamboo poles.
6. Wait 7 to 10 days and add more water hyacinth to the existing raft.
7. Add a mulch of soil, compost, and cow dung to cover the raft. This layer should total about 25cm deep. Usually the compost is composed of azola and other easily accessible organic matter.
8. Pick an appropriate place for the raft. Floating gardens should not be placed in waters with tides or currents as the water movement damages the water hyacinth and risks total disintegration of the raft.
9. Plant seeds. The most effective technique is to place a couple of seeds into a ball of compost and tema, an organic fertilizer. These balls are placed in a shaded, protected area while the seeds germinate. Once seedlings sprout, plant them on the raft.

10. Tend the floating garden as appropriate to the crops planted. In Bangladesh the most common crops tend to be leafy vegetables, okra, gourds, eggplant, pumpkin, and onions. Animals like ducks and rodents might be attracted to the rafts. Fencing, even using improvised means like fishing nets, can effectively protect the gardens.
11. Harvest the crops. Rafts can be reused or, if no longer in a useable condition, can be used as compost on a new raft.

Prepared by Lauren Brown.

Source: <http://borgenproject.org/how-to-make-a-floating-garden/>

“The Borgen Project is an incredible nonprofit organization that is addressing poverty and hunger and working towards ending them.” – The Huffington Post

## **Annex N. Preparing the Logical Framework and Result-Based Management Framework (based on the JICA manual)**

### ***What is a Logical Framework?***

*A logical framework is an analytical, presentational, and management tool used to:*

- analyze existing situation of a planned Community-Based Ecotourism Enterprise (CBEE) during activity preparation
- establish a logical hierarchy of means by which CBEE objectives will be reached
- identify potential risks to achieving the objectives, and to sustainable outcomes
- establish how outputs and outcomes might best be monitored and evaluated
- present a summary of the activity in a standard format, and
- monitor and review activities during implementation.

### ***What is a Result-Based Management (RBM) Framework?***


*The RBMF is an approach to management that integrates strategy, people, resources, processes, and measurements to improve decision making, transparency, and accountability by:*

- defining realistic expected results based on appropriate analysis;
- identifying program beneficiaries and designing programs to meet their needs;
- monitoring progress toward results and resources consumed with the use of appropriate indicators;
- identifying and manages risk while bearing in mind the expected results and necessary resources;
- increasing knowledge by learning lessons and integrating them into decisions; and
- reports on the results achieved and resources involved.

## Stages in Preparing the Logical and RBM Frameworks (Barreto, 2010)

### 1. First Stage: TOP DOWN

Activity Description	Objectively Verifiable Indicators (OVI)	Means of Verification (MOV)	Assumptions
Goal (Impact)			
Purpose (Outcome)			
Component Objectives (Intermediate Results)			
Outputs			
Inputs and Activities		<b>Means and Cost</b>	




- *Goal (Impact)*: From the top of the table, write the overall objective of the project with the help of the project information sheet. The overall objective may be beyond the reach of this project such as for instance: *To contribute in overall improvement of the socio-economic and environmental condition of the community.*
- *Purpose (Outcome)*: Describe the outcome that the project desires to achieve. This should be clear and brief. Example: *Improved delivery of ecotourism products and services.*
- *Component Objectives (Intermediate Results)*: Describe the project intervention strategy. Several outputs can be identified. Example: *Reduced incidence of wildlife poaching in the community.*
- *Outputs*: Identifies the tasks needed to achieve the desired outputs. Several tasks can comprise each output. Statements should be brief and with an emphasis on action words. Examples: *1.1. Conduct an inventory of wildlife species; 1.2. Conduct training program on alternative livelihood.*

- *Inputs and Activities*: If required, additional information needed to carry out the desired activities can be specified (such as the means and costs).

### 2. Second Stage: WORK ACROSS

Activity Description	Objectively Verifiable Indicators (OVI)	Means of Verification (MOV)	Assumptions
Goal or Impact			
Purpose or Outcome			
Component Objectives or Intermediate Results			
Outputs			
Inputs and Activities		<b>Means and Cost</b>	



- *Objectively Verifiable Indicators of Achievement (OVI column)*: Starting from the top to the bottom of the hierarchy of the objectives, begin to work across the logframe by identifying the OVI. It measures the project progress in terms of quantity, quality, and time. There are two kinds of indicators:
  - 1) *Impact indicators* - related to the overall goal, helps to monitor the achievement and the impact of the project, for example: *number of employed local community members increased 50% by 2012, specifically among low income families living along the river;*
  - 2) *Process (our outcome) indicators* - related to the purpose and results. It measures the extent to which the stated objectives have been achieved, for example: *Incidence of wildlife poaching reduced by 25% (compared to levels in 2010).*
- *Means of Verification (MOV)*: The MOV should be considered and specified at the same time as the formulation of OVI. This helps

determine whether the OVI can be realistically measured at the expense of a reasonable amount of time, money, and effort. The SOV specifies how, who, and when the information will be gathered.

### 3. Third Stage – BOTTOM UP

Activity Description	Objectively Verifiable Indicators (OVI)	Means of Verification (MOV)	Assumptions
Goal or Impact			
Purpose or Outcome			
Component Objectives or Intermediate Results			
Outputs			
Inputs and Activities		<b>Means and Cost</b>	

- *Assumptions:* Reflecting up from the bottom of the logframe, consider how (if each assumption holds) it will be possible to move to the next stage of the project. Assumptions are external factors that have the potential to influence (or even determine) the success of a project. However, it is outside the direct control of project managers. Also, the project does not have direct control over these assumptions but these may still impose impact on the project environment.

Usually, assumptions are progressively identified during the analysis phase. The analysis of stakeholders, problems, objectives, and strategies highlights a number of issues (i.e. policy, institutional, technical, social and/or economic issues) that impacts the project 'environment' but over which the project may have no direct control. In the case of the wildlife example, important assumptions might include issues related to:

1. *Effective protection and advocacy campaigns by proper authorities;*
2. *Local members' willingness to engage in alternative livelihood activities.*

A general structure of a Logical Framework Matrix is shown below (Australian Agency for International Development, 2012).

ACTIVITY DESCRIPTION	INDICATORS	MEANS OF VERIFICATION	ASSUMPTIONS
<b>Goal or Impact</b> – The long term development impact (policy goal) that the activity contributes at a national or sectoral level	How the achievement will be measured – including appropriate targets (quantity, quality and time)	Sources of information on the Goal indicator(s) – including who will collect it and how often	
<b>Purpose or Outcome</b> – The medium term result(s) that the activity aims to achieve – in terms of benefits to target groups	How the achievement of the Purpose will be measured – including appropriate targets (quantity, quality and time)	Sources of information on the Purpose indicator(s) – including who will collect it and how often	Assumptions concerning the Purpose to Goal linkage
<b>Component Objectives or Intermediate Results</b> – This level in the objectives or results hierarchy can be used to provide a clear link between outputs and outcomes (particularly for larger multi-component activities)	How the achievement of the Component Objectives will be measured – including appropriate targets (quantity, quality and time)	Sources of information on the Component Objectives indicator(s) – including who will collect it and how often	Assumptions concerning the Component Objective to Output linkage
<b>Outputs</b> – The tangible products or services that the activity will deliver	How the achievement of the Outputs will be measured – including appropriate targets (quantity, quality and time)	Sources of information on the Output indicator(s) – including who will collect it and how often	Assumptions concerning the Output to Component Objective linkage
<b>Inputs and Activities</b> – this normally comprises the work and financial program of the project	What are the specific inputs and activities to be implemented to meet a particular output	Sources of information on the Input/activity indicator(s) – including who will collect it and how often	Assumptions concerning the Input/Activities to Output Objective linkage

Below is an example of RBM Framework utilized in a project entitled Gender Analysis and Tourism Carrying Capacity in Pamilacan Island, Bohol, Philippines (Calanog, 2012).

ACTIVITY DESCRIPTION	STATEMENTS	PERFORMANCE INDICATORS	RISKS AND ASSUMPTIONS
<b>ULTIMATE OUTCOME</b>	Local people capacitated on sustainable ecotourism (whale watching) management in Pamilacan Island	Equitable involvement of capacitated men/women/youth in managing ecotourism (whale watching) project  Habitat of marine mammals in Pamilacan protected	
<b>INTERMEDIATE OUTCOME</b>	Relevant local groups (both men and women) informed on management strategies, e.g. CARCAP on ecotourism (whale watching) project.	No. of local stakeholders (both men and women) informed of sustainable management tool (e.g., CARCAP on whale watching)	Full cooperation from stakeholders
<b>IMMEDIATE OUTCOME</b>	Guidelines on whale watching activities with emphasis on carrying capacity	One guideline on whale watching cum visitor management viz, tourism carrying capacity	DENR adopts the proposed guidelines and translated into a formal policy
<b>OUTPUT (1)</b>	Relevant data and information on CARCAP generated	All relevant data and information (including gender data) generated	No inclement weather condition during data gathering
<b>ACTIVITIES</b>	1. Stocktaking review of relevant secondary data, literature, document	No. of secondary data and literature reviewed and gathered	
	2. Primary data gathering and interviews	No. of local people and visitors interviewed	Local people available during the interviews
	3. Data management (computation, analysis and interpretation)	Tables of data generated from statistical computation	
<b>OUTPUT (2)</b>	Optimum number of visitors (carrying capacity) computed that can be allowed whale watching activities in Pamilacan island	No. of visitors that can be allowed whale watching at a given point in time	

ACTIVITY DESCRIPTION	STATEMENTS	PERFORMANCE INDICATORS	RISKS AND ASSUMPTIONS
<b>ACTIVITIES</b>	1. Local stakeholders consulted in the computation of CARCAP	No. of local stakeholder consulted	Local stakeholders available and cooperative during consultations
	2. Result of CARCAP consultation presented to concerned officers/offices	No. of presentation made	
	3. Computation of CARCAP verified in one GREAT WOMEN project sites in Quezon province	No. of verified CARCAP	
<b>INPUTS</b>	1. Php 322,160 budget allocation 2. Six (6) technical staff from ERDB		Budget released on time



## Annex O. Results of the Willingness-to-Pay Study on Entrance Fee

### Methodology

In estimating the mean willingness to pay and the factors influencing it, the following formulas were used:

#### The mean willingness to pay (MWTP):

$$Mean_{(Bids)} = \frac{\alpha}{\beta}$$

where

$\alpha$  = constant value or the coefficient of the dependent variable (WTP)

$\beta$  = independent variable coefficient (bid price level)

#### Mean Maximum Willingness to pay:

$$Mean\ Maximum\ WTP = \frac{1}{|\beta|} \ln(1 + \exp(\alpha))$$

where

$\alpha$  = constant value or the coefficient of the dependent variable (WTP)

$\beta$  = independent variable coefficient (bid price level)

#### Factors affecting WTP

$$WTP = F(X_1, X_2, X_3, X_4, X_5, D_1, D_2, D_3, D_4)$$

#### Factors assumed to influence WTP:

$X_1$  = bid prices

$X_2$  = respondent's income

$X_3$  = respondent's age

$X_4$  = size of family

$X_5$  = number of children in the family attending school

To represent categorical choices in the model, dummy variables were created as follows:

$D_1$  = gender of the respondent (male = 1 female = 0)

$D_2$  = educational attainment

at least college level = 1

secondary education and below = 0

$D_3$  = mode of transportation going to the park or lake

own use of vehicle = 1 commute or walk = 0

$D_4$  = companion when visiting the lake or park

friends, family, bf/gf = 1 none/alone = 0

$D_5$  = visit to the park

Respondent visits the park or lake very often = 1

Respondent visit the park seldom/occasionally = 0

#### Socio-economic profile of the respondents

The Survey on Willingness-to-Pay an Entrance Fee in Sampalok Lake and Doña Leonila Park covered a random sample of 200 individuals. As shown in Table 1, an almost equal number of male (50.5%) and female (49.5%) respondents participated in the survey. Based on their educational profile, 3 out of every 5 respondents were educated up to college.

**Table 1. Socio-economic profile of the respondents**

	Frequency	Percentage
<i>Gender</i>		
Male	99	49.5
Female	101	50.5
TOTAL	200	100
<i>Education</i>		
No Formal Education	2	1.0
Elementary	2	1.0
High School	60	30.0
College	118	59.0
Vocational/ Technical	6	3.0
Postgraduate	8	4.0
No response	4	2.0
TOTAL	200	100
<i>Occupation</i>		
Student	92	46
Skilled worker	33	16.5
Unemployed	31	15.5
Private employee	11	5.5
Government employee	8	4
Self-employed	5	2.5
Small business	4	2
Teacher	4	2
Housewife	3	1.5
Vendor	3	1.5
Pastor	2	1
Government official	1	0.5
No response	3	1.5
TOTAL	200	100

In terms of occupation, the largest group of respondents were students. Among those who were employed, skilled workers like driver, electrician, and househelper have the largest number.

Table 2 shows that the monthly income of respondents were concentrated on brackets Php 2,000-5,999, Php 6,000-9,000 and Php 10,000-13,999. Some respondents (14) opt not to divulge their monthly income.

**Table 2. Monthly income of the respondents**

Monthly income (Php)	Frequency	Percent
1,999 and below	7	9.09
2,000 - 5,999	19	24.68
6,000 - 9,999	13	16.88
10,000 - 13,999	13	16.88
14,000 - 17,999	6	7.79
22,000 and above	5	6.49
no response	14	18.18
TOTAL	77	100

**Note:** 92 out of 200 respondents were classified as students. This table was generated from those who were part of the working class.

In terms of household composition, vast majority were composed of 4-6 family members. Moreover, a significant number of respondents was composed of more than seven (7) family members (Table 3).

**Table 3. Family size of the respondents**

Family size	Frequency	Percent
1 - 3	33	16.50
4 - 6	136	68.00
7 and more	31	15.50
TOTAL	200	100

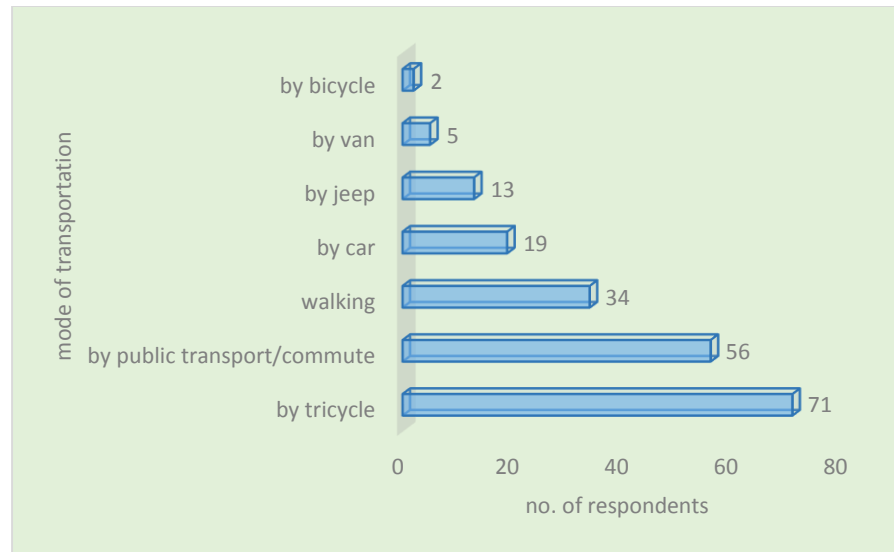
Most of the respondents (31%) reported to have two (2) children or individuals who were attending school (Table 4).

**Table 4. Number of children (in the family) attending school**

Number of children (in the family) attending school	Frequency	Percent
none	34	17.00
1	51	25.50
2	62	31.00
3	35	17.50
4	9	4.50
5	4	2.00
6 or more	4	2.00
TOTAL	200	100

**Park and lake visitation profile**

Most of the respondents preferred to visit the park by riding tricycle. Others chose to travel by public transport while some favored walking (Figure 1). The survey revealed that about 11% of the total respondents visit the park everyday. While, an almost equal number of individuals visit the park and lake once a week (77) and once a month (74), respectively (Table 5).

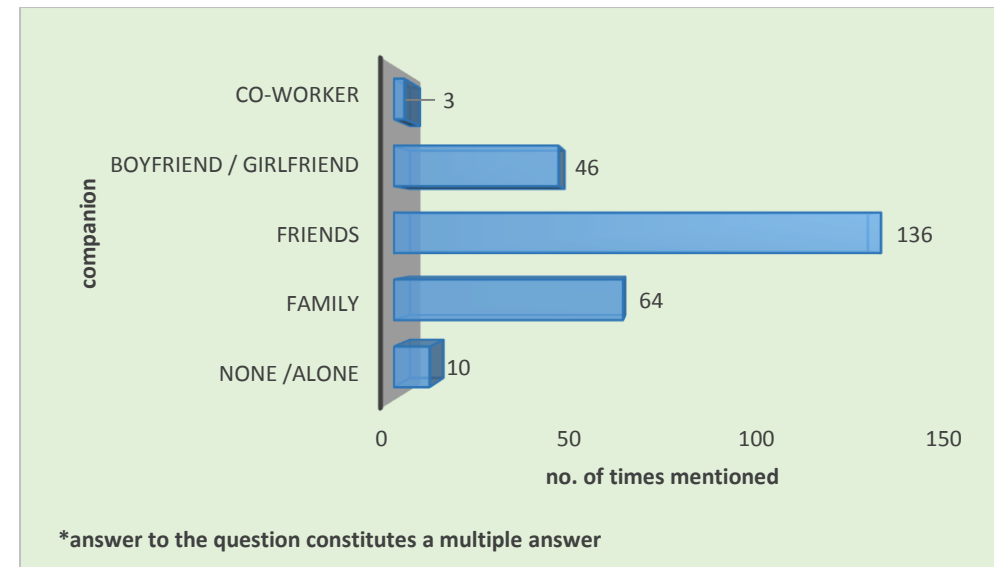


**Figure 1. How visitors go to the park**

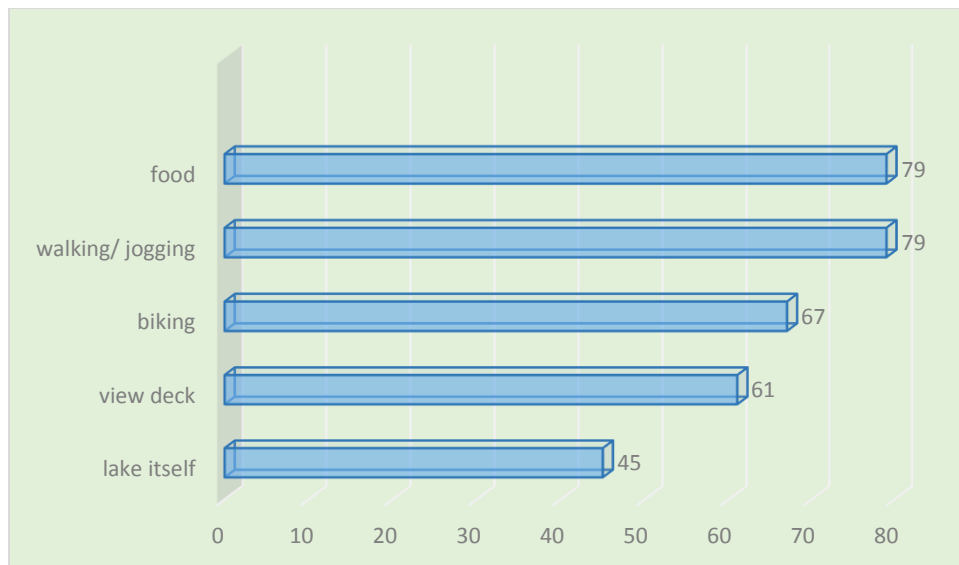
**Table 5. Frequency of visits to the park**

	Frequency	%
everyday	21	11
once a week	77	39
twice a week	4	2
3 times a week	4	2
once a month	74	37
1-3 times a month	4	2
once a year	14	7
2-6 times a year	2	1
TOTAL	200	100

In coming to the lake or park, respondents preferred friends as their companion. This is followed by family and boyfriend/ girlfriend (Figure 2). In addition, food and walking/jogging were the most favorite activities of the respondents (Figure 3).



**Figure 2. Companion in coming to the Lake and the Park**



**Figure 3. Attraction/ facilities/ activities preferred by the respondents**

**Willingness to pay at different bid levels**

In the conduct of the survey, respondents were informed of the proposed entrance fee for the Lake and the Doña Leonila Park. To solicit the willingness to pay of the respondents, they were divided into four (4) sample groups assigned randomly. The group represent the bid prices which were Php 10, Php 15, Php 20, and Php 25.

About 62% of those who were assigned in Php 10 bid price voted in favor of the said amount while the remaining 28% were not in favor. It is interesting to note that the percentage of those who were in favor of the bid prices reduced to 46% and 24% in bid prices Php15 and Php 20, respectively (Table 6).

Considering a provision rule that would only impose the amount of entrance fee if more than 50% of the respondents voted in favor of the entrance fee, results of the survey showed that the entrance fee will only pass on the lowest bid, Php 10.00. However, if the rule will be lowered to 40%, bid amounting to Php 10.00 and Php 15.00 can be accommodated as possible entrance fee.

**Table 6. Distribution of respondents by bid amount**

Bid prices	No. of respondents willing to pay	%	No. of respondents unwilling to pay	%
10	31	62.00	19	38.00
15	23	46.00	27	54.00
20	12	24.00	38	76.00
25	16	32.00	34	68.00
TOTAL	82		118	

**Respondent’s reason for WTP**

Vast majority (68.29%) of those who agreed to pay said they did so because the entrance fee will be able to contribute for the improvement of existing facilities in the park and maintenance of the lake. About 15% of those who agreed felt that the park and lake provide them satisfaction and enjoyment when visiting the Sampalok Lake and Doña Leonila Park (Table 7).

**Table 7. Reason for willingness to pay**

Reason for willingness to pay	Frequency	%
Entrance fee will contribute to the improvement of park and lake.	56	68.29
Entrance fee will be additional budget and income for the local government	9	10.98
The fee can be used to add security to the place	5	6.10
The Park and Lake provide them satisfaction and enjoyment when visiting the place	12	14.63
TOTAL	82	100

About 26% of those who were not in favor of imposing entrance fee perceived the park and the lake as public properties and should remain to be free and accessible to all. Some simply cannot afford the specified amount while others noticed the amount was too expensive and not affordable to the public (Table 8).

**Table 8. Reason for unwillingness to pay entrance fee**

	Frequency	%
The present condition of the park and lake lacks attraction and facilities	6	5.08
Cannot afford to pay the specified amount	19	16.10
The park and lake are public places which should be free and accessible to all	31	26.27
The amount is too costly and not affordable	19	16.10
It should be the responsibility of the government since it has taxes and revenues	5	4.24
The entrance fee might increase every year	2	1.69
No response	36	30.51
TOTAL	118	100

**Factors affecting WTP**

A binary logistic regression model was used to model how different factors influenced how the respondents voted. In Table 9, the determinant variables are listed with their definitions and indications of expected trend. One primary example is the bid price, as the bid price increases, we are expecting that the probability that the respondents would be willing to pay will decline.

**Table 9. Definitions and expected trends of variables in the contingent valuation model**

Variable	Definition and values	Expected trend
Bids	Bid price level	-
Age	Respondent's age (in years)	?
Gender	Male=1 Female=0	?
Education	At least college level =1 secondary education and below=0	+
Size of family	Total family members living in the abode	?
Income	Monthly income	+
Vehicles	Do you use own/private vehicle in coming to the lake or park  Own use=1 Commute or Walking=0	?
Companion	Companion in coming to the lake or park  Family/ friends/ bf /gf / others =1 None/alone =0	?

**Table 9 continued...**

Variable	Definition and values	Expected trend
Visit	How often do you visit the Lake or Doña Leonila Park?  Very often (At least once a week)=1 Seldom / Occasionally =0	+
Children in school	Number of children in the family attending school	?

**Mean willingness to pay**

The logit model was used to estimate the Mean Willingness to Pay (MWTP). In the first model (Table 9), the probability of voting 'yes' (yes = 1) or 'no' (no = 0) was regressed with the bid prices only. The bid variable was found to be significant at 1% level of confidence. The negative coefficient was also expected with the assumption that the higher the bid price, the lower the probability that the respondents would be willing to pay. Using a full function model, bid prices and age were found significant (Table 10). The positive coefficient sign on the variable "age" corresponds that as the age increases, the probability that a respondent would be willing to pay also increases (Table 11).

**Table 10. Parameter estimates of the logit model (Model 1 Bids only)**

Model 1 (Bids only)			
Variable	Coefficient	Sig. level	Remarks
Constant	1.295	0.000	
bids	-0.096	0.008**	Significant

**Table 11. Parameter estimates of the logit model (Model 2 Full function)**

Model 2 (Full function)			
Variable	Coefficient	Sig. level	Remarks
Constant	0.629	0.522	
<b>bids</b>	-0.122	0.000**	Significant
<b>age</b>	0.054	0.038*	Significant
gender	0.268	0.403	Not significant
educational attainment	-0.330	0.345	Not significant
family size	0.102	0.411	Not significant
family income	0.000	0.916	Not significant
vehicle use	-0.167	0.643	Not significant
companion	-1.704	0.180	Not significant
visit	-0.121	0.709	Not significant
children in school	-0.244	0.088	Not significant

Note: \*\*-highly significant at 1%, \*-significant at 5%, Variables in bold typeface are significant variables

Applying the MWP formula to estimate the mean willingness to pay of the respondents,  $\frac{1.295}{0.096} = 13.49$ , the result signifies that the respondents were willing to pay an average of PhP 13.49 per visit as an entrance fee in Sampaloc lake and Doña Leonila Park.

Using the *Mean Maximum WTP* formula,

$$\frac{1}{|-0.096|} \ln(1 + \exp(1.295)) = 16.01$$

this suggests that the respondents were willing to pay a maximum amount of PhP 16.00 per visit in Sampaloc Lake and Doña Leonila Park.

#### **Assessment of the present condition of Sampaloc lake and Doña Leonila Park**

Respondents were asked to assess the present condition of the lake. Survey results revealed that a lot of respondents rated the condition of lake and the park as “poor” and mentioned that it was “disorganized and unpleasant”. On the contrary, 47 respondents agreed that the lake and park is still fine. Furthermore, respondents were concerned about the water quality of the lake which according to them has dark color and unpleasant odor. Meanwhile, problem on mendicants, “rugby boys” and people with mental disorder was evident on the result of the survey (Table 11).

**Table 11. Assessment of the present condition of Sampaloc Lake and Doña Leonila Park**

Assessment	Frequency
Poor, dirty, disorganized and unpleasant	52
The place is still okay or fine	47
The water quality of the lake is poor and has unpleasant odor	26
The park and lake are populated by mendicants, “rugby boys” and people with mental disorder	14
Existing facilities are dilapidated	13
No improvement in recent years	11
Problem with security	10
Lacks attraction, facilities and activities	9
The place should be cleaned and overhauled	3
Respondents are offended by kissing couples; they felt it is inappropriate	3
View of lake and informal settlers around the lake are eyesore	3
No proper waste disposal	3
Dwindling number of trees	2
Overpopulated	2
Existence of unhygienic food stalls	1
No health facilities near the park (in case of emergency)	1

\*answer to the question constitutes a multiple answer

**Suggestions and recommendations to improve Sampaloc Lake and Doña Leonila Park**

The last part of the survey encouraged the respondent’s suggestions and recommendations on improving the Sampaloc Lake and Doña Leonila Park. Most of them recommended to clean the lake and park and maintain its cleanliness. Secondly, respondents suggested of developing further the lake and park into tourist destination by adding more attractions such as GO-kart, carnival, mini-zoo, garden and zipline. Setting up of bathing station, food stalls, zipline, wifi zones, and street lights were also remarked by the respondents. Noticeably, respondents felt that it was immediate to provide improved security to the area since development were tantamount to more visitors (Table 12).

**Table 12. Suggestions and recommendations**

Suggestions	Frequency
Clean the lake and park	78
Develop the area and set up new activities	77
Provide security to the area	18
Discourage the practice of mendicancy in the area	15
Repair and renovate existing facilities	12
Remove fish cages and informal settlers occupying the lake	9
Impose strict waste segregation	8
Hire maintenance person	4
Put up an information center or booth	1
Set-up clinic accessible to visitors	1

\*answer to the question constitutes a multiple answer



## Annex P. Results of the Willingness-to-Pay Study on Parking Fee

### Methodology

In estimating the mean willingness to pay and the factors influencing it, the following formulas were used:

#### The mean willingness to pay (MWTP):

$$\text{Mean}_{(Bids)} = \frac{\alpha}{\beta}$$

where

$\alpha$  = constant value or the coefficient of the dependent variable (WTP)

$\beta$  = independent variable coefficient (bid price level)

#### Mean Maximum Willingness to pay:

$$\text{Mean Maximum WTP} = \frac{1}{|\beta|} \ln(1 + \exp(\alpha))$$

where

$\alpha$  = constant value or the coefficient of the dependent variable (WTP)

$\beta$  = independent variable coefficient (bid price level)

#### Factors affecting WTP

$$WTP = F(X_1, X_2, X_3, X_4, X_5, D_1, D_2, D_3, D_4)$$

#### Factors assumed to influence WTP:

$X_1$  = bid prices

$X_2$  = respondent's income

$X_3$  = respondent's age

$X_4$  = size of family

$X_5$  = number of children in the family attending school

To represent categorical choices in the model, dummy variables were created as follows:

$D_1$  = gender of the respondent (male = 1 female = 0)

$D_2$  = educational attainment

at least college level = 1

secondary education and below = 0

$D_3$  = type of vehicle used

$D_4$  = vehicle ownership

$D_5$  = number of times the vehicle is parked in a week

in the vicinity of Capitol and park

#### Socio-economic profile of the respondents

The Survey on Willingness-to-Pay a fee for use of Parking Areas in the vicinity of the Capitol building and Doña Leonila Park covered a random sample of 200 respondents. As shown in Table 1, about 61% of the total respondents were female while the remaining 39% were male. The survey result showed that the lowest level of education attained by the respondents. In terms of profession, majority (81.5%) were government employee which includes permanent, contractual, casual and job orders. Other occupations were listed in Table 1.

**Table 1. Socio-economic profile of the respondents**

	Frequency	Percentage
Gender		
Male	78	39
Female	122	61
TOTAL	200	100
Education		
High School	11	5.5
College	152	76
Vocational/ Technical	10	5
Postgraduate	20	10
No response	7	3.5
TOTAL	200	100
Occupation		
Government employee	163	81.5
Nurse	6	3.0
Security guard	3	1.5
Clerk	3	1.5
Laborer	3	1.5
Utility worker	3	1.5
Lawyer	2	1.0
Student	2	1.0
Overseas Filipino Worker (ofw)	1	0.5
Sheriff	1	0.5
Lumber	1	0.5
Teacher	1	0.5
On-the-job trainee	1	0.5
Accountant	1	0.5
Carpenter	1	0.5
Electrician	1	0.5
Stenographer	1	0.5
Physician	1	0.5
Midwife	1	0.5
Sanitary instructor	1	0.5
No response	3	1.5
TOTAL	200	100

Result of the survey revealed that 1 out of every 5 respondents earn about Php 10,000 to Php 13,999 a month from their profession. On the average, respondents receive Php 17,343 (s=14,614) a month from their job. However, notice that the large deviation from the average income can be attributed from both extreme lowest and highest compensation received by the respondents. To address the high variability on income, the median income which is Php 12,000 can generally represent the earnings of the respondents. Note that 45 respondents refuse to provide information about their monthly income.

**Table 2. Monthly income of the respondents**

	Frequency	Percent
1,999 and below	1	0.5
2,000 - 5,999	29	14.5
6,999 - 9,000	17	8.5
10,000 - 13,999	43	21.5
14,000 - 17,999	18	9.0
18,000 - 21,999	12	6.0
22,000 - 25,999	8	4.0
26,000 - 29,999	6	3.0
30,000 - 33,999	9	4.5
34,000 and above	16	8.0
No response	41	20.5
TOTAL	200	100.0

Table 3 showed that in terms of household composition, most of the family of the respondents were composed of 4-6 members or an average of 4 family members (s=1.54).

**Table 3. Family size of the respondents**

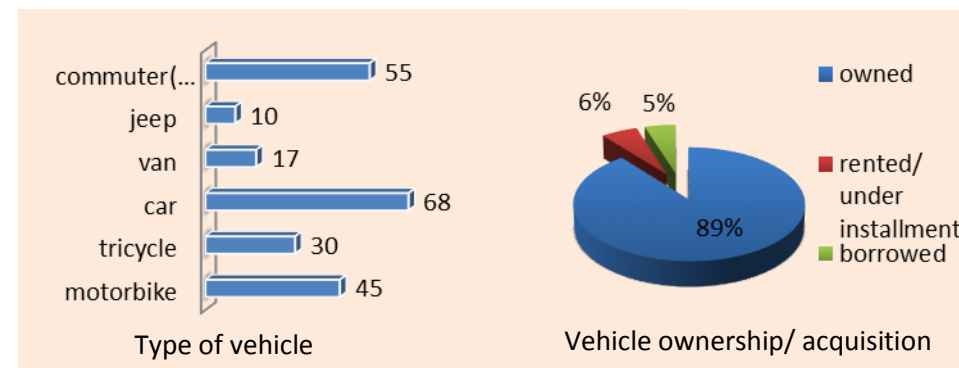
	Frequency	Percent
1 - 3	47	23.5
4 - 6	117	58.5
7 and more	19	9.5
No response	17	8.5
Total	200	100

Furthermore, an almost equal number of respondents have one and two family members who were attending school. (Table 4).

**Table 4. Number of children (in the family) attending school**

	Frequency	Percent
None	56	28.0
1	46	23.0
2	47	23.5
3	24	12.0
4	2	1.0
5	2	1.0
No response	23	11.5
Total	200	100

In regards to the type of vehicle, use of car was the most mentioned means of transportation of the respondents. On the contrary, a lot of respondents rely on mass transportation. Moreover, motorbike and tricycle were also popular means of transportation according to the respondents. Particularly, these vehicles were commonly (89%) owned by the respondents while others were rented (6%) and borrowed (5%). Owned vehicles were acquired from 1975 to present. In addition, these vehicles amounted from as low as Php 2,100 to as high as Php 1.4 Million.



\*answer to the question constitutes a multiple answer

**Figure 1. Type of vehicles of the respondents**

About 2 out of every 5 respondents who own or possess vehicles park within the vicinity of Capitol and Park everyday. Vehicles of other respondents were visible within the vicinity every other day (10.34%), two (2) times a week (7.59%), and once a week (8.97%). There were 11 respondents who expressed that they do not park within the vicinity (Table 5).

**Table 5. Number of times the vehicle is parked in a week in the vicinity of Capitol and Park**

Occurrence	Frequency	Percent
Everyday	60	41.38
Every other day	15	10.34
Two (2) times a week	11	7.59
Once a week	13	8.97
Others (once a month, once every two months, occasionally)	35	24.14
Do not bring car in the office/ do not park in the area	11	7.59
TOTAL	145	100

### Willingness to pay at different bid levels

Through this survey, the respondents were informed of a proposed parking fee in the vicinity of the Capitol building and Doña Leonila Park. To solicit the willingness to pay of the respondents, they were divided into four (4) sample groups assigned randomly. The group represent the bid prices which were Php 10, Php 20, Php 30, and Php 40.

A little more than half (52%) of those who were assigned in Php 10 bid price voted in favor of the said amount while the remaining 48% were not in favor. However, the percentage of those who were willing to pay for entrance fee amounting to Php 20.00 decreased from 52% to 48%. (Table 6).

**Table 6 . Distribution of respondents by bid amount**

Bid prices (Php)	No. of respondents willing to pay	%	No. of respondents unwilling to pay	%
10	26	52	24	48
20	24	48	26	52
30	10	20	40	80
40	12	24	38	76
TOTAL	72		128	

Considering a provision rule that would only impose the amount of parking fee if more than 50% of the respondents voted in favor of it, the results of the survey showed that the parking fee will only pass on the lowest bid, Php 10.00. However, if the rule will be lowered to 40%, bid amounting to Php 10.00 and Php 20.00 can be accommodated as possible parking fee.

Table 7 considers the willingness to pay of the respondents who possess vehicles or automobiles. Notice that 40% of car owners were willing to pay parking fee.

**Table 7. Distribution of respondents by type of vehicle**

Type of vehicle	No. of respondents willing to pay	%	No. of respondents unwilling to pay	%
motorbike	16	35.56	29	64.44
tricycle	11	36.67	19	63.33
car	27	39.71	41	60.29
van	5	29.41	12	70.59
jeep	3	30.00	7	70.00

### Respondent's reason for WTP

"Security of the vehicles of the respondents" and the thought that the fees that will be collected will be "additional income for the government" were the primary reasons why the respondents agreed to pay the parking fee (Table 7).

**Table 8. Reason for willingness to pay**

	Frequency	Percent
For the security of our vehicles	22	31.4
The amount is reasonable	9	12.9
Additional income for the government/ will augment the finances of the city	20	28.6
The amount can be used for road improvement	1	1.4
For maintain the orderliness of the parking space	8	11.4
To improve the facilities in the parking space	5	7.1
To improve the traffic	1	1.4
No response	4	5.7
TOTAL	72	100.0

Those who were not in favor of imposing parking fee were doubtful to pay simply because they do not have car or vehicles. On the other hand, others were hesitant of the payment scheme because they believe that the allotted spaces were public property and should be free for public use. Some simply

cannot afford the specified amount while others insisted that parking space should be free to government employees (Table 9).

**Table 9. Reason for unwillingness to pay entrance fee**

	Frequency	Percent
The vicinity is not privately owned	3	2.34
There should be improvement first before we pay	2	1.56
Public property intended for public use	17	13.28
Parking space should be free to government employees	12	9.38
The amount is too expensive/ cannot afford to pay	17	13.28
No car to park	29	22.66
Government offices should have free parking	6	4.69
There is no security	5	3.91
No response	37	28.91
TOTAL	128	100

**Factors affecting WTP**

A binary logistic regression model was used to model how different factors influenced how the respondents voted. In Table 10, the determinant variables are listed with their definitions and indications of expected trend. One primary example is the bid price, as the bid price increases, we are expecting that the probability that the respondents would be willing to pay will decline.

**Table 10. Definitions and expected trends of variables in the contingent valuation model**

Variable	Definition and values	Expected trend
Bids	Bid price level	-
Age	Respondent's age (in years)	?
Gender	Male=1 Female=0	?
Education	At least college level =1 secondary education and below=0	+
Size of family	Total family members living in the abode	?
Children in school	Number of children in the family attending school	?
Income	Monthly income	+
Type of vehicle	Type of vehicle  motorbike=1 tricycle=2 car=3 van=4 jeep=5 commute=6	?
Vehicle ownership	Vehicle ownership/ acquisition  owned =1 rented/ under instalment=2 borrowed=3 no vehicle=4	?
Number of times	Number of times the vehicle is parked in a week in the vicinity of Capitol and Park  everyday=1 every other day=2 two (2) times a week=3 once a week=4 do not park=5	?

**Mean willingness to pay**

The logit model was used to estimate the Mean Willingness to Pay (MWTP). In the first model (Table 11), the probability of voting 'yes' (yes = 1) or 'no' (no = 0) was regressed with the bid prices only. The bid variable was found to be significant at 1% level of confidence. The negative coefficient was also expected with the assumption that the higher the bid price, the lower the probability that the respondents would be willing to pay.

Using a full function model, bid prices and income were found significant at 1% and 5% level of confidence (Table 12). The positive coefficient sign on the variable "income" corresponds that as the income increases, the probability that a respondent would be willing to pay also increases.

**Table 11. Parameter estimates of the logit model (Model 1 Bids only)**

Model 1 (Bids only)			
Variable	Coefficient	Sig. level	Remarks
Bid price	-.051	.000**	Significant
Constant	.651	.072	

**Table 12. Parameter estimates of the logit model (Model 2 Full function)**

Model 2 (Full function)			
	Coefficient	Sig. level	Remarks
bidprice	-.102	.000**	Significant
age_rep	.028	.305	Not significant
gender_rep(1)	.487	.401	Not significant
educ_level(1)	1.719	.090	Not significant
fsize	-.019	.926	Not significant
childrep	-.164	.564	Not significant
income	.000	.031*	Significant
ntimes		.237	Not significant
ntimes(1)	-.989	.182	Not significant
ntimes(2)	.997	.306	Not significant
ntimes(3)	-.593	.727	Not significant
ntimes(4)	-1.961	.256	Not significant
owner		.154	Not significant

**Table 12 continued...**

Model 2 (Full function)			
	Coefficient	Sig. level	Remarks
owner(1)	-.664	.531	Not significant
owner(2)	1.813	.190	Not significant
owner(3)	-.479	.774	Not significant
vehictype		.666	Not significant
vehictype(1)	.534	.648	Not significant
vehictype(2)	.405	.706	Not significant
vehictype(3)	.600	.613	Not significant
vehictype(4)	2.207	.109	Not significant
vehictype(5)	.256	.858	Not significant
Constant	-.711	.669	Not significant

Note: \*\*-highly significant at 1%, \*-significant at 5%, Variables in bold typeface are significant variables

Applying the MWP formula to estimate the mean willingness to pay of the respondents,  $\frac{0.651}{0.051} = 12.76$ , the result signifies that the respondents were willing to pay an average of PhP 12.76 as parking fee in the vicinity of the Capitol building and Doña Leonila Park

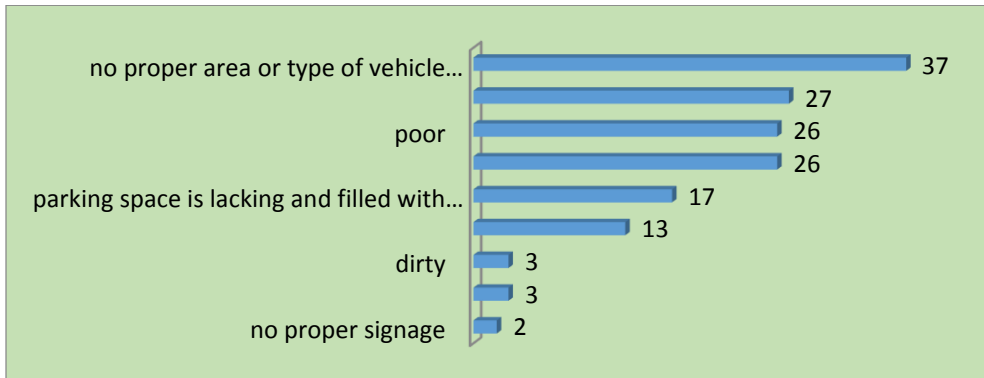
Using the *Mean Maximum WTP* formula,

$$\frac{1}{|-0.051|} \ln(1 + \exp(0.651)) = 20.99$$

this suggests that the respondents were willing to pay a maximum amount of PhP 21 as parking fee in the vicinity of the Capitol building and Doña Leonila Park

**Perception of the Condition of Parking Areas Present condition of parking areas in the vicinity of the Capitol building and Doña Leonila Park**

Respondents were asked to assess the present condition of parking areas in the vicinity of the Capitol building and Doña Leonila Park. Survey results revealed that a lot of respondents mentioned that there is no proper area or type of vehicle designation in the area which eventually causes double parking and traffic during rush hour. Others assessed the area to be congested and rated the parking condition as "poor". On the contrary, 26 respondents agreed that the lake and park is still fine. (Figure 2).

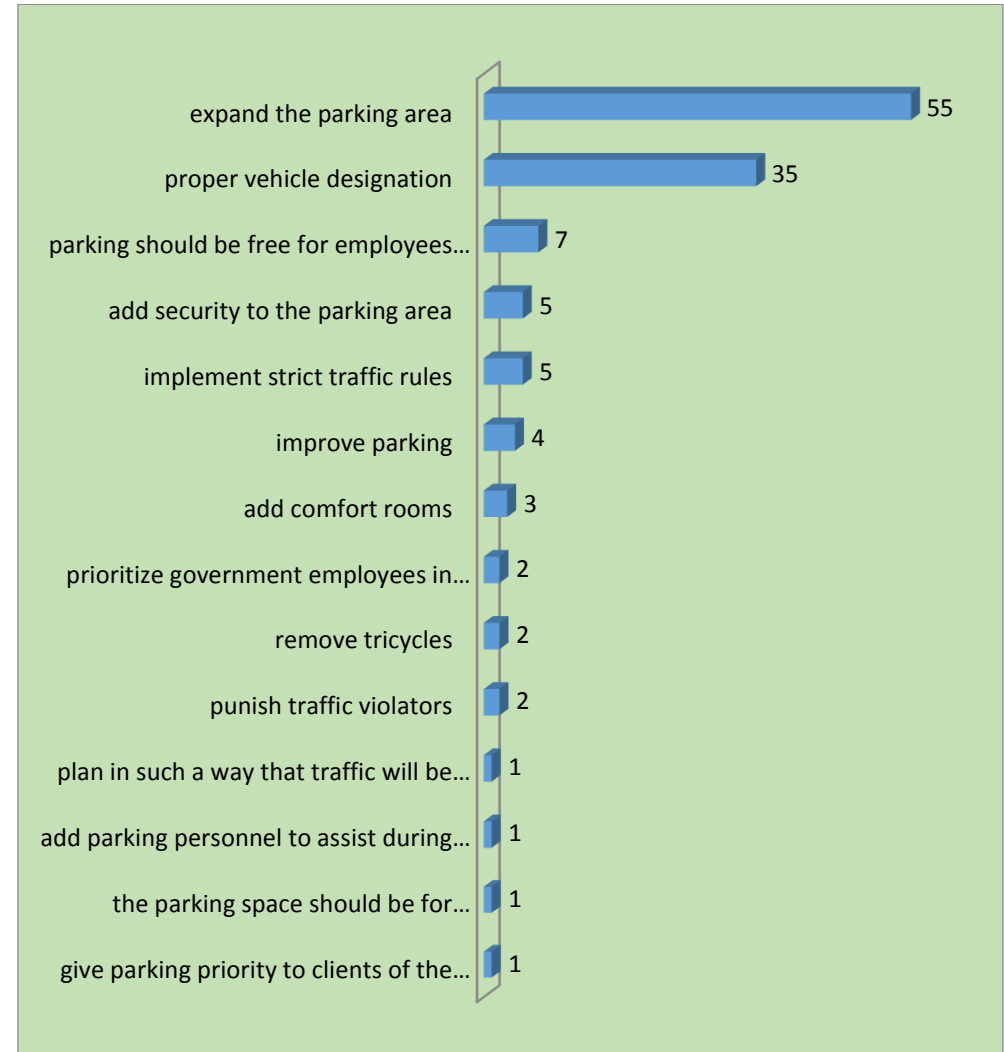


**Figure 2. Assessment of the present condition of parking areas in the vicinity of the Capitol building and Doña Leonila Park**

**Suggestions and recommendations to improve the parking areas**

Figure 3 revealed that a lot of respondents expressed that they wanted expansion of the existing parking area within the vicinity of the Capitol building and Doña Leonila Park. Other respondents proposed to have proper designation of vehicles in such a way that there is common area for specific types of

vehicles. There are 7 respondents who desired that government employees and clients of Capitolyo to have free access to parking.



**Figure 3. Suggestions and recommendations to improve parking area**

## Annex Q. Willingness-to-Pay For Use of Space for Restaurant/ Coffee Shop (for owners and managers)

A simple study to determine the willingness-to-pay for the use of space for restaurants and coffee shops along the Dagatan Blvd. and the vicinity of Doña Leonila Park was conducted to some owners and managers of restaurant and coffee shops.

### Socio-economic profile of the respondents

A limited number of participants were interviewed to have a prior information on the amount the owners and managers of existing establishments are willing-to-pay for the use of spaces for restaurants and coffee shops along the Dagatan Blvd and the vicinity of Doña Leonila Park. The result of the case study represents a small portion of the total number of restaurant/ coffee shop establishments.

Shown in Table 1 is the socio-economic profile of the respondents. Monthly income of the respondents were distributed to PhP 10,000 to PhP 19,999 and PhP 20,000 – PhP 29,999 income brackets. One respondent reported to have income greater than PhP 30,000. High income of the respondents can be attributed to high-paying job of the respondents.

**Table 1. Socio-economic profile of the respondents**

	Frequency
Gender	
Male	3
Female	2
TOTAL	5
Educational attainment	
High School	2
College	2
Postgraduate	1
TOTAL	5
Occupation/ Profession	
Small business	2
Captain waiter	1
Manager	1
Head staff	1
TOTAL	5
Monthly Income	
PhP 10,000- PhP 19,999	2
PhP 20,000 – PhP 29,999	2
PhP 30,000 and above	1
TOTAL	5



### Type of establishment

The respondents were affiliated to restaurants (2), coffee shops (2) and a souvenir shop. One of the restaurant is owned with an estimated value of PhP2.5 M while the other is being rented for PhP 5,000 a month. Similarly, one of the two coffee shops mentioned is being rented for PhP 1,500 a month while the other is owned with acquisition value of PhP 100,000 (Table 2).

**Table 2. Type of establishment**

	Frequency
Restaurant	2
Coffee shop	2
Souvenir shop	1
TOTAL	5

### Willingness to Pay

In the conduct of the survey, respondents were informed of the proposed payment for the use of spaces for restaurants or coffee shops along Dagatan Blvd. and the vicinity of Doña Leonila Park. In the process, a set of bid price will be randomly assigned to the respondents. Each of the respondents will be asked if they are willing to pay the certain amount and if they are uncertain they will be asked for their favorable amount and their reason.

The result of the survey revealed that all except one of the respondents were willing to pay for the use of spaces along Dagatan Blvd. and the vicinity of Doña Leonila Park dedicated for restaurants, coffee shops and similar establishments (Table 3). Those who were in favor were convinced of the payment if there will be assured of the security and improvement in the area.

One of the respondent who disagree on the amount want to have lower amount of rental.

**Table 3. Willingness to pay of the respondents**

Willingness to pay	Frequency
Yes	4
No	1
TOTAL	5

In totality, those who were in favor of the fee were willing to pay Php 2,000 a month for the use of the said spaces.

## Annex R. Results of Willingness-to Pay Study for Food Stall Fee

A case study was conducted to know the willingness to pay of the existing food stall owners and vendors occupying spaces along Dagatan Blvd. and the vicinity of Doña Leonila Park. The payment is an addition to the annual business permit of the City Government.

### Socio-economic profile of the respondents

The Survey on Willingness-to-Pay for Food Stall Fee covered only a small number of vendors due to limited number of willing participants. The result of the case study represents a portion of the total population of vendors operating along Dagatan Blvd. and the vicinity of Doña Leonila Park.

An equal number of male and female respondents were tapped in the study. Most of them were educated up to secondary education. As shown in Table 1, their usual occupation falls under skilled labor and small businesses. Monthly income of the respondents were mostly under the income bracket of PhP 2,000 to PhP 4,999 and PhP 5,000 to PhP 8,999. Only two (2) respondents reported to have monthly income that exceeds PhP 9,000.

**Table 1. Socio-economic profile of the respondents**

	Frequency	%
<b>Gender</b>		
Male	6	50
Female	6	50
TOTAL	12	100
<b>Education</b>		
Elementary	1	8.3
High School	7	58.3
College	4	33.3
TOTAL	12	100
<b>Occupation</b>		
Skilled worker	1	8.3
Salesman	1	8.3
Vendor	8	66.7
No response	2	16.7
TOTAL	12	100
<b>Monthly Income</b>		
Less than PhP 2,000	2	16.7
PhP 2000 – PhP4,999	4	33.3
PhP 5000 – PhP8,999	4	33.3
PhP 9000 and above	2	16.7
TOTAL	12	100

### Type of food stall

Types of food stall of the respondents were mostly permanent structures which were sponsored by softdrink companies. Only two (2) respondents reported to have mobile stalls drawn by bicycle.

**Table 2. Type of food stalls of the respondents**

Type of food stall	Frequency	%
Permanent	9	75
Mobile, drawn by a bicycle	2	16.7
Did not specify	1	8.3
TOTAL	12	100

### Type of Ownership/ Acquisition of food stall

Survey result showed that about 5 out of 12 respondents interviewed were actual owners of their food stalls. Acquisition value of the food stalls ranged from as low as Php 3,000 to as high as Php 30,000. One (1) respondent was renting the food stall for Php 1,000 a month (Table 3).

**Table 3. Type of ownership of the respondents**

Willingness to pay	Frequency	%
Yes	5	42
No	7	58
TOTAL	12	100

### Willingness to Pay

In the conduct of the survey, respondents were informed of the proposed extra payment for the use of spaces along Dagatan Blvd. and the vicinity of Doña Leonila Park. This is in addition to the annual business permit of the City Government.

The result of the survey revealed a divided opinion on such extra fee. Those who were in favor were about 5 out of 12 respondents while does who were not in favor were 7 out of the total number of respondents interviewed (shown in Table 4). Those who shown approval of the additional fee were hopeful that the payment will improve the place and their business. Those who did not agree were pointing out that the payment will be additional burden. Some of the respondents were doubtful because of their low income.

**Table 4. Willingness to pay of the respondents**

Type of ownership	Frequency	%
Owned	5	41.67
Rented	1	8.33
Borrowed	3	25
Did not specify	3	25
TOTAL	12	100

In totality, those who were in favor of the additional fee were willing to pay Php 320 on top of their regular business permit fee.

**Assessment of the present condition of Sampaloc lake and Doña Leonila Park**

A portion of the interview schedule was dedicated to solicit opinion on the present condition of the Sampaloc lake and Doña Leonila Park. The result of the survey revealed that a number of respondents perceived that there was an improvement in the area compared to the past condition of the lake and the park (Table 5).

**Table 5. Assessment of the present condition of Sampaloc Lake and Doña Leonila Park**

Assessment	Frequency
There is an improvement (unlike in the past)	5
Clean	3
Lacks facilities	1
The park and lake became place for by-standers	2
Dirty/ Unpleasant smell of the lake because of fish cages	1

**Suggestions and recommendations to improve Sampaloc Lake and Doña Leonila Park**

The respondents were positive for more improvement in the lake and park. Likewise, they were expecting that people will be more disciplined when visiting the lake and the park. Some of the respondents felt that lighting facilities and waiting shed should be provided for security. (Table 6).

**Table 6. Suggestions and recommendations**

Suggestions	Frequency
More improvement	4
Provide waiting sheds and lighting for security	3
Clean the park and lake	2

## **Annex S. Step by step approach on applying Payment for Ecosystem Services (PES)**

### Step 1. Identifying Ecosystem Service Prospects & Potential Buyers

- Defining, measuring, and assessing the ecosystem services in a particular area
- Determining marketable value
- Identifying prospective buyers
- Considering whether to sell as individuals or as a group

### Step 2. Assessing Institutional & Technical Capacity

- Assessing legal, policy, and land ownership context
- Examining existing rules for PES markets and deals
- Surveying available PES-support services and organizations

### Step 3. Structuring Agreements

- Designing management and business plans
- Reducing transactions costs
- Reviewing options for payment types
- Establishing the equity and fairness criteria for evaluating payment options
- Selecting a contract type

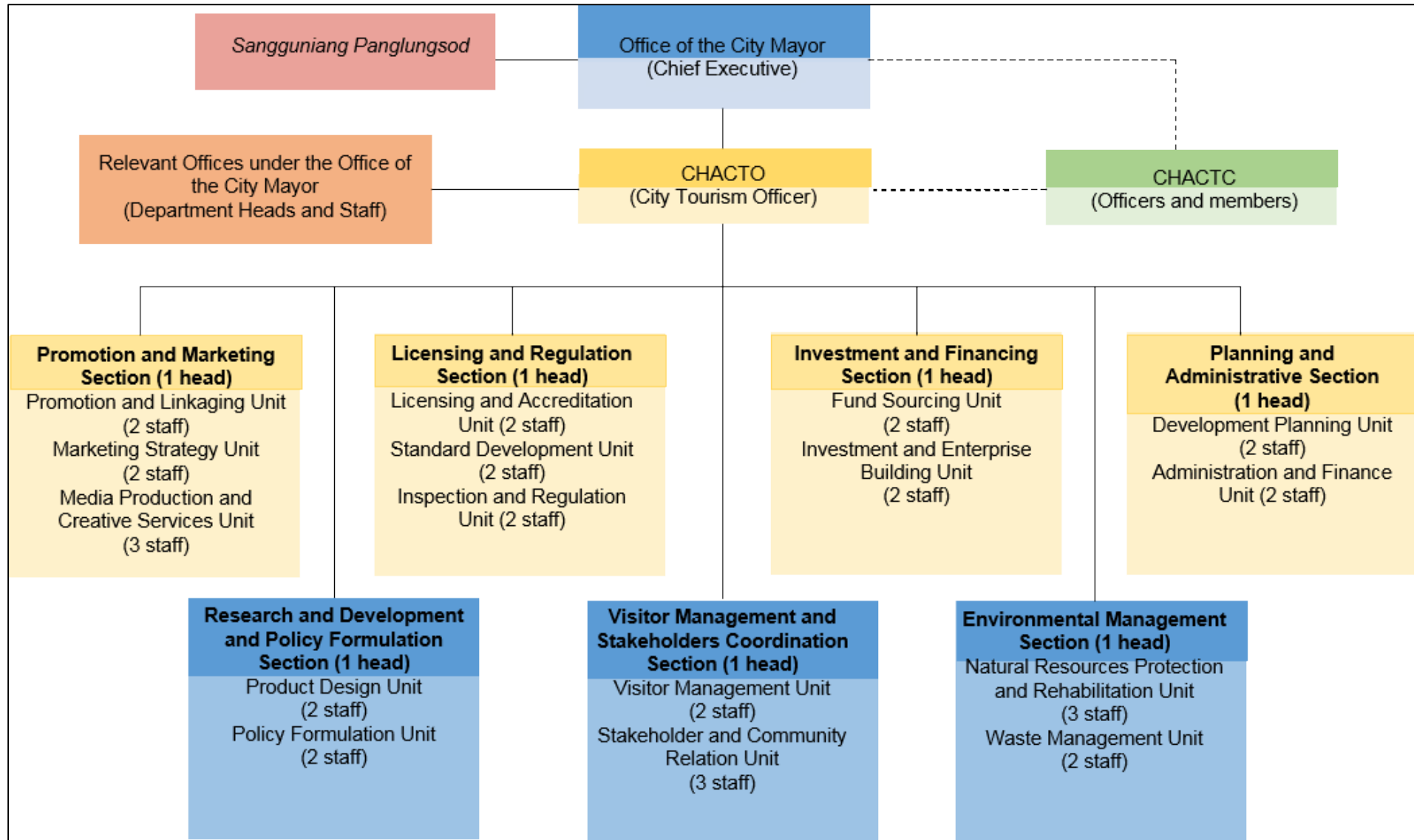
### Step 4. Implementing PES Agreements

- Finalizing the PES management plan
- Verifying PES service delivery and benefits
- Monitoring and evaluating the deal

Details of these four (4) steps are described in the document entitled: Payments for Ecosystem Services: Getting Started, A Primer.

Source: [http://www.unep.org/pdf/PaymentsForEcosystemServices\\_en.pdf](http://www.unep.org/pdf/PaymentsForEcosystemServices_en.pdf)

**Annex T. Proposed expanded organizational structure of tourism office (CHACTO)**



In executing all the activities, strong coordination with the ***Sangguniang Panglunsod*** shall be observed particularly in translating important actions and programs into ordinances and resolutions as well as related legislations that are necessary to execute and regulate them properly.

As the executing officer, the **City Tourism Officer** will work closely with the relevant City Government Departments and Offices, to ensure that all the tourism related activities are well coordinated and aligned with the plans and programs of these offices and the tourism council. The City Tourism Officer shall also work closely with the CHACTC.

Seven sections shall be created to execute the tasks mandated in the TMP. These sections shall be under the direct supervision of the City Tourism Officer:

1. **Promotion and Marketing Section.** There will be three units in this section, whose main functions will be to: (i) undertake promotion and linkaging with relevant institutions and organizations, (ii) design marketing strategy to best sell tourism in the City, and (iii) produce media materials and publications that are necessary to beef up promotional and marketing strategies.
2. **Licensing and Regulation Section.** Also with three units, the section will be tasked to: (i) issue licenses and accreditation documents, (ii) develop and implement tourism standards, and (iii) conduct regular inspection and regulations of tourism activities.
3. **Investment and Financing Section.** This section will have two units, whose tasks will be to: (i) source necessary funding for the implementation of the TMP and other related tourism activities, and (ii) build investment and enterprise opportunities for interested organizations and private individuals.

4. **Research and Development and Policy Formulation Section.** The main functions of this section are to: (i) design workable tourism products and services, and (ii) formulate relevant policies and legislations that will provide the legal foundation in implementing tourism projects and activities.

5. **Visitor management and Stakeholders Coordination Section.** Two units will comprise this section, and will perform the following functions; (i) manage the visitors so that least impact are brought to the tourism resources, and (ii) maintain good relationships with the tourism stakeholders, most especially with the local communities.

6. **Environmental Management Section.** This is one very important unit whose functions will have direct relevance to the sustainability and continuity of tourism programs of the City. One of the functions that this section will execute is the protection and rehabilitation of the City's natural resources from which tourism is depending on, and the other one will be the proper management of wastes that tourism will bring.

7. **Planning and Administrative Section.** This section will have two very important units. They will perform support functions, such as; (i) undertaking planning and strategizing activities that will serve as guiding framework in the execution of detailed plan activities, and (ii) provide the much needed administrative support in terms of accounting, auditing, and budgeting functions.

**PERSONNEL COMPLEMENT OF THE EXPANDED CITY TOURISM OFFICE (CHATO), INCLUDING SALARY (Php '000)**

<b>Personnel Requirement</b>		<b>Short Term</b>	<b>Medium Term</b>	<b>Long Term</b>	<b>Total</b>
<b>I</b>	<b>Office of the Tourism Officer</b>				
	One (1) Tourism Office, Php 35,000/month, Php 12,000/month RATA	1,128	1,128	1,128	3,384
<b>II</b>	<b>Promotion and Marketing Section</b>				-
	One (1) Section Head at Php 25000/month	600	600	600	1,800
	Three (3) Unit Heads at Php 20,000/month each	1,440	1,440	1,440	4,320
	Four (4) staff at Php 15,000/month each	1,440	1,440	1,440	4,320
<b>III</b>	<b>Licensing and Regulation Section</b>				-
	One (1) Section Head at Php 25000/month	600	600	600	1,800
	Three (3) Unit Heads at Php 20,000/month each	1,440	1,440	1,440	4,320
	Three (3) staff at Php 15,000/month each	1,080	1,080	1,080	3,240
<b>IV.</b>	<b>Investment and Financing Section</b>				-
	One (1) Section Head at Php 25000/month	600	600	600	1,800
	Two (2) Unit Heads at Php 20,000/month each	960	960	960	2,880
	Two (2) staff at Php 15,000/month each	720	720	720	2,160
<b>V</b>	<b>Planning and Administrative Section</b>				-
	One (1) Section Head at Php 25000/month	600	600	600	1,800
	Two (2) Unit Heads at Php 20,000/month each	960	960	960	2,880
	Two (2) staff at Php 15,000/month each	720	720	720	2,160
<b>VI</b>	<b>Research and Development and Policy Formulation Section</b>				-
	One (1) Section Head at Php 25000/month	600	600	600	1,800
	Two (2) Unit Heads at Php 20,000/month each	960	960	960	2,880
	Two (2) staff at Php 15,000/month each	720	720	720	2,160
<b>VII</b>	<b>Visitor Management and Stakeholders Coordination Section</b>				-
	One (1) Section Head at Php 25000/month	600	600	600	1,800
	Two (2) Unit Heads at Php 20,000/month each	960	960	960	2,880
	Three (3) staff at Php 15,000/month each	1,080	1,080	1,080	3,240



Personnel Requirement		Short Term	Medium Term	Long Term	Total
<b>VIII</b>	<b>Environmental Management Section</b>				-
	One (1) Section Head at Php 25000/month	600	600	600	1,800
	Two (2) Unit Heads at Php 20,000/month each	960	960	960	2,880
	Three (3) staff at Php 15,000/month each	1,080	1,080	1,080	3,240
					-
	<b>GRAND TOTAL</b>	<b>19,848</b>	<b>19,848</b>	<b>19,848</b>	<b>59,544</b>

#### List of Vehicle, Office Furniture and Tools And Equipment

	Items	No. of Unit	Unit Cost	Amount (Php '000)
1	Van	1	1,300	1,300
2	Motorcycle	2	100	200
3	DSLR Camera	2	35	70
4	Movie Camera	1	50	50
5	Portable Screen	2	5	10
6	PC Desk Top Computer	2	20	40
7	Laptop Computer	3	25	75
8	Photocopying machine	1	50	50
9	Field survey equipment	1	100	100
10	Flat TV 49'	1	50	50
11	Microphone	5	5	25
12	VCR Player	2	10	20
13	Amplifier	1	20	20
14	Speaker set	1	20	20
15	Tables	30	5	150
16	Chairs	30	5	150
17	Megaphones	5	10	50
18	Sala set	1	30	30
	TOTAL			2,410

## Annex U. Monitoring and Evaluation System

Conduct of M & E is important for several reasons:

- a) to maintain the level of accountability of project implementors and beneficiaries;
- b) to keep the funding agencies' trust and confidence to go on with project support;
- c) to see if the project is on track and what may determine courses of action to take if the project has gone wayward;
- d) to gain new insights that will be necessary in crafting similar undertakings in the future; and finally
- e) to provide motivation and inspiration to project implementors and beneficiaries to go on with the project and make it sustainable.

The M & E system to be instituted shall be participatory. All stakeholders shall be tapped and should play a role in gathering the data and information needed; assist in the analysis and interpretation; and in taking actions as a result of the assessment and evaluation.

Sources of data and information for the M & E are the tourists themselves, the community members, physical inspections of infrastructure and the environment, condition of the natural environment, and others.

Tools to be used in the conduct of M & E may include questionnaires, guest books, photographs, checklists, trend lines, seasonal calendars, discussions, and analysis and interviews.

A third-party group or team may be commissioned to ensure an unbiased implementation of M & E.

### LFA as an M & E tool

All M & E strategies have to be developed in line with the goal and objectives and results set for a particular tourism project. The LFA or the Logical Framework Analysis can easily meet this need, as it renders a clear concept of what a particular project needs to be achieved, its purpose, the outcomes it sets, and the inputs and activities provided. Generally, these are the elements that should be looked at in conducting an objective monitoring and evaluation of a project.

Basic Steps in undertaking the M & E for the tourism project are:

1. Define the purpose, objective and scope of M & E.
2. What methods and/or approaches to apply (e.g., desk review, participatory evaluation, interviews, etc.).
3. Enumerate the M & E criteria to be used. This is where the LFA would be most useful, particularly in doing mid-term or terminal evaluation of a project (GEF and UNDP guidelines).
4. During monitoring, the criteria to be looked at are basically in the LFA framework. For instance:
  - Are the target beneficiaries reached?
  - Are the interventions, e.g., financial support, provided as planned?
  - Are the activities implemented as scheduled? What are the problems encountered so far? How were they addressed?
  - And many other related questions.
5. During evaluation, the following criteria may be looked at:
  - How relevant, efficient, and effective the attainment of planned objectives and results are (achievement of outputs and activities)?

- How sustainable the results of the project are, socio-politically, financially, institutionally, environmentally, etc.)?
  - Can the results be replicated at other sites? Will this produce similar, if not the same, results?
  - Did the processes applied affect or influence the project results, in terms of community's preparation and readiness; the approaches used and adaptive management applied; their level of participation and awareness; their sense ownership of the project; their financial planning and management approaches; and their monitoring and evaluation procedures)?
  - Are the results complementary with or supportive of national, regional, local development plans and programs?
6. Other criteria may be formulated depending on the need and purpose of the project; and the intervention it pursues.
7. The same evaluation ratings developed by GEF and UNDP may also be utilized, with slight modification. These are described below:
- A six-point scale will generally be applied in evaluating each criterion set as follows:
    - ✓ Highly Satisfactory (HS)
    - ✓ Satisfactory (S)
    - ✓ Moderately Satisfactory (MS)
    - ✓ Moderately Unsatisfactory (MU)
    - ✓ Unsatisfactory (U)
    - ✓ Highly Unsatisfactory (HU).
- For Sustainability criteria however, a different rating category would be applied:
    - ✓ Highly Likely (HL)
    - ✓ Likely (L)
    - ✓ Moderately Likely (ML)
    - ✓ Moderately Unlikely (MU)
    - ✓ Unlikely (U)
    - ✓ Highly Unlikely (HU).
8. Depending on the need, scores may be assigned for each rating, i.e., scores of 1 to 6, with 6 being the highest and assigned to HS; and 1 being the lowest assigned to HU.
9. Same scoring pattern may be applied for rating Sustainability.
10. All the scores may be added and the total value would correspond to the level of success of a particularly livelihood project. If, for instance, there are 10 evaluation criteria applied, and each criterion gets the highest rating, the likely score would be:
- Score of 60, meaning the level of success is very high.
  - Score of 30 would mean average performance, while a
  - Score of 10 would mean very low or poor performance; tantamount to saying the project is a failure.

## REFERENCES

- <http://www.travelingmorion.com/2013/06/morions-travel-diaries-journey-to-san.html>
- <http://www.tourism.gov.ph/Pages/demand.aspx>
- [http://calabarzon.neda.gov.ph/downloads/CalabarzonUpdated\\_RDP.pdf](http://calabarzon.neda.gov.ph/downloads/CalabarzonUpdated_RDP.pdf)
- [http://www.laguna.com.ph/sites/default/files/office\\_files/pdco/files/PDP%202011-2013.pdf](http://www.laguna.com.ph/sites/default/files/office_files/pdco/files/PDP%202011-2013.pdf)
- Medium Term Philippine Development Plan
- Provincial Development Plan
- City Development Plan
- DOT Development Plan or Infrastructure Projects
- Rubber tubing,  
<http://saranganitoday.blogspot.com/2012/08/pinoy-adventures-host-takes-whitewater.html>
- Rubber tubing,  
[http://saranganiphotonews.blogspot.com/2010\\_08\\_01\\_archive.html](http://saranganiphotonews.blogspot.com/2010_08_01_archive.html)



## About the consultant

**D**r. Lope A. Calanog has worked with the Philippine-Department of Environment and Natural Resources as Research Scientist/Specialist for almost 40 years (1975-2014) whose specializations are in: Protected Area (PA) establishment and management; ecotourism/sustainable tourism; community-based forest resources management; social research analysis; impact assessments; and project planning and evaluation.

He has handled several foreign-assisted projects as Project Director, namely: (a) the World Bank-funded "Conservation of Priority Protected Areas Project (CPPAP)" in 1995; and (b) the European Union-assisted special project "National Integrated Protected Areas Programme (NIPAP)" in 1995-1999. He also coordinated the formulation of the first UNEP-assisted "National Biodiversity Strategy and Action Program (NBSAP) of the Philippines" in 1995. He played a major role in the negotiation for the approval of the then ASEAN

Regional Centre for Biodiversity Conservation now the ASEAN Center for Biodiversity (ACB).

Dr. Calanog is being tapped by local and international multilateral/bilateral organizations and funding institutions like the Asian Development Bank (ADB) as consultant. He worked on various occasions as Environment Specialist of the Pacific Department of ADB. Foremost of the work he has done for ADB - as a member of a project design team - is the Pacific Region Environmental Strategy (2005-2009). He served as the Assistant Project Coordinator, on an intermittent basis, of the ADB project entitled Mainstreaming Environmental Considerations in Economic and Development Planning Processes in Selected Pacific Developing Members Countries. Dr. Calanog was part of an ADB project design team that formulated a capacity development technical assistance project for Indonesia on Sustainable Forest and Biodiversity Management in the Heart of Borneo.

From March to October 2010, Dr. Calanog was again recruited by the ADB and served as the Bank's Global Environment Facility (GEF) Portfolio Management Officer. He was responsible in consolidating and evaluating all the reports of various ADB-GEF-assisted projects submitted to the GEF headquarters in Washington. He also assisted in the review of various project proposals being processed for GEF funding support.

Now, he serves as the Sustainable Finance Specialist of the ADB-Regional Technical Assistance (RETA 7813) "Coastal and Marine Resources Management in the Coral Triangle: Southeast Asia" whose main function is the pilot testing of an ecotourism-based Payment for Ecosystem Services (PES) project in Taytay, Palawan. He also monitors the implementation of the RETA's ecotourism projects in Malaysia and Indonesia.

Locally, Dr. Calanog led the establishment of an ecotourism ecological park in Quirino Province under the German Agency for Technical Cooperation (GTZ) funding and in the setting up of another ecotourism destination park in Taal Volcano Protected Landscape in cooperation with a private company. He also prepared and pilot tested a training module on Establishing Ecotourism Projects in Protected Areas for the Development Academy of the Philippines with the New Zealand Agency for International Development (NZAID) funding support. He was tapped by an Australian-assisted consulting firm to help design the ecotourism standard for the province of Bohol, and by a local congressman to establish an ecotourism *cum* botanic garden in Bataan. He managed a team of consultants that prepared an environmental assessment for nature-based tourism/resort project in an island in Zambales. Dr. Calanog also headed a Japan International Cooperation Agency (JICA) team that formulated a "Manual on the Establishment of Community-based Ecotourism Enterprise in the Philippines." The formulation of this Tourism Master Plan for San Pablo City is one of his latest assignments on ecotourism-related development in the Philippines.

# Acknowledgement

I would like to express my heartfelt appreciation for the hard work and dedication of the following individuals and institutions in the successful completion of the Tourism Master Plan (TMP). Your wonderful ideas have inspired me to push through; truly, I appreciate all your efforts and assistance.

**Mayor Loreto “Amben” S. Amante** who provided the vision and direction in pursuing this challenging task;

**Vice Mayor Angelita E. Yang** and the ***Sangguniang Panglungsod***, especially Hon. Eduardo O. Dizon, Chair of the Committee on Government Contracts and Legal Matters; Hon. Karla Monica C. Adajar, Chair of the Tourism, History, Arts and Culture Committee; and Hon. Elsie C. Pavico and Hon. Arnel C. Ticzon, for providing the authority to the City Mayor to enter into a Contract of Agreement in the formulation of the TMP. Likewise, Hon. Fernando A. See is acknowledged for his suggestions concerning environmental protection;

The **City History, Arts, and Culture Office** (CHACTO) under the leadership of Ms. Donnalynn B. Eseo and her staff, namely: Anna P. Fabula, Ferlene A. Rubin, Leonides C. Amante, Aristotle G. Alcantara, John Paolo M. Bargados, Jamela M. Parocha, Rodeo S. Arbilo, and Primo S. Brion IV, who ably supported the whole planning and documentation processes;

The **other Departments and Offices under the Office of the City Mayor**, that directly and indirectly, supported the formulation of the TMP. Special mention goes to Mr. Ramon de Roma, the City Environment and Natural Resources Officer, Mr. Leonides Abril, the City Information Officer, Mr. Raffy Amante of the City Planning and Development Office, the able men of the Traffic Management Unit, and likewise to Mr. Paul Cuadra and Ms. Josefina Andal;

**Ms. An Alcantara**, the President of the City History, Arts, and Culture Council (CHACTC) and her ever supportive husband, Mr. Boots Alcantara of Casa San Pablo, who unselfishly shared their ideas on how the cultural and historical component of tourism should be organized and promoted. They sponsored many of our meetings;

**Mr. Ricky Tan**, the Vice President of the CHACTC, for his innovative ideas in managing the traffic, especially when tourists and visitors ballooned in numbers, once tourism projects are fully implemented;

All the **members of the Technical Working Group** who helped in the conceptualization of the TMP, particularly in providing insights on tourism guiding principles and theoretical framework;

**Engr. Ed Malihan** and **Alvin Carandang** who untiringly joined in almost all our field surveys. Alvin was particularly helpful in identifying potential tourism sites and destinations;

Barangay Sta. Catalina Chairwoman **Brigida Alican** and **members of Sangguniang Pambarangay** who provided a very warm reception and sumptuous lunch during our reconnaissance visit in their community;

**Architect Erwin Briñas** for doing all the site development plans and perspectives of facilities, especially for Sampalok Lake and Doña Leonila Park;

**Ms. Tina Abrego**, President of Farm C and all its members, for continued support and understanding during the crucial times of Sampalok Lake zoning. Tina is a living testimony of how tourism may work harmoniously with fish farming;

**Mr. Arvin Reginio** who did the analysis of willingness-to-pay studies, as well as for his artistic contribution in the design of the cover and lay out of the TMP;

**Mr. Adrian Lansigan** who did the GIS mapping and the detailed zoning development plan (ZODEP) for Sampalok Lake;

**Miss Donnabel Elpedes** for the overall layout and design of the TMP;

**Mr. Aerold Alegre** for all the caricatures and drawings that provided life to the proposed tourism activities;

**The Laguna Lake Development Authority (LLDA), the Department of Environment and Natural Resource-Ecosystems Research and Development Bureau (DENR-ERDB), Dalubhasaan ng Lunsod ng San Pablo (DLSP), Laguna State Polytechnic University (LSPU), Lyceum of the Philippines University-CALAMBA, United Architects of the Philippines-San Pablo, and Velvet Stills Studios**, for all their technical contributions; and

To all others that I may have inadvertently missed, my apologies and sincere thanks for your assistance.

My wife **Alice** deserves also special mention as her efforts were vital in facilitating the administrative arrangements and logistical support, not to mention her love and encouragement; and

Finally to **God Almighty**, my guiding light and savior, for without His blessings, inspirations, and spiritual guidance, this piece of work would have not been made possible.

**LOPE A. CALANOG**

Consultant