

## **MESSAGE OF THE CITY MAYOR**

Puerto Princesa affirms that tourism is a key driver of economic growth in the city as well as in the Province of Palawan. We recognize tourism is crucial to build the city's competitiveness at the same time securing the sustainability of our environment.

As we envision an increase in tourist arrivals to 4 million within ten years, to do this, a well-thought out and crafted plan has to be in place. This document is an initial fulfillment of my vision for the city and the Palaweños' aspiration for an economically thriving yet environment-friendly tourism. In order to fulfill this vision and aspiration, the City Government through the City Tourism Department need to strengthen its involvement with key partners.



The Puerto Princesa City Tourism Master Plan highlights the 10-year development for the tourism industry from 2018 to 2027. Within this period, the city will expand its tourist arrivals from its existing USA, European and Southeast Asian market – Japan, Korea, China by offering state of the art and excellent facilities found within the untapped natural beauty of Puerto Princesa. We plan to increase accommodations to 9,000 rooms and to establish a large convention center that can house as much as 10,000 individuals.

We will improve our international and flagship tourism destinations, namely the Underground River in Sabang, the Heritage District that stretches from Baywalk, Heritage Core and Iwahig, and Honda Bay Island.

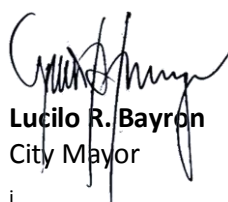
We will expand our key tourism sites to include the Balayong Tree Park, Sta. Lucia Development Estate, and Nagtabon Beach.

We will entice investors and financial institutions to increase their confidence in Puerto Princesa City for infrastructure, site development and marketing of our pristine and breathtaking natural endowments in land (water falls adventure, mangrove tours, wildlife and nature viewing, mountaineering, trekking and caving) as well as marine (island tourism, beach tourism, water sports activities, whale and dolphin watching).

We will continue to promote renewable energy and the use of green technology.

We will encourage business sectors and community associations to find meaningful collaboration through the community-based sustainable tourism approach, thereby ensuring that tourism will be beneficial to both the tourism industry and the residents.

We are committed to this plan as we are committed to providing the total visitor experience in the city - Puerto Princesa: where nature begins and never ends.



**Lucilo R. Bayron**  
City Mayor

## **MESSAGE OF THE CITY VICE-MAYOR**

I would like to congratulate the City Tourism Office for a job well done. It is indeed a major accomplishment, which highlights the strong partnership among various local tourism stakeholders.

Finally, we have set our development directions for our tourism industry. In this Masterplan, we have developed a more focused approach in addressing the various challenges faced by the city.

We would like to acknowledge our key partner – USAID for helping us in this important endeavor.

We encourage all tourism and all private stakeholders to collaborate with the city government to fully implement the various programs in this Tourism Master Plan to achieve our common vision of a competitive and dynamic tourism industry.

Mabuhay!

  
**Nancy M. Socrates**  
Acting Vice-Mayor



## **MESSAGE FROM THE CITY TOURISM OFFICER**

We are pleased to introduce the Tourism Master Plan of 2018-2027. The plan outlines the strategic goals and key programs, projects and activities that the department hopes to undertake to meet the needs of our tourism stakeholders and favorably attract tourists to visit and experience nature. The plan supports the mandate of the Department of Tourism as explicitly expressed by Republic Act 9593.



We acknowledge the important role that the City Tourism Department will have to play in supporting the tourism industry. It has an important responsibility not only in setting the standards but also in promoting the natural wonders of the city and diverse cultures inhabiting the Island.

As a department, we want to highlight and share these sites and heritage as one of the best in the Philippines. To do this, we will continue to establish effective partnerships with the private sector, business groups and government agencies. We will promote our community-based sustainable tourism sites. To achieve our vision of sustainable and competitive tourism, we will remain focused on our strategic priorities as articulated in this plan, such as:

- Developing tourism products and destination marketing
- Promoting sustainable and inclusive management of tourism
- Providing an enabling policy environment through enhanced tourism governance and sector management

I take pride with the initiative of the private sector and the commitment of our team. We have 10 years to work and fulfill our dreams.

  
**Aileen Cynthia Amurao**  
City Tourism Officer

## **MESSAGE FROM THE CITY TOURISM COUNCIL**

Greetings from the City Tourism Council of Puerto Princesa City!

The private sector of the tourism industry fully commit to support the endeavors of our government most especially in the areas that our sectors represent and in which we are directly involved.

The Tourism Master Plan of Puerto Princesa City is eagerly welcomed, as we firmly believe that this road map will be beneficial to us – stakeholders. Further, this will be contributory to the progress of our beloved city and the province.

It is our hope that the benefits of tourism, through the implementation of the Tourism Master Plan, will reach the grassroots of the smallest of our communities.

*Mabuhay ang turismo sa Puerto Princesa! More power to all!*



**Germana S. Luengo**  
Co-chairperson, City Tourism Council of Puerto Princesa

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## List of Acronyms

ASEAN	Association of Southeast Asian Nations
BFAR	Bureau of Fisheries and Aquatic Resources
BIMP-EAGA	Brunei Darussalam-Indonesia-Malaysia-Philippines East ASEAN Growth Area
BPLO	Business Processing and Licensing Office
BUCOR	Bureau of Correction
CAAP	Civil Aviation Authority of the Philippines
CADC	Certificate of Ancestral Domain Claim
CAO	City Agriculture Office
CBD	Central Business District
CBMS	Community Based Monitoring System
CBST	Community-Based Sustainable Tourism
CDCEPC	City Development Control and Environmental Protection Committee
City ENRO	City Environment and Natural Resources Office
CEO	City Engineering Office
CGPP	City Government of Puerto Princesa
CIO	City Information Office
CLUP	Comprehensive Land Use Plan
CMO	City Mayor's Office
CTD	City Tourism Department
DENR	Department of Environment and Natural Resources
DICT	Department of Information and Communication Technology
DOJ	Department of Justice
DOST	Department of Science and Technology
DOT	Department of Tourism
DOTr	Department of Transportation
DPWH	Department of Public Works and Highways
ECAN	Environmentally Critical Areas Network
FLAgT	Forest Land Use Agreement for Tourism
HOBBAI	Honda Bay Boat Owners Association Inc.
IPRA	Indigenous Peoples Rights Act
IUCN	International Union for Conservation of Nature
LEIPO	Local Economic and Investment Promotions Office
MICE	Meetings, Incentives, Conferences, Exhibitions
MIS	Management Information Systems
MSME	Micro, Small and Medium Enterprises
NAPOCOR	National Power Corporation
NCCA	National Commission for Culture and the Arts
NCGS	National Commission for Geological Sciences
NGO	Non-government Organization
NHI	National Historical Institute
NSO	National Statistics Office
NTDP	National Tourism Development Plan
OCPDC	Office of the City Planning and Development Coordination
PALECO	Palawan Electric Cooperative
PAMB	Protected Area Management Board
PASSAP	Pearls and Souvenir Shops Association of Puerto Princesa
PCSD	Palawan Council for Sustainable Development
PCC	Palawan Conservation Corps
PPCWD	Puerto Princesa City Water District



PPA	Philippine Ports Authority
PPP	Public-Private Partnership
PPTC	Puerto Princesa Tourism Council
PPUR	Puerto Princesa Underground River
PSU	Palawan State University
PWD	Persons with Disability
SEP	Strategic Environmental Plan
SLT	School for Living Tradition
SURGE	Strengthening Urban Resilience for Growth with Equity
TCM	Total Chinese Medicine
TDA	Tourism Development Area
TESDA	Technical Education and Skills Development Authority
TIEZA	Tourism Infrastructure and Enterprise Zone Authority
TMP	Tourism Master Plan
TRIP C	Tourism Road Infrastructure Program Criteria
USAID	United States Agency for International Development



## **EXECUTIVE SUMMARY**

Puerto Princesa is the gateway to and leading destination of Palawan, the World’s Best Island. The city itself has excellent attractions, especially nature-based sites, including the UNESCO World Heritage Site, the Puerto Princesa Underground River, and Honda Bay. Over the past few years, Puerto Princesa has received more than 850,000 arrivals per year and visitor arrivals growing by 10 percent each year. The new Puerto Princesa International Airport expanded the international visitors in the province and the city is poised to become one of the leading and strongest destinations of the Philippines.

Given this opportunity for economic growth from increasing tourist arrivals, the City of Puerto Princesa envisions to reach its full potential and to become a globally competitive tourism destination through sustainable tourism development. The stakeholders see Puerto Princesa offering unique tourism attractions, being marketed effectively, possessing efficient infrastructure, and providing enabling policy environment for micro-small and medium enterprises (MSME). As a sustainable destination, the stakeholders envision tourism development that is environmentally responsible, socially equitable, and inclusive.

For the City of Puerto Princesa to achieve this vision, the local government and its partners in the tourism industry must address important challenges to growth. Challenges to tourism competitiveness include decreasing growth rates, relatively high proportion of visitors from within Palawan, weak marketing, and weak support for local tourism enterprises and entrepreneurs. Furthermore, sustainability challenges include limited environmental capacity and protection, underdeveloped infrastructure in and limited access to tourism sites, limited access to infrastructure and public utilities (e.g. electricity, water), and weak public-private sector coordination and management for tourism.

Despite these challenges, there are strategic opportunities for the tourism industry to strengthen its competitive position. Support agencies and several development partners display strong support to the industry. The direction of growth in the global tourism markets suggests a good fit with the city’s product strengths. Furthermore, the city tourism is yet to maximize the international markets. As the economic center and gateway of Palawan, Puerto Princesa will also be the center for meetings, incentives, conferences, and exhibitions (MICE) and business travel in the Province.

In response to the challenges and growth opportunities, the City Tourism Office of Puerto Princesa, with support from the United States Agency for International Development (USAID), through its Strengthening Urban Resilience for Growth with Equity (SURGE) Project, has collaborated with tourism stakeholders in the city to formulate this Tourism Master Plan.

The Strategic Framework for the 2018-2027 Tourism Master Plan focuses on three strategic directions – product development and marketing, sustainable and inclusive management of tourism areas, and enabling tourism through governance and infrastructure investment. In addition, the plan adopts three interrelated approaches to the implementation of these strategies – cluster-based destination planning, community-based tourism development, and public-private partnerships.

Given these three scenarios, the Puerto Princesa City Tourism Development Plan will aim to achieve the following strategic targets by 2027:

- 2.5 to 4 Million annual visitor arrivals
- 9,000 to 15,000 total rooms (in all accommodation categories combined)

- Rooms and meeting venue capacity in Puerto Princesa City to enable hosting of large regional and national MICE events of up to 5,000 inbound delegates



The TMP outlines ten (10) strategic programs to be undertaken over the next decade.

Product Development and Marketing	Sustainable & Inclusive Management of Tourism Areas	Enabling Tourism through Governance & Infrastructure
1. Cluster-based Development of Tourism Sites and Circuits 2. Heritage Tourism Development Program 3. MICE Development 4. HRD for Competitiveness 5. Destination Marketing 6. Connectivity and Investment Promotion	7. Strengthening management institutions and HR for Community-based Tourism Development 8. Establishing local management systems and policies for sustainable tourism area development	9. Tourism governance and policy development 10. Enabling infrastructure for sustainable growth

Puerto Princesa City has adopted a tourism brand that clearly expresses the city’s remarkable characteristics— Pristine, Adventurous and Breathtaking – to attract both local and international markets. The branding strategy will focus on promoting and creating interest on the naturally and culturally diverse city. It will capitalize on these natural and cultural endowments as sites worth discovering and refuge to the city-bustle.

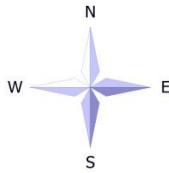
The City Government of Puerto Princesa will take the lead in reporting the progress and performance of programs, projects and activities identified in the tourism development plan.

To mobilize private and public investments in order to accelerate development of the tourism sector, the City Tourism Office will foster closer collaboration with the Tourism Council, Local Economic Investment Promotions Office, the Department of Tourism, Chamber and the local and regional development finance institutions as well as commercial banks with tourism desks or tourism specific portfolios.

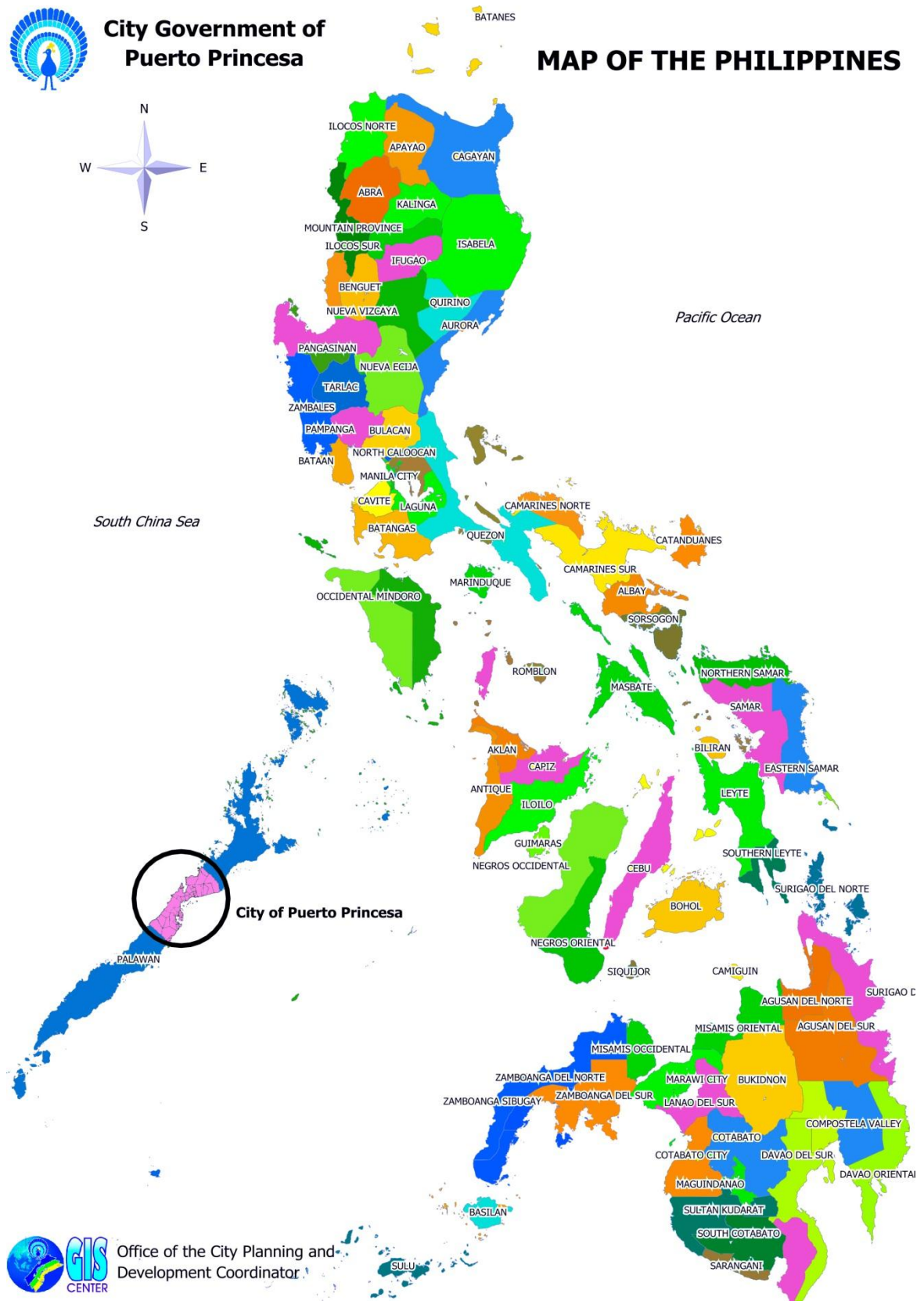
**Location Map of Puerto Princesa, Palawan**



**City Government of  
 Puerto Princesa**



**MAP OF THE PHILIPPINES**



Office of the City Planning and  
 Development Coordinator



## **INTRODUCTION**

Puerto Princesa City is one of the country's top tourist destinations. Strategically located in the central province of Palawan, the city embraces both the east coast facing the Sulu Sea and the west coast facing the West Philippines Sea. It occupies a vast tract of land characterized by a high forest cover set in a chain of mountain ranges that is home to diverse flora and fauna. Its imposing mountains and lush rainforests ensure adequate watershed where water overflows into life-giving rivers, waterfalls and streams. The scenic coastal seascapes are punctuated by coves, mangrove swamps, sandy beaches and bays dotted with beautiful islands surrounded by rich marine life.

The world-renowned Underground River that flows beneath the spectacular St. Paul's karst mountain is the most outstanding natural heritage of the city. Dubbed as the 'world's longest navigable underground river,' it is the major feature of the Puerto Princesa Subterranean River National Park, a UNESCO World Heritage Site with its exceptional biodiversity, universal value and as a natural site of intense beauty. The ecological significance of the Park and the Underground River elevates the city as one of the key ecotourism sites in the Philippines. The Underground River was declared in 2011 as one of the world's New Seven Wonders of Nature.

Over the last two decades, tourism has experienced continued expansion and substantial economic benefits to Puerto Princesa City, attracting both domestic and foreign tourists. Recognizing the city's immense tourism potential, the Department of Tourism has identified Puerto Princesa City as one of the Tourism Development Areas (TDAs) within the international gateway cluster destinations under the National Tourism Development Plan. With this, Puerto Princesa City has become one of the priority areas for tourism development with the national government providing infrastructure support such as airport development for improved access and connectivity, skills and product development. The national government has also prominently included the city in its domestic and international tourism promotions and marketing.

One of the major roles of Puerto Princesa City in the region, as highlighted in the city's revised Comprehensive Land Use Plan (CLUP), is its distinction as an ecotourism destination. This can be attributed to the increased tourist traffic to Puerto Princesa and the significant developments in the tourism industry.

Owing to its rich natural resources, the city has embarked on ecotourism development as one of its major thrusts and as a vehicle for sustained socioeconomic growth and environmental conservation. Ecotourism is an ecologically sound and sustainable form of tourism, which accords mutual benefits to both the tourists and the host communities. Moreover, ecotourism is one of the drivers of inclusive growth, in which the city aims to achieve in the Tourism Master Plan.

## I. TOURISM PROFILE

### A. Existing tourism products, attractions and activities

The tourism product portfolio of Puerto Princesa City comprises a wide range of nature-based attractions or ecotourism products, cultural tourism products, and niche tourism products, i.e. adventure tourism, sports tourism, agri-tourism, wellness and spa tourism, educational tourism and MICE (meetings, incentives, conferences, exhibits) tourism, culinary tourism, cruise tourism and man-made tourism products. The complete list of existing natural attractions is in Annex 1.



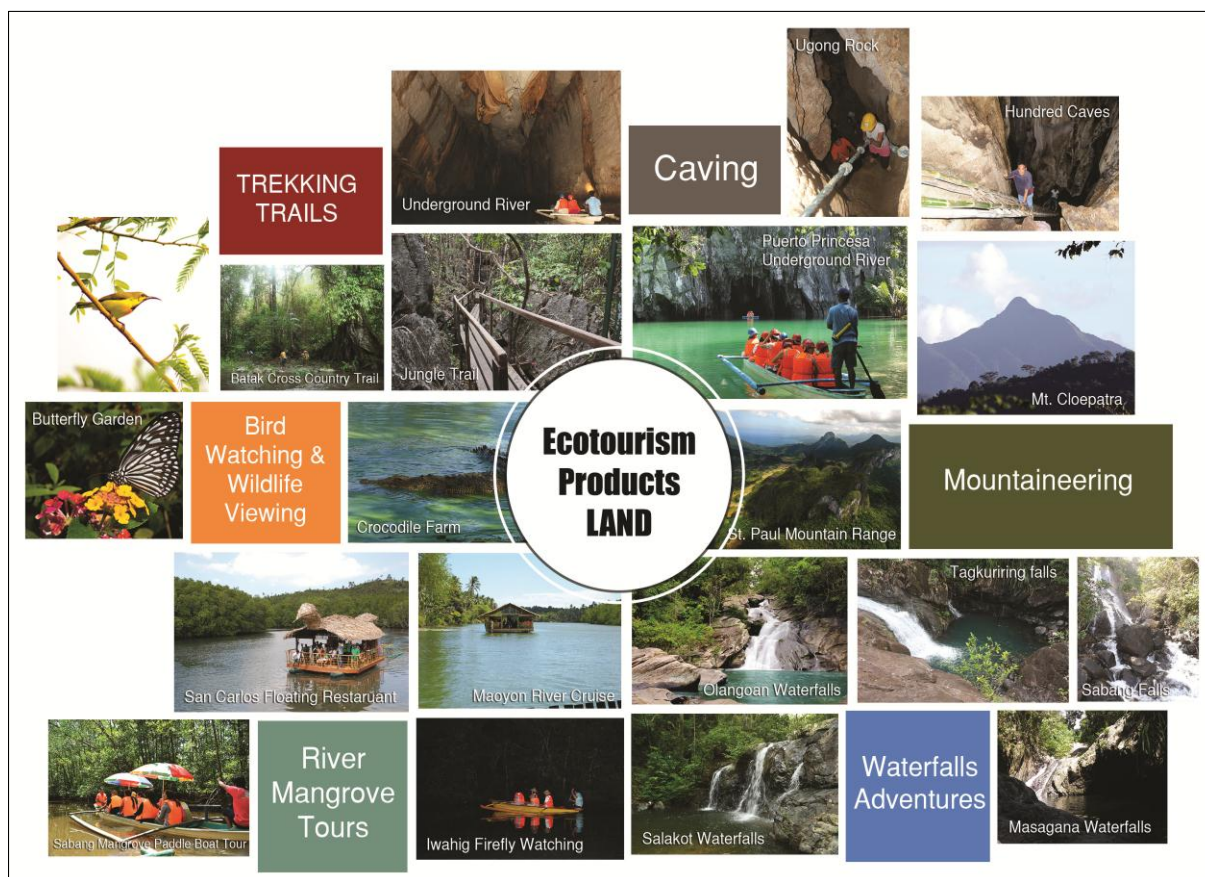
Figure 1. Product portfolio of Puerto Princesa

#### Ecotourism Products

Puerto Princesa has rich and diverse natural resources that possess potential for ecotourism development, from white sand beaches to exotic islands, hot springs and waterfalls, rainforests and mountains abound with flora and fauna, rivers, hot springs, coral reefs and unique cave ecosystems.

#### Existing Activities in Ecotourism Sites

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Caving or spelunking</li> <li>• Jungle trekking, hiking, mountaineering</li> <li>• Birding and wildlife viewing</li> <li>• Mountain biking</li> <li>• Camping</li> <li>• Mangrove tours</li> <li>• River cruising and rafting</li> </ul> | <ul style="list-style-type: none"> <li>• Paraw sailing and parasailing</li> <li>• Kiteboarding</li> <li>• Surfboarding</li> <li>• Aqua sports and recreational activities</li> <li>• Scuba diving and snorkelling</li> <li>• Dolphin and whale watching</li> <li>• Fishing, boating, and kayaking</li> </ul> |
|---|--|



*Figure 2. Land-based Ecotourism Products of Puerto Princesa City*

The city’s key ecotourism product and core attraction is the world famous Puerto Princesa Underground River (PPUR), a one-of-a-kind cave formation located within the Puerto Princesa Subterranean River National Park. The Park is a UNESCO Natural World Heritage Site, a National Geological Monument, and a Ramsar site as a wetland of international significance.

The Park had been inscribed in the UNESCO World Heritage list in 1999 “for its universal value and exceptional biodiversity of protected forests considered among the most significant in Asia. It contains a full mountain to sea ecosystem and spectacular limestone and karst landscape and its underground river flows directly into the sea with its lower portion subject to tidal influences.” The PPUR was voted worldwide as one of the New 7 Wonders of Nature, officially inaugurated in 2012.



*Figure 4. A massif of limestone karst in Barangay Cabayugan characterizes the landscape of St. Paul Mountain Range at the Puerto Princesa Subterranean River National Park.*

Puerto Princesa’s coastal and marine natural resources constitute sun and beach tourism products complemented by island resorts and recreation facilities. Tourists, both domestic and foreign, can enjoy the beach, sun, sand and sea for bathing, swimming and various activities. Popular tourism activities include snorkeling, diving, and island hopping, particularly in Honda Bay. The city is also rich in waterfalls and lagoons like the Olangoan Falls, Salakot Falls, Sabang Falls, and the Irawan Falls.



*Figure 3. Marine-based Ecotourism Products of Puerto Princesa City*

### **Community-Based Sustainable Tourism**

Puerto Princesa City Government, through the City Tourism Department, has been supporting a continuing program on Community-Based Sustainable Tourism (CBST) as embodied under City Ordinance No. 546 as part of its tourism product development, inclusive growth goals and sustainable tourism strategy. Interaction with local communities who often operate or work in ecotourism sites is integral to the CBST approach which makes the visitor experience more enriching.

Presently, twenty-four (24) locally organized communities benefit from the operations of CBST sites (as shown on Figure 5). Two of these communities operate ferryboats servicing the PPUR tourists

and island hopping tourists around Honda Bay. Some barangays in the city are working on their respective communities for CBST development. Annex 2 provides a complete list of existing and emerging CBST sites in Puerto Princesa.

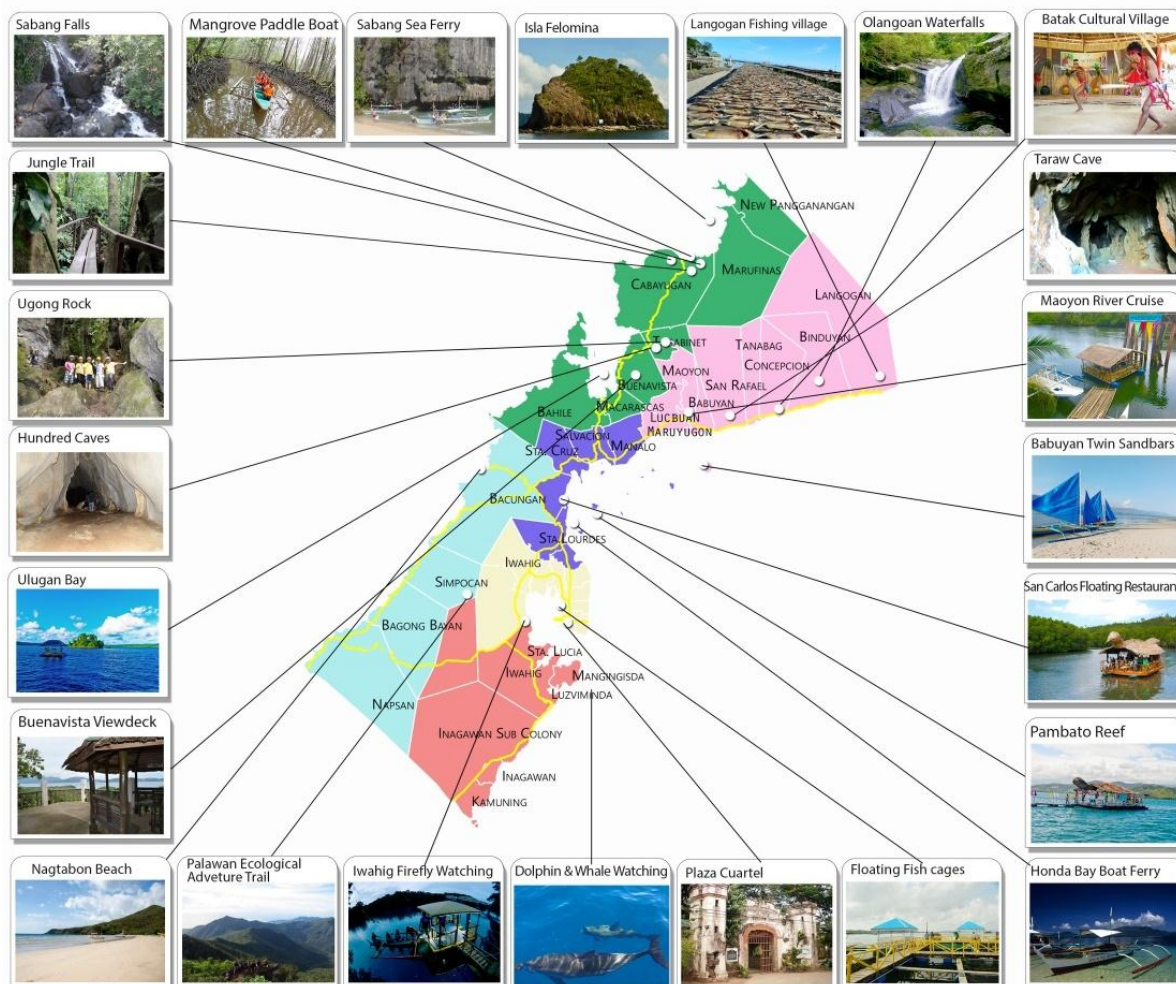


Figure 5. Puerto Princesa City CBST Sites Map

### Cultural / Heritage Tourism Products

Puerto Princesa City has a number of historically significant sites and a recently established Heritage District, which covers the Plaza Cuartel, Plaza Rizal, and Plaza Eulalia. The Spanish and American colonization period and the World War II were among the important episodes in the city’s history that occurred in these significant sites.

Research indicates that some of the tribes that currently inhabit Palawan (the Batak, Tagbanua and Palaw’an) are possible descendants of the early settlers in the province. Puerto Princesa City’s cultural fusion of emanates from the indigenous communities of Cuyo, Cagayancillo and Agutaya, although a higher concentration of Cuyunons reside in the city. Each has its own distinct language and set of cultural practices.

Tourists can have a glimpse of the customs and traditions of these indigenous groups from the Palawan Heritage Center, Ethnographic museums and cultural villages. Tourists can also learn more about the city and province’s rich cultural heritage in the Palawan Museum. The complete list of cultural heritage attractions is in Annex 3.



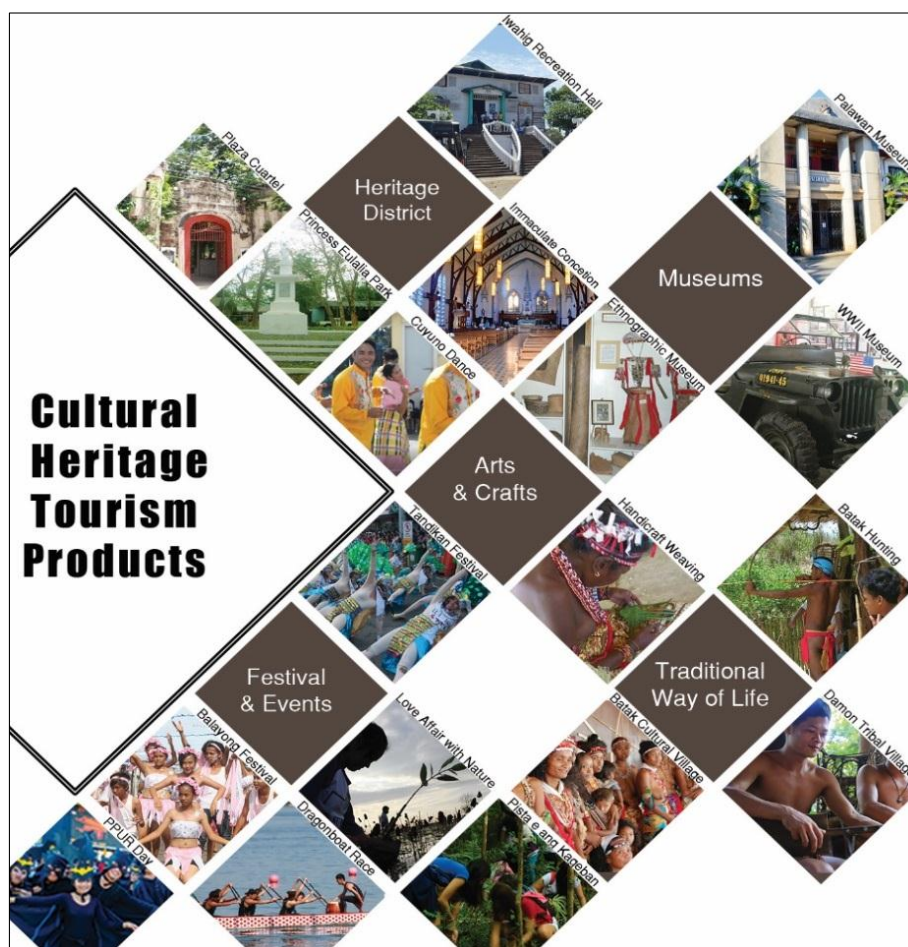


Figure 6. Cultural Heritage Tourism Products of Puerto Princesa City

Annual Festivals and Events	Inclusive Dates
Chinese New Year	January
Love Affair with Nature	February 14
Balayong Festival (Foundation Day)	March 4
Pangalipay sa Baybay-Grand Santacruzán	April-May
Pista y ang Kageban	June
Culinary Festival	July
Trash-to-Treasure Festival	August
Tandikan Festival(Tourism Month)	September
Kalag -Kalag Festival	October
Puerto Princesa Underground River Day	November 11
Pista na, Pasko Pa (City Fiesta and Christmas Festivities)	December

### MICE Tourism

The meetings, incentives, conventions, and exhibitions (MICE) market substantially contributes to Puerto Princesa City’s tourist arrivals since international and national conventions, conferences, meetings and seminars are held in the city’s conference facilities. Government agencies and private organizations conduct incentive group tours and team building events in the city. The strong potential of this market, however, has yet to be maximized. Annex 4 contains a list of hotels, resorts and tourist inns with MICE facilities.

### **Educational Tourism**

Puerto Princesa has become a destination for local government units from all over the country to benchmark and learn about the city’s best practices in local governance on environmental conservation and protection, environmental management, ecotourism, community-based sustainable tourism and other successful local government programs.

The city is also a preferred destination of academic institutions and university students, particularly among tourism and hospitality students, for exposure trips and learning on tourism destination development and promotions. Schools and universities from Luzon, Visayas and Mindanao send their tourism and hospitality management students to the city to undergo on-the-job training in the city’s hotels, travel agencies and the City Tourism Department. International tourism schools, like the Breda University in Netherlands, have also sent students to Puerto Princesa to conduct research on graduate school studies.

### **Agri-tourism or Farm Tourism**

Some of the organic farms are developed into agri-tourism destinations in the city such as the Aloha Farm, the Department of Agriculture’s organic farm, and Sheridan Resort’s organic farm at Barangay Cabayugan. The City Agriculture Office is assisting some communities like Barangay Luzviminda to engage and practice organic vegetable farming.



*Figure 7. Organic farming at Sheridan Resort, Aloha Natural Farm and Department of Agriculture Farm. Photos: [www.benjielayug.com](http://www.benjielayug.com), [www.alohahouse.org](http://www.alohahouse.org)*

DA’s Dairy Farm in Barangay Irawan offers products like fresh milk and ice cream. The dairy farm also intends to come up with activities for visitors like milking cows, camping and horseback riding.

### **Health and Wellness**

Puerto Princesa has a growing number of spa and wellness centers that offer a range of services for the weary travelers from the basic relaxing body massage to therapeutic and healing massages like reflexology, the traditional Filipino *hilot* and *bentosa*, hot stone massage, as well as body treatments (e.g. herbal scrubs and sauna, facials, nail and hair care, and aromatherapy). These services are available in most upscale hotel and resort spas in the city such as the Princessa Garden Resort and Spa, Dos Palmas Island Resort and Spa, and Sheridan Resort and Spa (Complete list is in Annex 5).

Sta. Lourdes Hot Springs is being developed into a modern Harbour Springs Resort and Wellness Spa Village, sprawled across a 2.7-hectare area with five-star luxury amenities of a village hotel, condominium village, and private casitas. Right next to Harbour Spring’s new development is a privately-operated wellness resort and restaurant, where a new 300-room hotel is expected to rise.

### Sports and Recreation Tourism

Sports tourism holds promising potential for Puerto Princesa. Given the city’s available sports facilities such as the City Coliseum, Sports Complex and the Shell-Palawan International Circuit, Puerto Princesa can host regional, national and international sporting events.

Puerto Princesa has hosted the Philippine Basketball Association, Palarong Pambansa, Palarong Pinoy, Asian Boxing Rounds and the International Sepak Takraw. Other sports events were:

Date	Event
November 2016	Asian Dragon Boat Race
May 2015, April 2016, March 2017	Petron Blaze 100 ROK Karting Super
May 2016	Palawan Express Full Marathon Race
November 2016	7-Stages Asian Enduro Series on Mountain Biking Race Finale
April 2017	FIM International Motocross Race
May 2017	Pilipinas International Beach Sports Festival

Puerto Princesa has a 9-hole Golf Course operated by the Western Command Golf Club, the only golf course in the city. While golf tourism has a huge global market, in this province the development of golf courses is an issue among environmentalists who perceive it to be a non-environment friendly development.

One aqua-based sports developing in the city is surfing, a seasonal event held on the western coast of the city like Nagtabon Beach, down to Simpocan, Bagong Bayan and Napsan beaches. Kiteboarding or kitesurfing is another sport activity that has been gaining popularity in the city, with Blue Palawan hosting the Kiteboard Open for the past two years. Kite schools and clubs also abound in Puerto Princesa for kiteboarding enthusiasts.

### Adventure Tourism

Puerto Princesa’s vast land and seas, rugged terrain and wilderness provide large potential for adventure tourism-- from mountaineering to spelunking and rock climbing, jungle trekking, cross country trails, waterfalls, river rafting and camping, river and sea kayaking, ziplining, birdwatching and canoeing. The table below summarizes sites for certain adventure activities:

Activity	Site
<b>Mountaineering</b>	Thumb Peak, Mt. Salakot and Mt. Beaufort in the south, and Mt. Bahile, Mt. St. Paul, Mt. Bloomfield and Mt. Cleopatra (city’s highest mountain peak at 1,593 MASL)
<b>Ziplining</b>	Sabang X Zipline, Irawan Forest Canopy and Zipline, Rancho Zipline Adventure, Ugong Rock Zipline and Ziplike with Spelunking Adventures
<b>Caving</b>	Lion’s Cave, Daylight Hole, Cawili Cave, Hundred Caves, Wonder Caves, Uradaw Cave, with Marangreg Cave and Taraw Cave in the northeast
<b>Jungle Trekking</b>	PPUR Jungle Trail, Cross country trails from the northeast Batak territory towards the northwest area of Kayasan village, Palawan Ecological Adventure Trail from Irawan in the city center to Simpocan in the southwestern side of the city



Figure 8. Mountaineering in Puerto Princesa - Mt. St. Paul, Mt. Bahile, Mt. Beaufort and Mt. Cleopatra.  
Photos by Pinoy Mountaineer

### **Culinary Tourism**

The Province of Palawan and City of Puerto Princesa are known for bountiful and fresh harvest of marine or seafood products that are a major part of its culinary offerings. Visitors get a taste of gastronomic treats that the city is noted for like the famous lamayo, a regular breakfast fare, the appetize sizzler *lato*, and the exotic *tirik* (edible sea urchin) and other exotic food such as the *tamilok* and the crocodile sisig. Palawan is also known for its delicious cashew nuts (roasted, fried or sweetened).

Balinsasayaw or nido soup is one sought-after specialty dish at the city’s restaurants for its distinct taste and supposedly health giving benefits.



Figure 9. Seafood Products: Lamayo, tirik and lato

There is now locally brewed Palawan Beer. Coffee farmers from the northeast barangay of Langogan produce their own Palawan civet coffee served at some cafes in the city.

### **Cruise Tourism and Nautical Tourism**

Cruise tourism is an emerging tourist activity in Puerto Princesa City. The city’s strategic location along the highway of the seas in relation to other Southeast Asian countries, its image as a world-famous tourist destination as well as the port’s geographical attributes, bestow upon the city an advantage to become a preferred port of call and attractive destination among international cruise vessels and passengers. Cruise ships have been lined up until 2018 to call on the Port of Puerto

Princesa, where the city is included not only on short Asian cruises but on full swing world cruises, carrying tourists coming from across the world.

Cruise ship passengers avail of the city's regular tour packages at Underground River, Honda Bay Island Hopping, City Tour, the Batak Visitor Center and Maoyon River Cruise. Other cruise tourists prefer to explore on their own to learn about the city's culture through interaction with the locals.



*Figure 10. A cruise ship docked at the city's seaport*

### **Man-Made Tourism Products**

Several man-made attractions are present in Puerto Princesa, including the City Baywalk and the new City Hall with a view of Puerto Princesa Bay. The city's hilltop locations (e.g. Sta. Monica Ranch, Baker's Hill) provide just the right spots and facilities for sightseeing activities.

Other man-made attractions are the Astoria Water Park, Crocodile Farm and Nature Park, Palawan Butterfly Garden, Buenavista Viewdeck and the Salvacion Viewdeck.

### **B. Existing tourism markets**

#### **Trends in Domestic and Foreign Tourist Arrivals**

Tourist arrivals in Puerto Princesa City have steadily increased over the last 25 years, from 7,707 in 1991 to an all-time high of 856,764 in 2016. In 1998, however, Puerto Princesa City experienced a 9.7-percent decline following the Asian Financial Crisis. After the unfortunate 2001 kidnapping incident at the Dos Palmas Island Resort, tourist arrivals also declined by 26% that same year. Tourist arrivals bounced back in 2004 with 120,674 visitors.

From 2004 to the present, tourist arrivals have continued to rise, with an unprecedented increase of 55.27% between 2009 and 2010. The campaign to include the PPUR among the New 7 Wonders of Nature boosted the increase in tourist arrivals in the city.

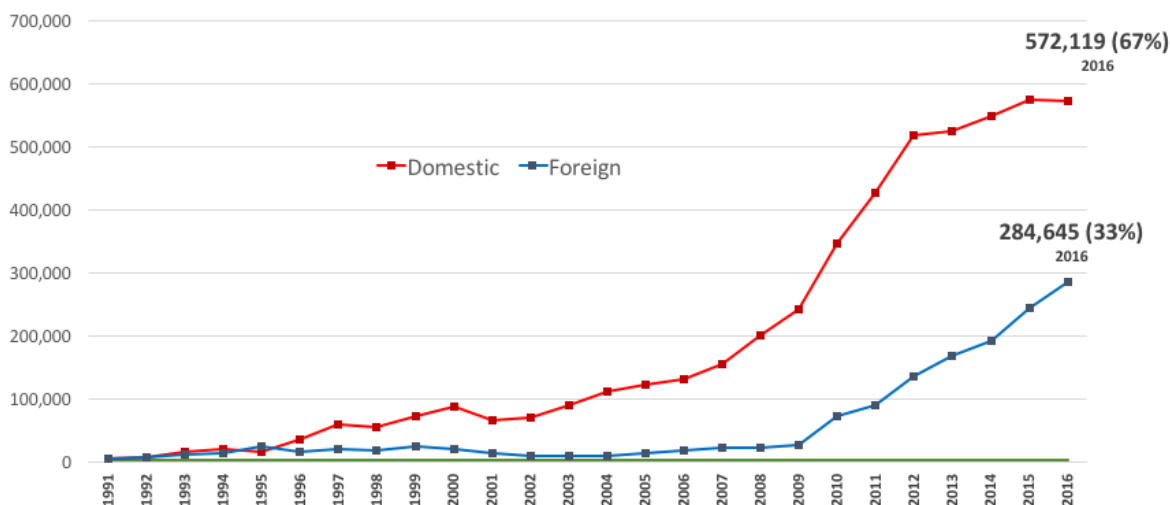


Figure 11. Domestic and Foreign Tourist Arrivals (1991-2016)

Based on the chart shown above, it seems that the Puerto Princesa tourism industry is entering the period of its destination life cycle associated with “maturity.” This is a period characterized by decreasing growth rates, as illustrated by the flattening growth curve (in red) for domestic visitor arrivals.

However, Puerto Princesa City’s total arrival figure of more than 850,000 is still significantly less than those of other urban centers (e.g. Iloilo City, Legazpi City, Davao City, etc.), which do not have as much to offer in terms of the quality and diversity of tourism assets and developable land. This suggests that the city still has much room to grow before it reaches its maturity.

**Seasonality in Tourism**

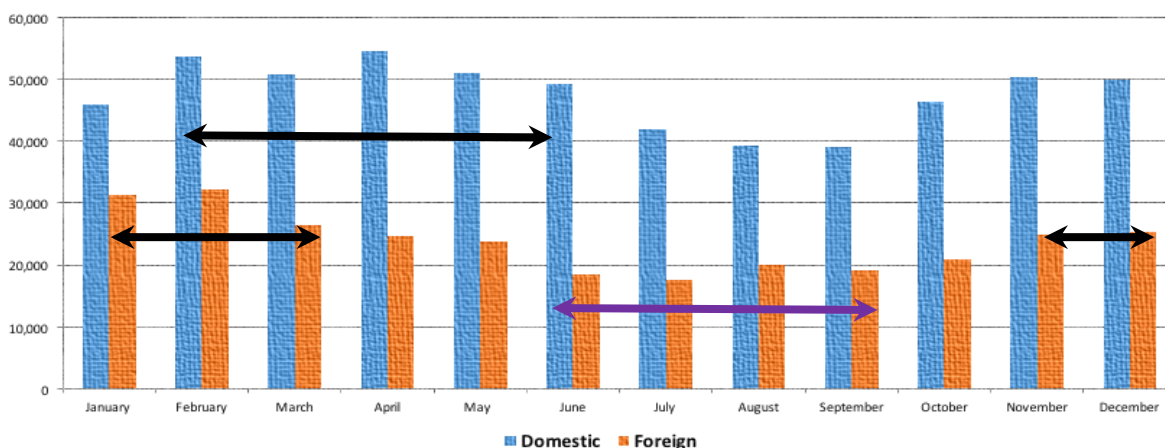


Figure 12. Monthly Domestic and Foreign Tourist Arrivals, 2016

Peak months for domestic tourists are from February to May, extending to June, during the summer. Meanwhile, peak months for foreign visitors are from November to March, usually the winter season in their countries of origin. Overall, low months are June to September; foreigners are lowest in June/July, while domestic are lowest in August and September.

**Visitor Profile and Characteristics**

***Domestic and International Tourists***

The domestic market constitutes the majority of the tourist arrivals in Puerto Princesa City, according to the tourist survey conducted by the City Tourism Office in 2012. Domestic tourists come mainly from Metro Manila and from other regional centers and provinces in the country.

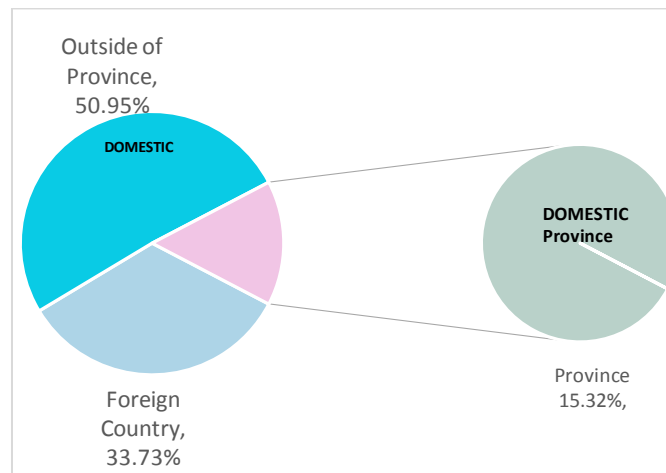


Figure 13. Proportion of Domestic and International Tourists in Puerto Princesa

Domestic tourists from outside of Palawan make up just about half (51%) of all overnight visitor arrivals to Puerto Princesa (see Figure 13). Foreign arrivals account for a third (33%), with the balance accounted for by internal domestic visitors (from within Palawan). The proportion of internal visitors, 30% of domestic arrivals, is relatively high, even for a capital city. A more robust tourism industry should result in a market mix with a higher proportion of domestic visitors from outside of Palawan.

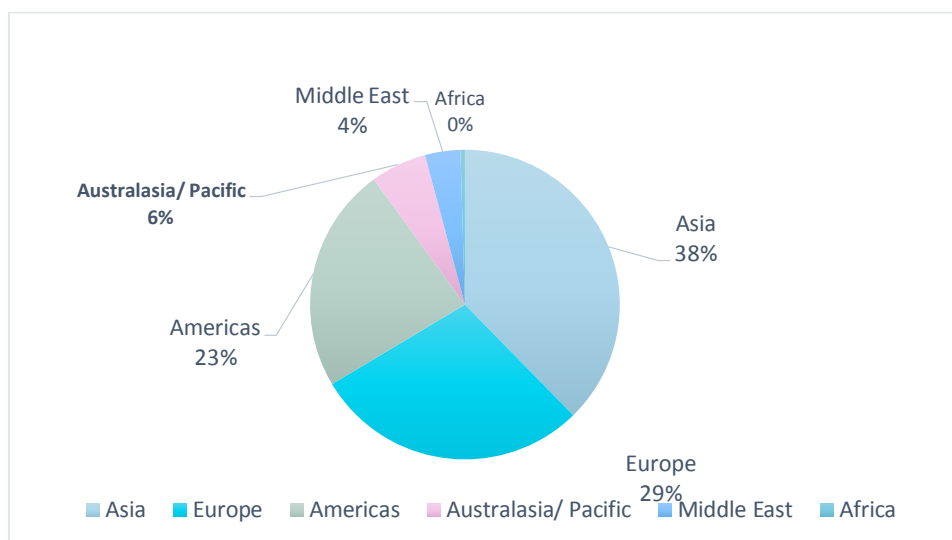


Figure 14. International Visitor Arrivals in Puerto Princesa by Region of Origin

The current profile of foreign visitor arrivals to Puerto Princesa suggests that the city has not yet maximized the opportunities from the top international markets to the Philippines. While East Asians account for 51% of all visitor arrivals to the Philippines, they account for only 33% of foreign arrivals to Puerto Princesa. This means that Puerto Princesa still has the potential to capture a larger share of these segments – closer to what should be its fair share of the country’s Asian visitor

markets. In terms of foreign tourist arrivals per country, the United States of America ranks first, followed by Taiwan and Korea (Figure 15).

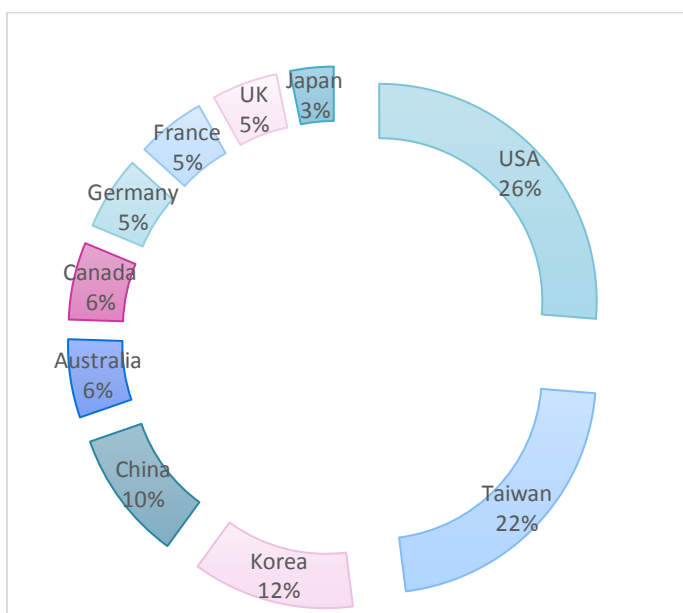


Figure 15. Top 10 International Visitor Arrivals in Puerto Princesa by Country of Origin

### Demographics

Overall, the survey revealed that in terms of sex and age group, there are more females (51%) than males (49%) traveling to Puerto Princesa, but among foreign tourists there are more males as against females. The age range with the most number is between 25-54 years old, which make up 75% of the total (see Figure 16). Tourists comprise of family groups, friends and business colleagues that come mostly in an average of seven persons per group, with couples as well (Figure 16).

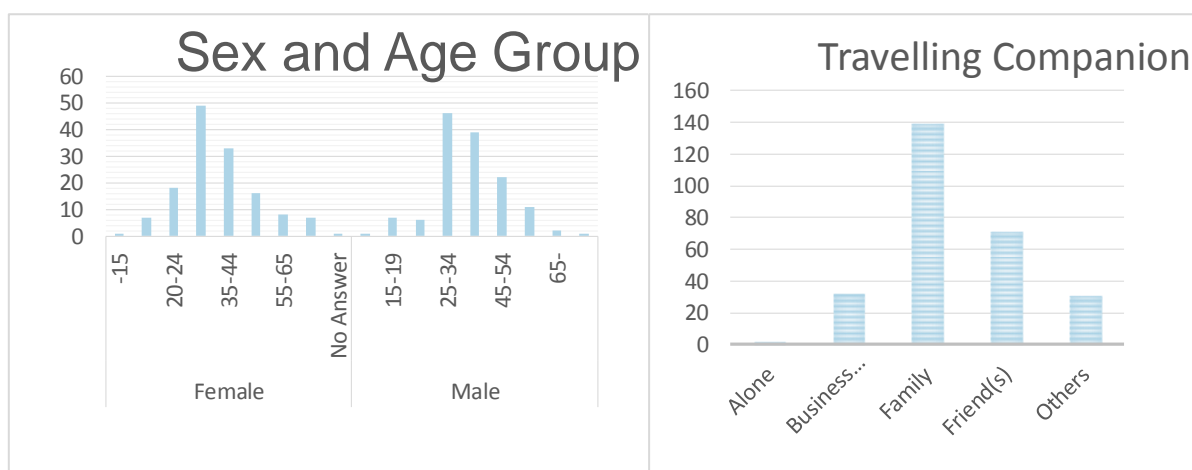


Figure 16. Sex, Age, and Travelling Companion of Visitors in Puerto Princesa

### Purpose of Visit

A large number of tourists come to Puerto Princesa for pleasure and vacation (68%), while the rest come for business and professional work (15%), attending convention and conferences (8%) and visiting friends and relatives, respectively, as shown in Figure 17.



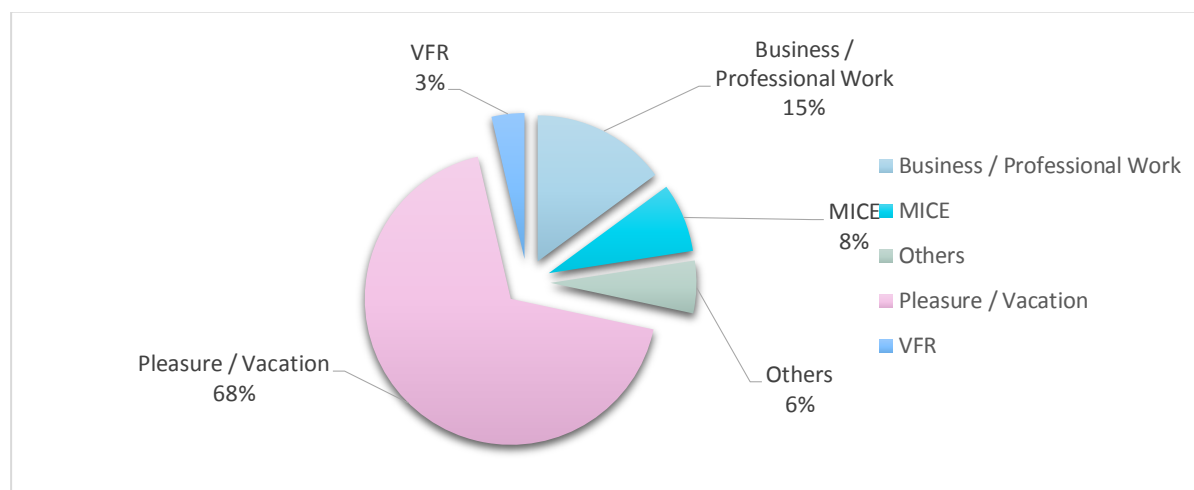


Figure 17. Purpose of Visit of Visitors in Puerto Princesa

### **Length of Stay**

The length of stay of tourists visiting the city varies depending on the type of tourist. Majority of foreign tourists stay from 1 to 5 nights, with about 25% of those surveyed stayed for 2 nights. Eighty-seven percent (87%) of domestic visitors from outside Palawan stay for an average of 2-3 nights in Puerto Princesa. More than half of Palawan-based domestic visitors stay for only 1 night, although 33% stay for 2-3 nights. Almost ¾ of foreign visitors (73%) stay for an average of 2-5 nights. However, 18% stay for only 1 night in Puerto Princesa City.

### **Expenditure**

The travel and tourism spending patterns of tourists visiting Puerto Princesa based on the expenditure survey reflects a substantial amount in terms of tourism receipts. In 2016, tourism receipts were computed to have reached PhP 11.8 billion with an estimate of PhP 4,600.00 spending per day for an average 3-day stay.

### **Tourism Marketing Communications and Distribution Channels**

The City Government of Puerto Princesa aggressively promotes the city as a tourist destination with an integrated promotion and marketing communications through various marketing channels, given the available tourism promotions budget. The existing marketing and promotional activities of the city government and the private sector are:

- Collateral development through production and distribution of tourism brochures, flyers, guide maps and other printed collaterals by the City Tourism Department and industry players.
- Participation in travel trade exhibitions, tourism fairs and travel shows within the country i.e. Philippine Travel Mart and the likes, and on limited basis, in international shows, to market the city as a packaged tour destination to tour operators, travel agents and foreign buyers.
- Travelogue coverage of the members of the media for travel magazines, newspapers, social media through travel bloggers, television shows and through social media. These are usually in the form of exchange deals, as the city government does not have the funds for commercial advertisements.
- Website development through the City Government’s Information Technology Department
- Mounting of billboards and signage mainly within Puerto Princesa and in Manila by the Department of Tourism (DOT)

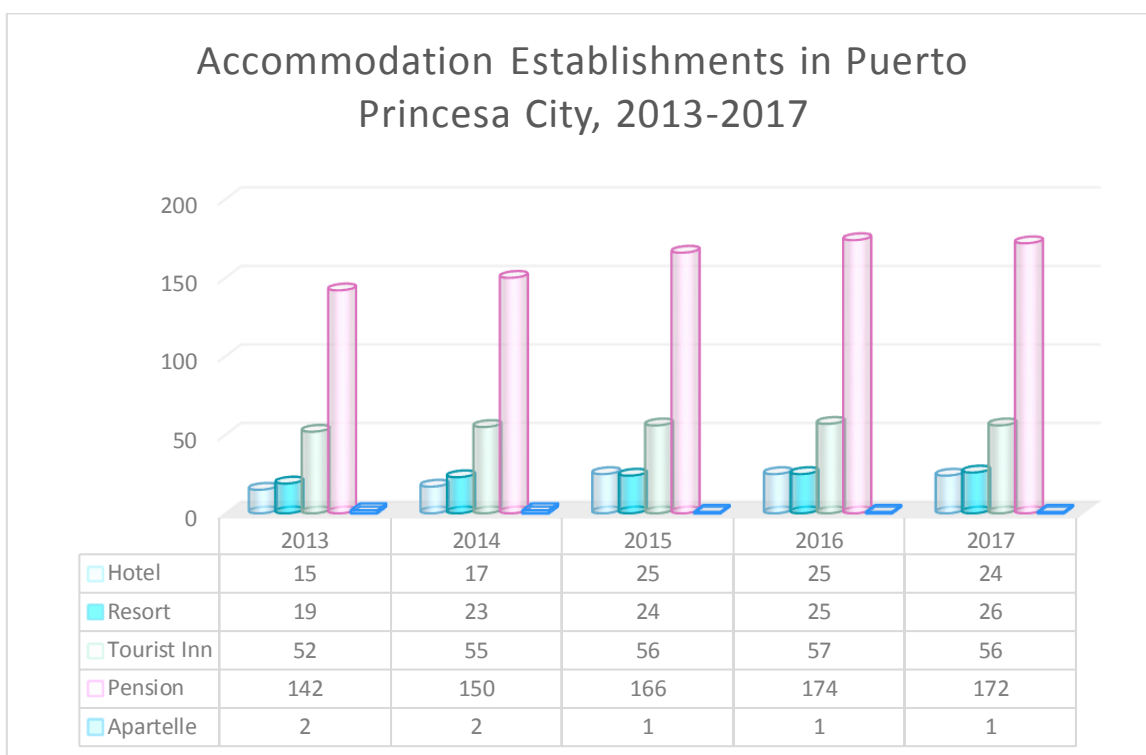


- Establishment of Tourist Information and Assistance Centers, development of electronic information board and tarpaulin information boards

At present the marketing channels, promotional tools and activities by the city government and the City Tourism Department are limited to strategies mentioned. However, there are more options to optimize the range of possibilities to promote and market Puerto Princesa City that can be included in the city’s overall communication plan and strategy for marketing and promotion, including branding.

### C. Accommodations

For the past five years, Puerto Princesa City experienced a considerable growth in the number of accommodation establishments. Hotels increased from 10 establishments in 2012 to 24 in 2017. The resort type from nine to 24 establishments, while tourist inns from 44 to 56 establishments. However, the pension type posted the highest increase at 265% from 97 in 2011 to 172 in 201 (see Figure 18).



*Figure 18. Accommodation Establishments in Puerto Princesa City, 2013-2017*

Figure 19 (below) reveals a corresponding increase in the number of rooms of Accommodation Establishments from 2011 with 1,896 rooms to 4,726 rooms in 2016. In 2016, pension rooms had the highest share at 1,602.

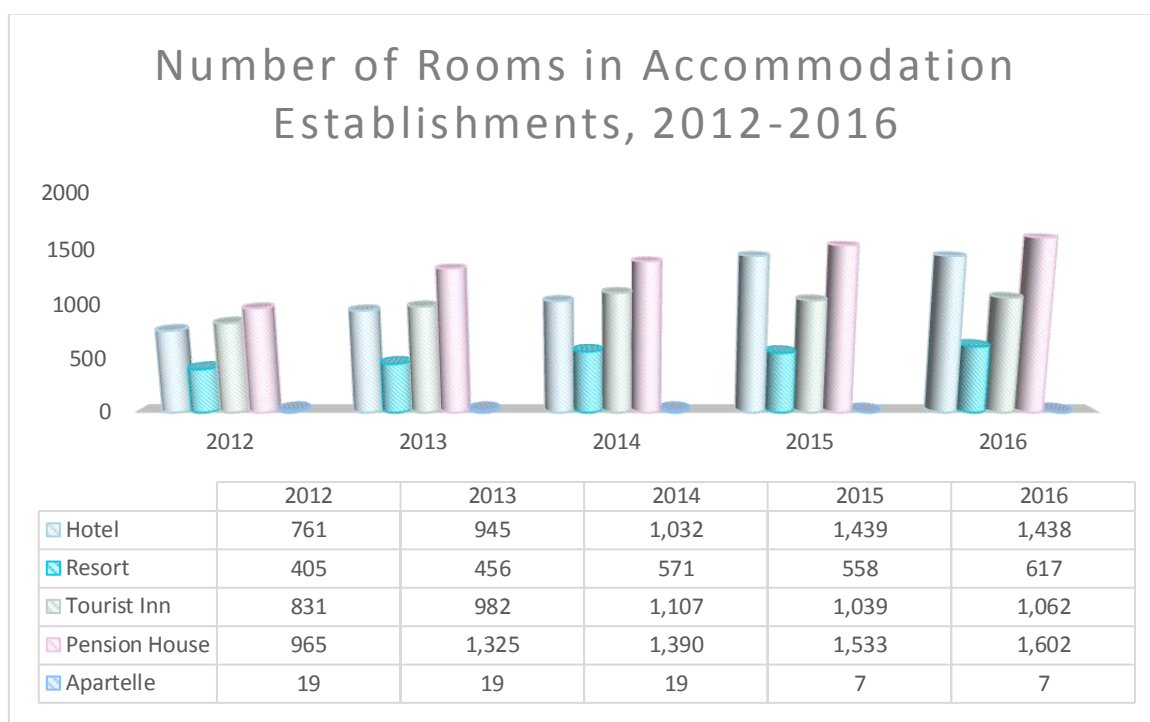


Figure 19. Number of Rooms in Accommodation Establishments in Puerto Princesa, 2012-2016

As of April 2017, Tourist Inns, Pensions and Apartelles account for 82% of all establishments and 55% of all rooms. Hotels and resorts account for only 45% of all rooms supply. As such, there is a limited capacity to handle large events given that there are only seven hotels with more than 100 rooms in Puerto Princesa City (see Table 1).

**Table 1: Supply of Accommodation Establishments and Rooms in Puerto Princesa (as of April 2017)**

	No. of Establishments	No. of Rooms	Ave No. of Rooms per Establishment
<b>Hotel</b>	<b>24</b>	<b>1,569</b>	<b>65</b>
<i>Large (more than 100 rooms)</i>	7	849	121
<i>Medium (50 to 99 rooms)</i>	3	215	72
<i>Small (less than 50 rooms)</i>	14	505	36
<b>Resort</b>	<b>26</b>	<b>612</b>	<b>24</b>
<i>Medium (50 to 99 rooms)</i>	4	300	75
<i>Small (less than 50 rooms)</i>	22	312	14
<b>Tourist Inn</b>	<b>56</b>	<b>1,026</b>	<b>18</b>
<i>Medium (50 to 99 rooms)</i>	1	95	95
<i>Small (less than 50 rooms)</i>	55	931	17
<b>Pension House</b>	<b>172</b>	<b>1,587</b>	<b>9</b>
<b>Apartelle</b>	<b>1</b>	<b>7</b>	<b>7</b>
<b>Total</b>	<b>279</b>	<b>4,801</b>	<b>17</b>

While the tracking of trends in room occupancy rates for Puerto Princesa City has been constrained by inconsistent collection of reports from local accommodation establishments, full reports from 2011 and 2013 (years with relatively higher submission rates), suggest that the average occupancy rate for the City is around 60-65%, on an annual basis. During peak season, the occupancy rates can range from 70 to 90%.

Employment generated by accommodation establishments continued to rise from 1,196 in 2011 to 2,444 in 2014 (104%), where hotels have the highest number of employees, as reflected in Figure 20.

In 2015, the accommodation sector generated a total of 2,631 employees - 913 in hotels, 497 in resorts, 539 in tourist inns, 678 in pension houses and 4 in apartelle. Employees in the tourism sector, however, are usually affected by seasonality, as the Comprehensive Development Plan (CDP) reported widespread underemployment in the city.

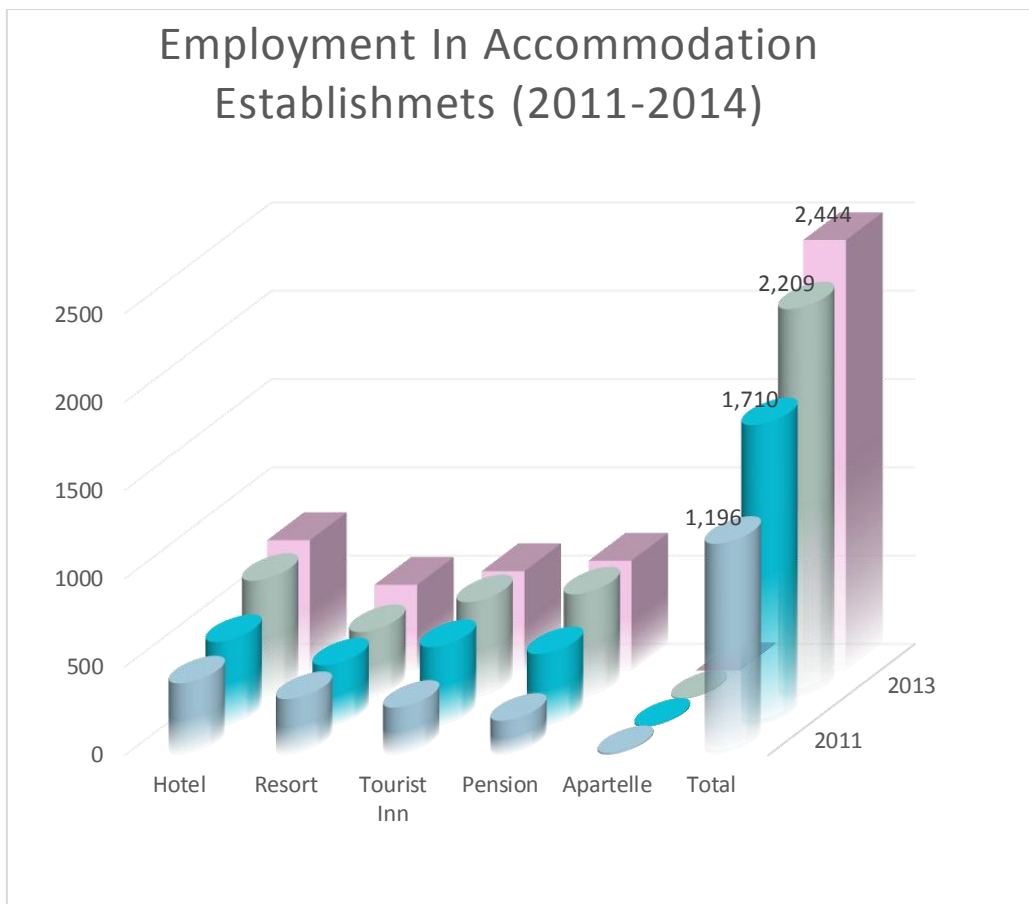


Figure 20. Employment in Accommodation Establishments in Puerto Princesa (2011-2014). (Source: City Tourism Department)

In June 2012, the DOT conducted an accommodation capacity survey of 42 DOT-accredited establishments in Puerto Princesa City accounting for 1,217 rooms and 1,149 employees. The survey showed that out of the 1,149 employees, about 70% or 805 employees are regular while 30% or 344 employees are seasonal. Overall, in the CDP 2011-2013, the ratio of employment in tourism was reported to be at 6%.

## D. Other tourist facilities and services

### 1. Tourist Transport, Travel and Tour Agencies, Tour Guides

There has been a rapid growth in tourism enterprises engaged in tourist transport as well as travel and tours from 2012 to 2016, and minimal growth in number of tour guides (see Figure 21). Among tourist transport units, tourist vans have become the main mode of land transport for touring purposes to the Underground River, Honda Bay and around the city.

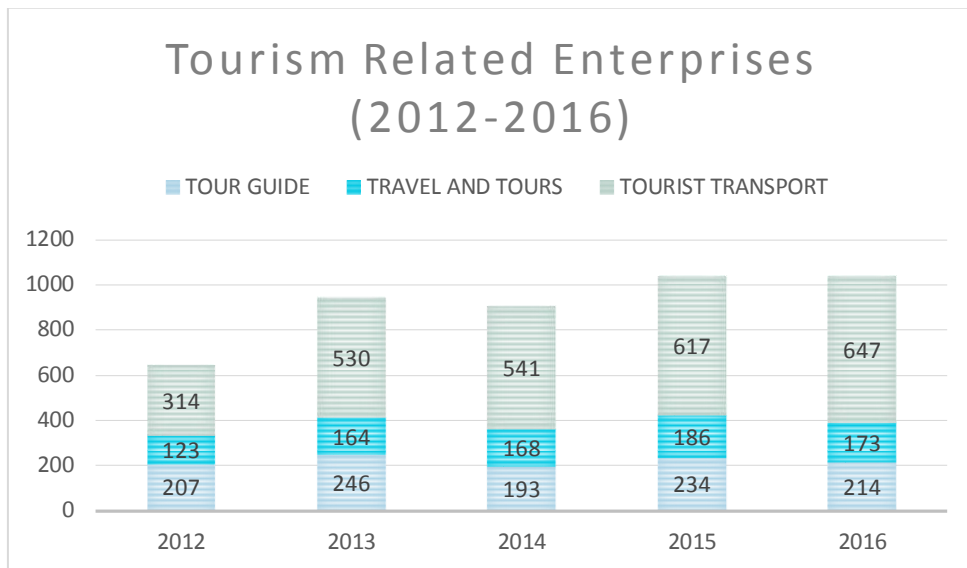


Figure 21: Tourism Related Enterprises in Puerto Princesa (2012-2016)

In 2016, out of total 647 licensed tourist transport units, about 61% or 396 are tourist van units, as shown in Figure 21. There are a few number of tourist buses and coasters though. About 29% of the total tourist transport units belong to sea transport, mainly motorized outrigger boats locally known as ‘pumpboats,’ which ferry tourists from Sabang wharf to the Underground River, for Island Hopping tours at Honda Bay and for the dolphin and whale watching tours.

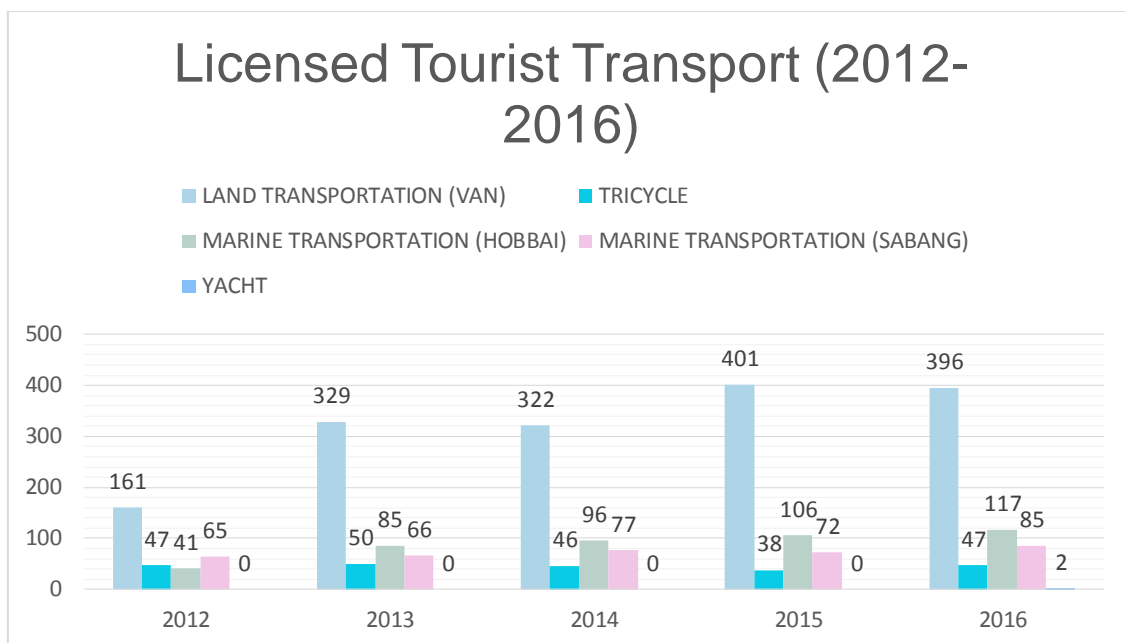


Figure 22: Licensed Tourist Transport in Puerto Princesa (2012-2016)

Drivers of three-wheeled motorcycles or “tricycles” such as those stationed at the airport and seaport, are trained as tourism front-liners, since they have been providing conventional local transport and frontline services to tourists around the city. Single motorcycles are offered for rent on self-drive basis, and privately owned 4-wheeled cars or sports utility vehicles and pick-up types are reportedly offered for rent, but these are not licensed by the City Tourism Department.

Similar with tourist transport, tourism enterprises engaged in travel and tours also experienced rapid growth from 72 in 2011 to 186 in 2015. While almost doubling from 134 in 2011 to 234 in 2015,

registered tour guides, experienced minimal growth. Nonetheless, the tour guide figure does not include community tour guides that provide on-site interpretation of ecotourism sites and its natural environment.

## 2. Restaurants and other Tourism-Related Enterprises

Other tourism-related enterprises licensed by the City Tourism Department in 2016 included the following:

Number of License Tourism Related Enterprises		
• Restaurants (160)	• Swimming Pools (14)	• Snorkeling Gear Rentals (8)
• Souvenir Shops (118)	• Tourist Destinations (3)	• Convention Centers (2)
• Ticketing Offices (115)	• Spas (26)	• Gasoline Stations (19)

## 3. Tourist Information Centers

There are currently 11 existing tourist information centers in Puerto Princesa City, mostly located in rural destinations. While some of the information centers need upgrading, 19 are in the pipeline for construction in 2017 and onwards. A complete list is show below:

**Table 2: Tourist Information Centers**

Name of Tourist Information and Visitor Center	Location
1. Tourism Information and Assistanacer Center-PPUR	Sitio Sabang, Bgy. Cabayugan
2. Mangove Paddleboat Tourist Information Center (for upgrading 2018)	Sitio Sabang, Bgy. Cabayugan
3. Ugong Rock Tourist Information Center	Bgy. Tagabinet
4. Hundred Caves Tourist Information Center	Bgy. Tagabinet
5. Buenavista Viewdeck Tourist Information Center	Bgy. Buenavista
6. Maoyon Tourist Information Center (for upgrading)	Bgy. Maoyon
7. Babuyan Tourist Infromation Center	Bgy. Babuyan
8. San Rafael Tourist Information Center /City Tourism Northeast Puerto Princesa Extension Office	Bgy. San Rafael
9. Tanabag Tourist Infromation Center – Batak	Bgy. Tanabag
10. Batak Visitor Center and Cultural Village (for upgrading)	Bgy. Concepcion
11.Langogan Tourist Information Center	Bgy. Langogan
<b>For construction -2017:</b>	<b>Location</b>
12. San Carlos Tourist Information Center	Bgy. Bacungan
13. Olanguan Falls Tourist Information Center	Bgy. Binduyan
14. Airport Tourist Information Center	PPIA, Bgy. San Miguel
15. Salvacion Viedeck (with Information Center component)	Bgy. Salvacion
16. Taraw Tourist Information Center	Bgy. San Rafael
17. Sabang Tourist Information Center and City Tourism Extension Office (funded by the Tourism Infrastructure and Enterprise Zone Authority [TIEZA])	Sitio Sabang, Bgy. Cabayugan
<b>Proposed for 2018 funding</b>	<b>Location</b>
18.Mangrove Paddleboat Tourist Information Center upgrading	Sitio Sabang, Bgy. Cabayugan
19.Irawan Forest Park Tourist Information Center	Bgy. Irawan
20. Nagtabon Beach Tourist Information Center	Sitio Nagtabon, Bgy. Bacungan
21.Salakot Falls Tourist Information Center	Bgy. Bagong Bayan
22.Tagbarungis Beach Tourist Information Center (component of Beach resort picnic facilities development)	Bgy. Inagawan
23.Cruise Tourism Information Center	Port Area, Bgy. San Isidro
<b>Proposed for future development and upgrading in strategic locations (short to medium-term)</b>	<b>Location</b>
24. Heritage District Tourist Information Center	Bgy. Liwanag
25 . Mendoza Park Tourist Information Center (integrated into the Mendoza Park development project)	Mendoza Park

26. City Coliseum Tourist Information Center	City Coliseum, Bgy. San Pedro
27. Honda Bay Tourist Information center	Sitio Honda bay, Bgy. Sta. Lourdes
28. Baywalk Tourist Information Center	Baywalk Park
29. Acacia Park Tourist Information Center	Bgy. Inagawan Sub
30.Tagkawayan Tourist Information Center (operationalization)	Sitio Tagkawayan, Bgy. Bacungan

#### 4. Personal Services

Type of Service	Number
Beauty parlor, barber shop, salon	96
Spa and wellness centers	50
Dress and tailoring shops	61
Piano, photo studios	32
Funeral parlor	4

Source: CDP 2017-2019, OCPDC

#### 5. Financial Institutions

Classification	Number
Banks	28
Lending	66
Insurance Firms	20
Money Changers	34

Source: CDP 2017-2019, OCPDC

#### 6. Health Facilities and Community Services

Facilities and Services	Number
Hospitals	3
Satellite Clinics	7
Drugstores	50
Carinderia/Canteen	127
Refreshment Parlors-Sing Along	19
Video rentals	1
Manpower services	19
Movie House/Cinemas	2
Malls/Souvenir Centers	6

Source: CDP 2017-2019, OCPDC and City Tourism Office

#### 7. Wholesale and Retail Trade

Puerto Princesa City has a flourishing business sector engaged in wholesale and retail trade that includes hardware, general merchandisers, garments and textiles, sari-sari stores, gasoline dealers/refilling stations, department stores and malls, and traders of agricultural and marine products. Construction business is also a booming industry for a growing city like Puerto Princesa.

### E. Transportation: Accessibility and Infrastructure

To reach Puerto Princesa and its tourist attractions, intermodal forms of transport i.e., air, sea and land transport need special planning considerations. Direct access by air transfers from Manila, Clark, Cebu, Iloilo and Davao provides the vital linkages from the origin of domestic and international tourists, while cruise ships and inter-island sea vessels are the modes for sea transport access.

From the city’s urban center to the peripheral attraction sites in rural locations, the usual mode of transport is by land combined with sea transport for water borne attractions.

**Air Transport Infrastructure and Connectivity**

Puerto Princesa City has the advantage of having a newly built airport facility with international standards. The new airport is expected to tremendously boost tourism in the whole province and effectively accommodate at least 2 million passengers annually according to the Department of Transportation (DOTr). It is expected to stimulate “transport and trade linkages” within the BIMP-EAGA (Brunei, Indonesia, Malaysia and the Philippines-East ASEAN Growth Area), ASEAN region, and the East Asian countries of China, Japan, Korea and Taiwan.

The annual number of total airline passengers to Puerto Princesa City from 2008 to 2013, as reported by the DOTr, showed that the corresponding annual tourist arrivals from the City Tourism Department report recorded a percentage range of about 40% to 50% of the total number of passengers.



Figure 23. Airline Routes to and from Puerto Princesa

**Table 3: Summary of Flight Frequency and Number of Seats**

DOMESTIC		
Philippine Airlines	<b>Manila</b>	<b>16</b>
	<b>Cebu</b>	<b>4</b>
	<b>Clark</b>	<b>3</b>
Air Asia	<b>Manila</b>	<b>35</b>
	<b>Cebu</b>	<b>7</b>
	<b>Davao</b>	<b>3</b>
Cebu Pacific	<b>Manila</b>	<b>42</b>
	<b>Cebu</b>	<b>7</b>
	<b>Iloilo</b>	<b>7</b>
Air Juan	<b>Busuanga</b>	<b>3</b>
		<b>127 Flights</b>
INTERNATIONAL		
Philippine Airlines	<b>Taipei</b>	<b>1</b>

In the new Puerto Princesa airport development and investment study by DOTr, the volume of passengers is projected to reach up to 800,670 international and 1,979,200 domestic passengers by year 2027 with a compound annual growth rate (CAGR) of 8.5% for domestic and 5.2% for international passengers (2017-2027).

The map on Figure 23 shows the existing airline routes to and from Puerto Princesa. Table 2 below shows the summary of flight frequency and number of seats. Although most flights are domestic, weekly direct flights from Taiwan to Puerto Princesa City have been operating since February 13,



2015 through chartered Philippine Airlines flights every Friday with a seating capacity of 200 passengers.

### **Sea Transport Access and Infrastructure**

The City of Puerto Princesa has an excellent harbor that can accommodate large sea vessels including international cruise ships. Recent developments present good opportunities for Puerto Princesa to embrace the growth potential brought by the cruise tourism industry.

Puerto Princesa has been receiving a steady growth of international cruise ships interested in the city as a port of call and tourist destination for their passengers. Table 3 shows the summary of cruise ship arrivals from 2012 up to the first half of 2017.

**Table 4: Cruise Ship Arrivals in Puerto Princesa City (2012-2017)**

Year	No. of Cruise Ships	Total No. of Passengers
2012	1	300
2013	6	7,596
2014	6	13,320
2015	9	17,466
2016	14	15,562
2017	7	4,329
	<b>43</b>	<b>58,573</b>

The Philippine Ports Authority Port Management Office in Puerto Princesa has acted positively on this demand and has implemented necessary upgrading of port facilities to meet the major berthing requirements for cruise ship calls and a more spacious passenger terminal. Port facilities include a Passenger Terminal Building and a Passenger Assistance Service System Building, as well as other vessel and cargo facilities and services (Source: PMO-Puerto Princesa Baseport Fact Sheet). There are plans to develop new seaport infrastructure and facilities like a bigger and modern cruise port terminal to meet international standards.

Apart from the main Puerto Princesa seaport, there are jetties and boat landings established at certain destinations such as the Sabang wharf catering to tourists visiting the Underground River and Honda Bay. The main mode of sea tourist transport is by pump boats (motorized outrigger boats).

The wharf in Sabang has a proposed new modern passenger terminal building and breakwater. Other areas planned for improvement include the expansion of the Honda Bay wharf with alternate entry and exit points, and at the Puerto Princesa Bay and Ulugan Bay areas as well.

### **Land Transport Access and Infrastructure**

Road development in Puerto Princesa remains a major concern. Of particular point is the development of interior roads in most settlements in the urban center and rural areas, as well as last mile access connecting to tourism sites and far-flung destinations. For instance, the Napsan-Bagong Bayan-Simpocan-Bacungan western coast corridor need a major road and bridge infrastructure development. It is under development through the convergence project of the Department of Public Works and Highways and the DOT, the Tourism Road Infrastructure Project or TRIP.

Located in the center of the province, city roads are well connected to both the northern and southern municipalities in the province, with the city proper as the nucleus. The only areas



inaccessible by land within the city's road network are the two northwestern most barangays of Marufinas and New Pangangan, which can be reached only by sea transport.

A centralized bus and jeepney terminal at the central business district in Barangay San Jose provides spaces for land transport units like public buses, vans and jeepneys. Public transport is available around the city center or bound for the suburbs and rural areas on designated routes and scheduled trips. Taxi cabs are now available in the city although only a few units are available.

## **F. Other infrastructure**

### **1. Power and Electricity**

Puerto Princesa City's power source is generated mainly by the National Power Corporation (NAPOCOR), which produces 36.5 MW, contracted to two private entities namely, Palawan Power Generations, Inc. producing 11.5 MW, and Delta P, generating 13.5 MW. The Palawan Electric Cooperative (PALECO) distributes electricity to 61 out of the 66 barangays in the city. In Sitio Sabang, Barangay Cabayugan, the main jump-off area for tourists going to the Underground River, a Hi-Breed Solar Power Plant is being developed to cater to the power requirements in that area.

### **2. Telecommunications**

Puerto Princesa has four service providers of telecommunication system: Smart Communications, Globe Telecom, PLDT and Suncellular. Sixty-two (62) barangays have network coverage, while PLDT connections are available in city central barangays.

PLDT/Smart and Globe Telecom provide Internet services. Both have invested in fiber optic backbone connecting the city and the province to the rest of the Philippines. The established interconnectivity is capable of providing sufficient bandwidth to serve transmission requirements to enable evolved high-speed packet access (HSPA+) and long-term evolution (LTE) in the area. This high-speed communication enabled system is Business Processing Management (BPM)-ready for voice and non-voice technology.

In Puerto Princesa City, five radio stations are providing broadcast service and four television networks from Manila have been providing live telecast in the city.

### **3. Water Supply**

The local waterworks system relies on both ground and surface water sources. The sources of Puerto Princesa City Water District (PPCWD) include the Irawan River (14 km from poblacion); Bonton River (approximately 16 km away from the poblacion); and a spring source at Barangay Tiniguiban (about 5 km from the city proper).

The PPCWD also has pumping stations in several locations in the city. The PPCWD provides potable water to 35 urban barangays and 7 rural barangays. In terms of access, only 81% of the households in the urban barangays are connected to piped water system.

The unserved urban household population is either far from the existing distribution lines or has opted to use shallow or deep wells. In rural barangays, only Iwahig is connected to the main water system while Simpocan on the west coast operates its own Level III water system.

Water quality and access to clean water continue to be a major challenge for the city, with reference to the Puerto Princesa Bay area due to the presence of villages with improper sewage and sewerage disposal. The city's Coastal Renewal Program aims to relocate informal settlers along the bay and develop the area into a coastal road or boulevard suitable for fishing, sea transport systems and tourism development. Other sites with similar environmental concerns are the communities of Honda Bay, Bahile-Macarascas in Ulugan Bay and in Sabang.

Tourism establishments like hotels and beach resorts are also being monitored for improper disposal of effluents and other wastewater in some areas in Sabang. Big island resorts, however, comply with the city's regulations regarding wastewater treatment plant.

#### **4. Urban Drainage and Flood Control**

A few drainage facilities exist within the city proper. Storm run-off and wastewater flow directly to natural waterways and to the few drainage types and ditches. Fortunately, the city has good drainage topography, and run-off from the surrounding terrain flow out to the coastal areas. The drain types of the existing drainage system in the urban area are mostly pipes and earth canals that serve as catchments of rainwater and sillage. Some parts of the city streets waterfront have inadequate drainage.

The city government has initiated an Urban Drainage and Flood Control Project in 2013 with the main task of mapping out and implementing the necessary course of action to address the flooding situation in the immediate and long-term plans. It is envisioned to upgrade and rehabilitate the existing drainage structures and construct drainage mains and submains in the city's low-lying areas and other critical areas exposed to or imperiled by recurring flooding.

#### **5. Solid Waste Management**

Puerto Princesa City's concern towards environmental protection and conservation, particularly on solid waste management, complemented its first engineered sanitary landfill. Among the benefits of strictly implementing the city's massive solid waste management program is the systematized sanitary disposal of solid waste.

### **G. Natural Environment**

A key thrust of the Puerto Princesa City Government is to protect its natural assets to sustain development in the city. Puerto Princesa has been declared the Cleanest and Greenest Component City, as well as a carbon-neutral city. The city's successful environmental protection and conservation programs over the past years aim to assure the sustainability of these natural resources for use in tourism.

Some resort and hotel owners in the city are gradually adapting environmental-friendly practices in their operations under the zero carbon resorts project. In fact, one resort in the city is proudly a hall famer in the ASEAN Green Hotel award.

Puerto Princesa City is endowed with rich natural resources and highly diverse flora and fauna. An example is the Puerto Princesa Subterranean River National Park and other declared protected areas and marine sanctuaries. Other biologically diverse sites in the city are the large tracts of primary and secondary forests and river catchments that are home to endemic and endangered wildlife species, which are all vulnerable to poaching and other illegal wildlife collection and trading.



Palawan is highly suitable for tourism development, but resource exploitation in the past such (e.g. extractive mining operations, illegal fishing) have challenged natural resources. Soil erosion affecting rivers, riparian corridors on waterfront land and siltation in coastal areas also pose a clear threat to the city landscape's physical and visual quality, both in the rural and urban areas. Air pollution emitted from transportation also contributes to poor air quality, which has negative impacts on the health.

## H. Socio-economic Environment

Tourism has a multi-dimensional benefit and impact to the community. It has played a significant role in shaping the way of life of Puerto Princesa politically, socially and economically. Many studies and anecdotal evidences have documented the positive and negative effects of tourism in connection with the huge demands of services intended to respond to the increasing number of tourists. While tourism offers vast income generating opportunities, it also brought some of the negative impacts which include devastation of culture, increased criminal activities, increased HIV prevalence, sex trafficking, among others attributed to the rapid change of the local community, over commercialization of local resources and materialism, local economy losing its control, etc.

Some of the economic issues of tourism development in Puerto Princesa include price inflation that adversely affects the local population of the city due to increase in prices of local commodities and food supply, as well as the rising cost of real estate properties and widespread land speculation. Moreover, the lack of power supply in rural areas, whether these are existing or potential tourist areas, and the high energy cost remain to be important issues of tourism development in the city.

Puerto Princesa City is not spared from social and cultural issues associated with tourism development. These include: social acceptability of tourism projects, dislocation and impact on lifestyles of local population, to sensitive issues such as sex tourism and child prostitution, effects of tourism on the indigenous cultural communities.

The safety and security of visitors and residents must also be considered in tourism planning. Disaster risk management, health and hygiene issues, such as the prevalence of malaria and HIV cases, are also important considerations. At the same time, tourism accessibility for persons with disability, gender and development relevant social issues, and facilities for children and senior citizens are also vital in the tourism planning.

The leadership of both the executive and legislative bodies of the City Government of Puerto Princesa on the tourism development program of the city reflects a sustained effort on tourism program implementation. The government's prioritization of tourism and allocation of sufficient budget in support of tourism development, the effectiveness of its marketing and branding strategies, as well as the comprehensiveness of available tourism data and timeliness of reporting are important in tourism governance.

## II. STRATEGIC ISSUES AND CHALLENGES AFFECTING LOCAL TOURISM

### A. SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>Recognized internationally and locally as a world-class natural heritage destination</li> <li>Infrastructure in place for improved domestic and international connectivity</li> <li>Enabling political and social environment for tourism development</li> </ul>	<ul style="list-style-type: none"> <li>Underdeveloped tourism potentials</li> <li>Supply of accommodation and MICE facilities does not match expected future demand</li> <li>Need to upgrade last-mile access and site development infrastructure</li> <li>Weak destination marketing</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>Growth potentials of foreign market segments (e.g. East Asian, ASEAN, and European markets; cruise tourism)</li> <li>Upgrading of Puerto Princesa Airport to international status can facilitate direct international access from regional markets</li> </ul>	<ul style="list-style-type: none"> <li>Slower growth of domestic arrivals</li> <li>Competition from other destinations in the country and region</li> <li>Potential risks to the environmental sustainability of Palawan/Puerto Princesa’s nature-based tourism assets</li> </ul>

#### Strengths

- Recognized internationally and locally as a world-class natural heritage destination
  - Locale of PPUR (UNESCO World Heritage Site and 7 Wonders of Nature)
  - Relatively pristine quality of terrestrial and marine environment
  - Presence of protected areas and world heritage site
- Infrastructure in place for improved domestic and international connectivity
  - Puerto Princesa International Airport
  - Improved seaport for cruise ship port calls
  - Fairly good number and quality of tourist van transport
- Enabling political and social environment for tourism development
  - High environmental awareness of the population combined with strong public-private sector interest in tourism
  - Enabling institutions and local policies for tourism (e.g. full-fledged Tourism Office, Tourism Code, CBST ordinance)
  - Organized private sector (Provincial and City tourism councils, sector associations, local business chamber)

#### Weaknesses

- Underdeveloped tourism potentials
  - Lack of attractions and diversified tour products to promote longer stay
  - Existing products are “Gasgas” or “luma na”
  - Expensive tours, low or no value for money
  - Lack of cultural and recreational activities
  - Limited availability of local and unique food products and souvenirs
- Supply of accommodation and MICE facilities does not match expected future demand
  - Need to upgrade overall volume and quality of accommodation services and facilities

- Oversupply of small accommodation establishments i.e., Tourist Inns and Pension Houses
- Accommodation facilities and services needs upgrading to meet ASEAN and world class standards
  - Absence of a big convention facility of international standards
  - Need to upgrade visitor facilities in and around the city
    - Inadequate standard tourism visitor information centers
    - Lack of clean, well-maintained and fully-equipped restrooms
- Need to upgrade last-mile access and site development infrastructure
  - Poor access (roads and bridges) and visitor infrastructure at some tourism sites
  - Absence of land transport terminal in major destinations like Sabang and Honda Bay
  - Lack of tourist transport i.e., tourist buses, and coasters, also taxicab
  - Lack of compliance with land and sea transport safety standards
  - Limited international flight connections
- Weak destination marketing
  - Lack of a marketing plan/strategy to sustain the domestic market and improve foreign market
  - Very limited funds for marketing Puerto Princesa as a tourist destination
  - Lack of tourism promotion activities
  - Inadequate internet-based data and interactive information about PPC

### **Opportunities**

- Growth potentials of foreign market segments (e.g. East Asian, ASEAN, and European markets; cruise tourism)
  - Continued growth of the East Asian market to the Philippines
  - Potential for growth of ASEAN and European markets
  - Big potential from regional cruise ship markets
- Upgrading of Puerto Princesa Airport to international status can facilitate direct international access from regional markets

### **Threats**

- Slower growth of domestic arrivals
- Competition from other destinations in the country and region
  - Leakage of Puerto Princesa inbound traffic to destinations in Northern Palawan (e.g. El Nido, San Vicente, Taytay, etc.)
  - Development of other ecotourism and/or island-based destinations to compete for domestic holiday and MICE markets
- Potential risks to the environmental sustainability of Palawan/Puerto Princesa's nature-based tourism assets
  - Degradation of the environment due to illegal and destructive activities
  - Loose implementation of environmental laws
  - Air pollution

## B. Tourism Issues, Problems and Challenges by Component

**Table 5: Tourism Issues, Problems and Challenges by Component**

COMPONENT	PROBLEMS / ISSUES
Attractions, Tourism Products and Activities	<ul style="list-style-type: none"> <li>• Underdeveloped tourism potentials</li> <li>• Lack of attractions and diversified tour products to promote longer stay</li> <li>• Limited carrying capacity of ecotourism sites (PPUR, etc.)</li> <li>• Lack of cultural and recreational activities</li> </ul>
Accommodations	<ul style="list-style-type: none"> <li>• Oversupply of small accommodation establishments i.e., tourist inns and pension houses</li> <li>• Accommodation facilities and services need upgrading to meet ASEAN and world class standards</li> <li>• Accommodation rates are considered expensive.</li> </ul>
Tourism Facilities	<ul style="list-style-type: none"> <li>• Inadequate standard tourism visitor information centers</li> <li>• Lack of clean, well-maintained and fully-equipped restrooms</li> <li>• Absence of a big convention facility of international standards</li> </ul>
Access and Transportation	<ul style="list-style-type: none"> <li>• Poor last mile road and sea access to tourist sites</li> <li>• Lack of directional road signage and limited parking areas at tourist sites</li> <li>• Traffic congestion at the urban center</li> <li>• High cost of air travel, inland and water transport for tourists; limited options for land and sea tourist transport services</li> <li>• Lack of air connectivity with other domestic destinations and Asian countries</li> </ul>
Infrastructure and Utilities	<ul style="list-style-type: none"> <li>• Inadequate port facilities and passenger terminals in Sabang, Honda Bay and other water-based tourism sites (i.e., Sabang Mangrove Paddleboat Tour, Bacungan River Cruise, Maoyon River Cruise, Dolphin and whale watching, Firefly watching tours, etc.)</li> <li>• Inadequate seaport facility/passenger terminal for cruise ships</li> <li>• Absence of land transport terminal in major destinations like Sabang and Honda Bay</li> <li>• Poor power supply and electrification services, lack of water supply; lack of cellular facility/signal in some areas and poor internet service</li> </ul>
Environmental	<ul style="list-style-type: none"> <li>• Poor on-site solid waste segregation and waste management</li> <li>• Loose enforcement of environmental laws leading to environmental degradation</li> <li>• Lack resilience to climate change events</li> </ul>
Institutional	<ul style="list-style-type: none"> <li>• Weak tourism public-private sector coordination and management</li> <li>• Poor tourism site management by community-based tourism organizations</li> <li>• Lack of tourism skills and training</li> </ul>
Marketing and Promotion	<ul style="list-style-type: none"> <li>• Unclear destination marketing brand and image</li> <li>• Lack of a marketing plan and strategy to sustain the domestic market, improve foreign market, and target niche market backed by market research</li> <li>• Limited funds for marketing Puerto Princesa as a tourist destination and lack of tourism promotion activities</li> <li>• Insufficient internet-based tourism information, website and social media</li> </ul>



### **III. STRATEGIC DIRECTIONS/ STRATEGIES AND PROGRAMS, PROJECTS AND ACTIVITIES**

#### **A. Puerto Princesa City Vision, Mission and Core Values**

The Vision of the City of Puerto Princesa that was adopted in 2013: “Puerto Princesa: A most livable City demonstrating a proper balance between development and environment with inclusive economic growth inhabited by self-reliant, empowered and compassionate citizenry.”

The Mission of the City Government: “Puerto Princesa City Government: An enabling organization of servant leaders sharing and working together for the well-being of Puerto Princesans through participatory, transparent and accountable governance.”

The Core Values are: Ethical, Responsive, High Performing Individuals, Teams and Organization. In the CLUP, the vision was originally crafted as: “Puerto Princesa: A model city in sustainable development, exhibiting the character of a city in a forest and demonstrating the proper balance between development and environment.”

Moreover, the outward-looking component of this CLUP vision ascribes three major roles for Puerto Princesa to play in the region, derived from the vision of a model city in sustainable development, namely:

- As an eco-tourism destination
- As exemplar of healthful recreation
- As a center for applied research in ecology, ecosystems, marine and terrestrial flora and fauna; in indigenous knowledge systems, practices and folkways; and in environmental governance initiatives.

The inward-looking component of the CLUP vision is articulated by specific descriptors on the Desired Qualities for the city as a human settlement coming from the different sectors, expressed as follows:

- Desired Qualities of the City’s Inhabitants: Puerto Princesans commit to be God-fearing, Empowered and in Good Health.
- Desired Character of the Local Economy: Diversified, Vibrant and Environment-Friendly.
- Desired Qualities of the Environment: Clean, Safe and Restored
- Desired Qualities for the Planned Environment: Balanced, Planned and Attractive
- Desired Qualities Local Governance: Transparent, Participative and Self-Reliant.

#### **B. Puerto Princesa Tourism Vision**

The PPC Tourism Office conducted a series of consultation workshops and focused group discussions involving various stakeholder groups from May to June 2017. The feedback received from these activities indicated that Puerto Princesa stakeholders, particularly those from the communities and the business sector, envision Puerto Princesa tourism evolving into both (see Figure 24):

- 1) A competitive tourism industry, and
- 2) A sustainable tourism destination





Figure 24. Puerto Princesa Stakeholders Vision

As a **competitive tourism industry** the stakeholders see Puerto Princesa:

- Offering diverse, uniquely Puerto Princesa tourism products and attractions
- Being marketed and promoted effectively
- Possessing efficient infrastructure for ease of access and comfortable experiences
- Providing an enabling policy environment for tourism enterprises and entrepreneurs

As a **sustainable destination**, the stakeholders envision the development of Puerto Princesa’s tourism resources in a manner that:

- Is environmentally-responsible
- Is equitably beneficial for community residents, businesses, and tourists
- Promotes inclusive economic growth that allows more sectors to benefit from the opportunities of tourism

The Puerto Princesa Tourism Vision in relation to this 10-year Tourism Master Plan (TMP) for the industry is drawn collectively from the Tourism Sector Stakeholders. This TMP is a result of shared consensus and decision-making among all stakeholders for what they believe is best for the people and the future of tourism in the City of Puerto Princesa. This is embodied on the elements of the Vision for Puerto Princesa as a Competitive and Sustainable Tourist Destination.

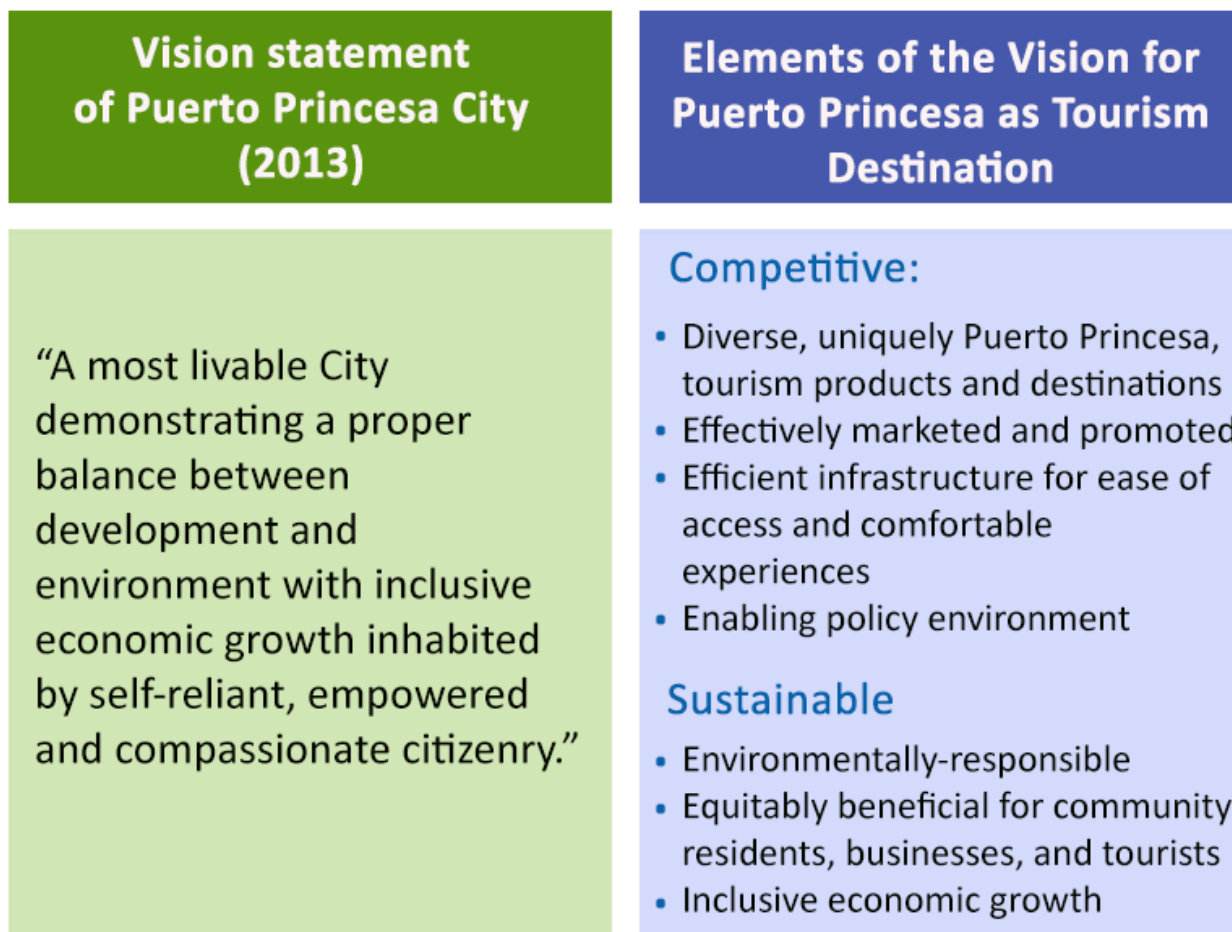


Figure 25. Vision of Puerto Princesa City and the City Tourism Vision

For the City to achieve this vision, the local government and its partners in the tourism industry must address some important challenges to growth.

**Challenges to Tourism Competitiveness**

After a period of rapid increase from the mid-2000s, the growth in visitor arrivals to Puerto Princesa City slowed down in the past 5 years. From 2007 to 2012, visitor arrivals to the City grew by an average 30% per year. Domestic arrivals grew by 27.4% per year, while foreign arrivals rose by 43.8% per year during that period. This period peaked with the global marketing buzz resulting from the inclusion of the Puerto Princesa Underground River among the “7 New Wonders of Nature”.

However, since then – from 2012 to 2016 – visitor arrivals to Puerto Princesa have grown by only 6.98% per year. The growth on domestic arrivals has been relatively flat at 2.47% per year. The growth in foreign visitor arrivals during this period remains robust at an average of 20.49% per year, albeit a lower average rate than the rapid growth of the preceding 5 years.

The chart shown below seems to suggest that the Puerto Princesa tourism industry is entering the period of its destination life cycle associated with “maturity”. This is a period characterized by decreasing growth rates, as illustrated by the flattening growth curve (in red) for domestic visitor arrivals shown below.

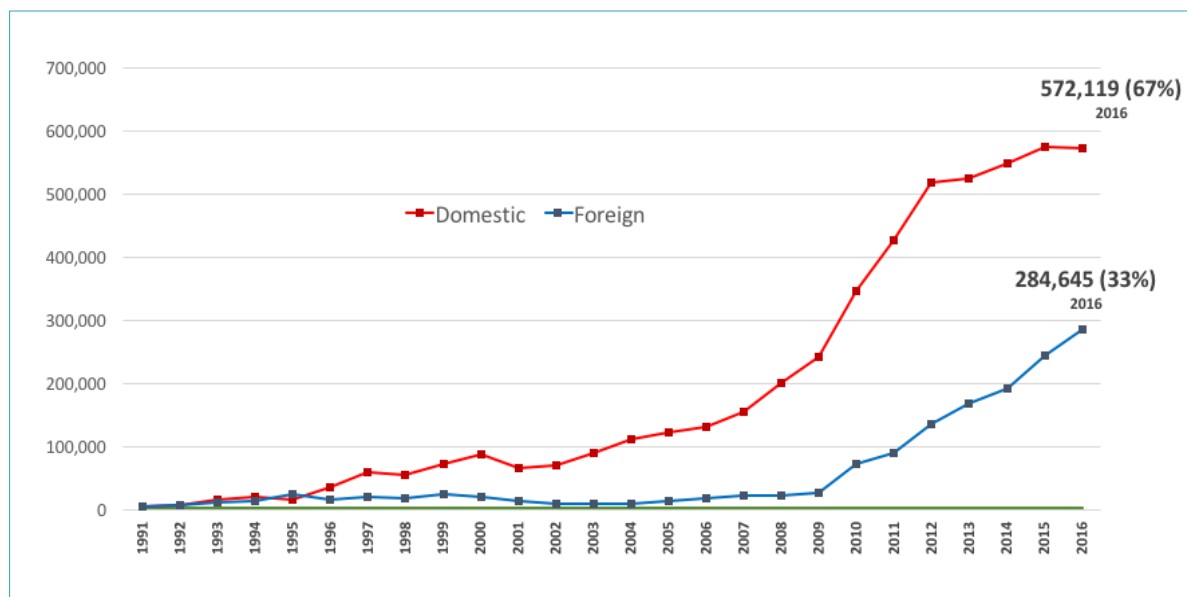


Figure 26. Domestic and Foreign Visitor Arrivals (1991-2016)

However, the case of Puerto Princesa City does not appear to be one of a maturing destination:

- Puerto Princesa’s 850,000 total arrivals per year are still significantly less than those of other urban centers (e.g. Iloilo City, Legazpi City, Davao City, etc.) which do not have as much to offer in terms of the quality and diversity of tourism assets and developable land. This suggests that the City still has much room to grow before it reaches its peak
- Domestic visitors from outside Palawan make up just about half (51%) of all overnight visitor arrivals to Puerto Princesa. Foreign arrivals account for a third (33%), with the balance accounted for by internal domestic visitors (from within the province of Palawan). The proportion of internal visitors is relatively high, even for a capital city. A more robust tourism industry should result in a market mix with a higher proportion of domestic visitors from outside Palawan.
- The current profile of foreign visitor arrivals to Puerto Princesa suggests that the City has not yet maximized the opportunities from the top international markets to the Philippines. While East Asians account for 51% of all visitor arrivals to the Philippines, they account for only 33% of foreign arrivals to Puerto Princesa. In other words, Puerto Princesa still has the potential to capture a larger share of these segments – closer to what should be its fair share of the country’s Asian visitor markets.

The declining growth rates appear to indicate a tourism industry, which is being constrained from attaining full competitiveness despite the domestic and foreign market opportunities available. The analysis suggests the main problems or threats to Puerto Princesa’s continued tourism competitiveness are:

- 1) Limited capacity for growth in terms of inbound visitor access and accommodations infrastructure
- 2) Limited innovation and upgrading of tourism products to encourage longer stays and repeat visits (from domestic and regional visitors). Related to this, there are opportunities to diversify the tourism products of Puerto Princesa in terms of:



- a. Dispersing and distributing tourism demand beyond the Big 3 attraction sites of PPUR, Honda Bay, and the urban City Center, to potential and emerging sites to the Northeast, West, and South of the City center.
  - b. Developing cultural heritage and urban lifestyle-based tourism sites and products (such as the Puerto Princesa Heritage District) to complement the city's strengths in PPUR, Honda Bay and other nature-based tourism sites
  - c. Expanding and strengthening the city's offerings for MICE facilities and services for year-round activities
- 3) CBST is a distinctive feature strongly associated with tourism development in Palawan. However, most community-based projects are characterized by weak institutional and individual capacities for sustainable management and operation of these CBST projects.
  - 4) Undistinguished marketing and promotion of Puerto Princesa City as a tourism destination heightened by increasing competition from other tourist destinations in the country and in Southeast Asia.
  - 5) Travel advisories arising from perceived as well as actual safety and security issues related to Palawan's proximity to and association with Mindanao

### **Challenges to Sustainable Destination Development**

Stakeholders in Puerto Princesa City recognize the need to promote a more sustainable pattern of a robust tourism sector. The stakeholder consultation activities have validated similar assessments done by the World Bank and USAID, which identified the following constraints:

- Puerto Princesa's major attractions are natural heritage attraction sites with limits to their carrying capacity. Specifically, the PPUR and Honda Bay will be unable to continue to receive increasing numbers of visitors without additional safeguards for proper site development and management, as well as a program to reduce and redistribute visitor volumes to other sites in the City.
- Degradation of the city's natural resources due to illegal and destructive activities, and the adverse impact of climate change and natural hazards.
- Some important tourism sites have underdeveloped infrastructure and limited access to basic services including wastewater treatment, solid waste management, public transport and streetscape, including sidewalks and storm water drainage. In the city center, the World Bank assessment noted the need to improve traffic management as well as streetscapes, telecommunication and walkability for both tourists and residents. Inadequate port facilities and passenger terminals in Sabang, Honda Bay and other water-based tourism sites have also been identified as important challenges.
- Overall, infrastructure and essential public utilities must be improved to sustain growth. Reliable electricity is also a major concern not only for Puerto Princesa City but for the Province as well. Moreover, city-wide wastewater treatment and solid waste management systems and infrastructure are essential elements of the sustainability agenda for the city. The World Bank noted that "the coping cost (from these infrastructure gaps) on hotels and resorts is huge; all of them installed power generators, while largest resorts install their own sewage treatment plants."
- Effective tourism governance is essential to sustainable destination development and management. Given the complex challenges of sustainable tourism development, a key

priority in this regard is to strengthen public-private sector coordination and management for tourism in Puerto Princesa.

### **Growth Opportunities for the Puerto Princesa Tourism Industry**

Despite these challenges, there are important strategic opportunities for the Puerto Princesa tourism industry to further strengthen its competitiveness.

The strong support from national government and other development partners for Puerto Princesa's tourism industry, as well as that of the Province as a whole, is valuable. Puerto Princesa is positioned as an international gateway in the National Tourism Development Plan. Thus, the national government has supported the upgrading of the Puerto Princesa City airport to meet full international airport standards, as well as the improvement of inter-municipal highway connections linking Puerto Princesa with other destinations to its North and South. In addition, international organizations such as the Asian Development Bank, World Bank, as well as the development aid agencies of the United States, Canada, etc. have been providing various technical assistance related to both the competitiveness and the sustainability sides of tourism to the city and the province.

Significantly, the direction of growth in the global, regional, and national tourism markets suggest good fit with Puerto Princesa's product strengths. They also suggest that Puerto Princesa City tourism still has significant room to grow over the next decade, particularly from the international market. The East Asian and regional ASEAN markets have not yet been fully tapped. However, there remains a large potential for growth from new market segments in the European and North American countries, which are already familiar with Puerto Princesa. Overall, the strong demand for island, beach, marine and forest ecotourism products remain as significant areas for growth. Palawan Province and Puerto Princesa City are well positioned to tap this international and domestic demand, not only because of the availability of natural attractions but also because their strong association with environmental quality and sustainable development.

The trend towards more experiential and immersive tourism products can also lead to increased demand for the kinds of ecotourism and cultural heritage products that Puerto Princesa offers. As the economic center and gateway of Palawan, Puerto Princesa will also be the center for MICE and business travel of the Province. In relation to this, Puerto Princesa City will have opportunities to tap the domestic and regional MICE markets, as well as the growing "Bleisure" segments that combine leisure activities with business trips.

### **C. Strategic Tourism Framework Proposed for the 10-Year Planning Period (2018–2027)**

The strategic framework for the TMP is built around the vision of Puerto Princesa City as a highly-competitive and sustainable tourism destination.

As such, the stakeholders will be working to raise the overall competitiveness of the Puerto Princesa City tourism industry as reflected by key indicators of tourism competitiveness such as increased visitor arrival growth rates, visitor expenditures, and tourism-related business investments. The stakeholders will promote the sustainable and inclusive development of tourism in Puerto Princesa City as indicated by sustained levels of visitor and resident satisfaction, sustainable management of heritage attraction sites, and increased tourism-related employment for residents.

The Puerto Princesa TMP seeks to achieve this vision through the accomplishment of three general objectives (as shown in the diagram below). These will correspond to the three strategic directions for the Puerto Princesa City tourism industry to the year 2027:

1. Product development and marketing
2. Sustainable and inclusive management of tourism areas
3. Enabling the tourism industry through governance and infrastructure investment

Moreover, the TMP adopts three interrelated approaches to the implementation of these strategies. These approaches reflect the themes of tourism development in Puerto Princesa that are highly valued by the stakeholders – community-based tourism development and public-private partnerships. On the other hand, cluster-based destination planning is a practical approach that recognizes the diversity and geographic spread of Puerto Princesa City’s tourism assets. Significantly, it recognizes the opportunity to leverage this geographic diversity for more inclusive development that benefits more areas and residents of the city.

**Strategic Framework for the Puerto Princesa Tourism Master Plan**



*Figure 27. Strategic Framework for the Puerto Princesa Tourism Master Plan*

Given the current strength of the Puerto Princesa tourism industry as well as the growth opportunities identified for it, the outlook for the city as an emerging regional destination is positive. Considering the upgrading of its airport, Puerto Princesa can approximate the growth trajectory of a Philippine destination like Kalibo, Aklan when its airport was similarly opened to regional and international air services.

Three scenarios have been developed for Puerto Princesa City based on varying rates of growth. The conservative or low-growth scenario assumes that the industry will grow at an average annual rate of about 10% per year. This indicates a modest increase to the current growth rates resulting from the airport upgrade. The medium and high growth rates shown in the figure below are based on significant increases in flight frequencies as well as additional domestic and international air

connections similar to the experience of Kalibo and Iloilo airports. Given these three scenarios, the Puerto Princesa City Tourism Development Plan aims to achieve the following strategic targets by 2027:

- 2.5 to 4 Million annual visitor arrivals
- 9,000 to 15,000 total rooms (in all accommodation categories combined)
- Rooms and meeting venue capacity in Puerto Princesa City to enable hosting of large regional and national MICE events of up to 5,000 inbound delegates

In order to achieve these targets, the Plan has set three general objectives:

1. Strengthen development and marketing of Puerto Princesa City’s tourism products and destinations;
2. Promote sustainable and inclusive management and development of tourism areas; and
3. Provide an enabling policy environment and infrastructure for a more competitive tourism sector in Puerto Princesa City.

#### D. Strategic Programs

The general objectives identify the three strategic directions for the Puerto Princesa City tourism industry over the next 10 years. Given the vision for Puerto Princesa as a competitive and sustainable destination, the industry will need to direct its efforts on the following areas:

1. Product development and destination marketing
2. Sustainable and Inclusive management of tourism areas
3. Governance and infrastructure investment to enable tourism growth

In line with these strategic directions, the TMP outlines ten strategic programs to be undertaken over the next decade. The table aligns these 10 programs along the three strategic directions of the TMP.

Product Development and Marketing	Sustainable & Inclusive Management of Tourism Areas	Enabling Tourism through Governance & Infrastructure
1. Cluster-based Development of Tourism Sites and Circuits	7. Strengthening management institutions and HR for Community-based Tourism Development	9. Tourism governance and policy development
2. Heritage Tourism Development Program	8. Establishing local management systems and policies for sustainable tourism area development	10. Enabling infrastructure for sustainable growth
3. MICE Development		
4. HRD for Competitiveness		
5. Destination Marketing		
6. Connectivity and Investment Promotion		

Figure 28. Ten Strategic Programs of the TMP

Furthermore, in order to the mitigate unintended negative outcome of tourism, mainstreaming gender equality and social inclusion (GESI) will be essential features in the TMP by taking into account different needs, experiences and perspectives of females and males of different ages, ethnicities, and abilities. Gender equality, with gender equity as a driving force, implies that equal access and opportunities for both men and women are taken into consideration in development



planning in order to develop their full potentials. Social inclusion ensures all sectors of society enjoy equal rights and access to opportunities in the political, economic and social spheres without discrimination based on sex, age, geographical area, ethnicity, religion, or disability.

Gender-sensitivity and social-inclusivity can only be considered in planning if data and information on gender and other social vulnerabilities are disaggregated at the community and family level. The GESI strategy will thus be integrated in several entry points in terms of structure, process, plan and system:

**Table 7. Entry Points for Mainstreaming GESI**

Entry points	Mainstreaming GESI
<b>Structure: Tourism Council, Technical Working Groups and Coordinating Bodies</b>	Gender balance representation in coordinating bodies, including women and men among PWDs, IDPs, private sector, the elderly, and informal settlers; members of GAD FPS represented in Tourism Council
<b>Process: Collection and Use of Sex Disaggregated Data and generating gender perspectives as basis of identifying gender and social inclusion concerns in TMP</b>	GESI consideration in TMP for integration in the proposed intervention
<b>Plan: TMP</b>	TMP that is also responsive to GESI issues and concerns
<b>System: Enhancement of existing policies, budget, stakeholder engagement, and monitoring and evaluation for TMP</b>	Existing systems enhanced for use in TMP that also support gender equality and social inclusion goals such as policies and development plans that promote and support gender equality, female participation and social inclusion; mainstreaming GESI in project documents (plans and reports) and assessment tools; monitoring and evaluation system that would allow the tracking of gender equality and social inclusion results

With more women traveling and working in Puerto Princesa, identifying opportunities and barriers to women’s economic empowerment and leadership in the tourism industry must be further explored. Closing the gender gap by ensuring equal pay for equal work, raising the quality of women and marginalized groups’ employment and ending all forms of discrimination shall be taken with the following considerations:

- Government and private sector initiatives that promote greater access of women, youth and marginalized groups to higher credit levels and technical support on tourism management
- Legislation and policies that consider the differential impact of the issuance on women and men, or address the social problems that may escalate with increased tourism?
- Partnerships building that enhance outreach and improve access of poor women and men to tourism resources and benefits and/or help prevent or reduce social problems that may be aggravated by increased tourism



**Product Development and Marketing**

**1. Cluster-based Tourism Circuit Development Program**

Puerto Princesa City tourism benefits greatly from the presence of internationally-recognized attractions such as the Puerto Princesa Underground River and Honda Bay. In addition, the city’s position as the political, economic, and trading center of the Province of Palawan plays a critical role in driving business, meetings, and visiting-friends-and-relatives markets into the city. However, future growth will demand that Puerto Princesa diversify and add new attraction sites to its tourism product portfolio. Importantly, diversifying beyond the existing sites of PPUR, Honda Bay, and the city proper will help reduce the environmental and social strain on these sites, while also allowing more areas and communities to benefit from tourism.

Puerto Princesa City is a vast land that contains a total land area of 219,339.59 hectares, considered one of the largest cities in the country in terms of land area. It consists of 66 barangays, with 35 barangays classified as urban and 31 barangays as rural. See map on subsequent page.

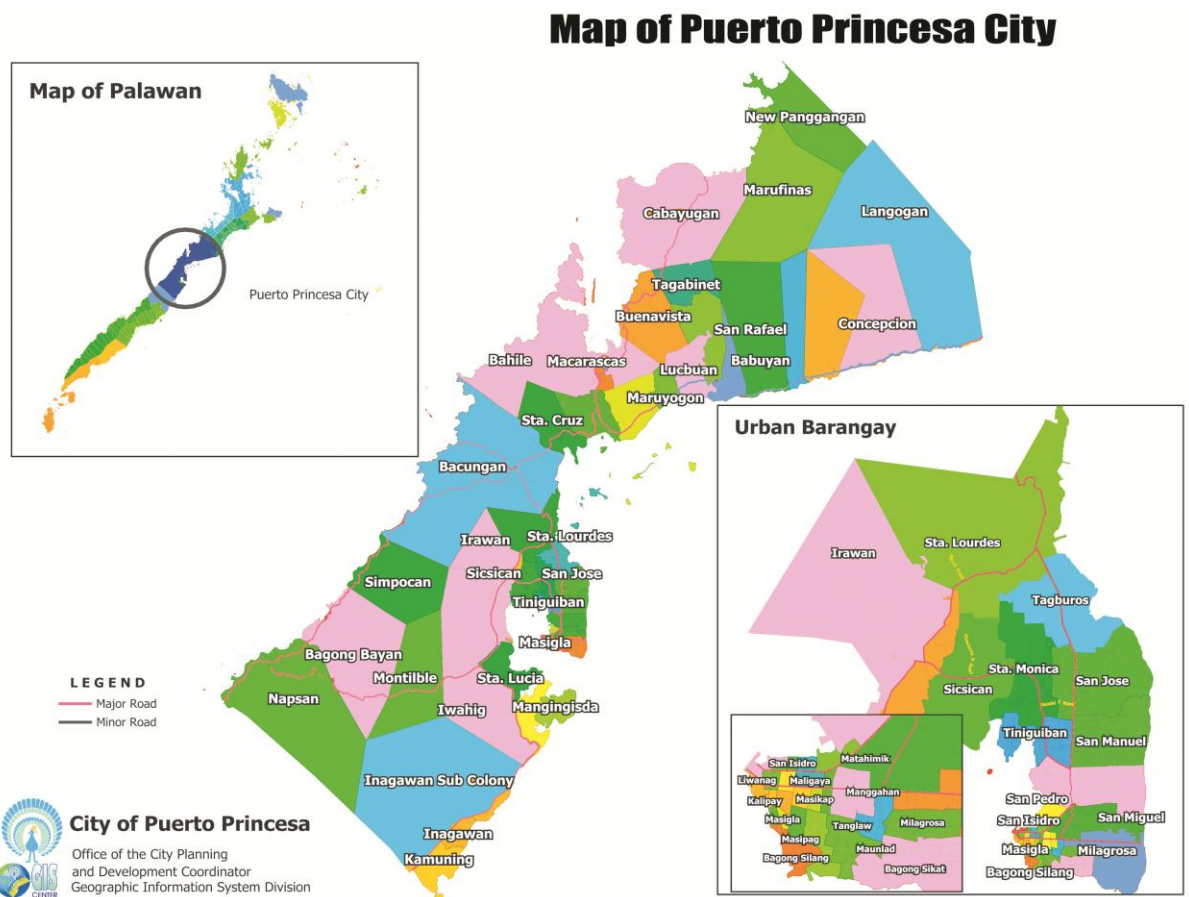


Figure 29. Map of Puerto Princesa City with barangay boundaries. (Source: City Planning Office-GIS)

Puerto Princesa City is part of the South Mainland CP-3C TDA in the Palawan Cluster under the National Tourism Development Plan (NTDP) 2016-2022 of the Department of Tourism. The designation of Puerto Princesa as a TDA in the NTDP is significant as it provides the basis for pursuing more serious tourism planning and tourism product development for the city.



The tourism circuit development program organizes the existing, emerging, and potential tourism sites of Puerto Princesa City into six clusters, which can be planned, developed and managed in an integrated manner – as zones or “mini-destinations” within the city. The tourism sites and activities – linked as circuits by land or water connections – will provide the basis for developing cluster-specific tour packages.

Forming the tourism circuits aims to:

- Provide an inventory of the city’s varied attractions and activities, and a basis for developing new tourism sites and products, itineraries and tour packages for tourists;
- Disperse and balance tourism development that will facilitate a more equitable distribution of benefits, particularly to low income earning populations or households in the barangays;
- Integrate appropriate policy interventions and needed tourism development projects and activities;
- Enhance the tourism experience of first time and repeat visitors, and to encourage longer stay in the city

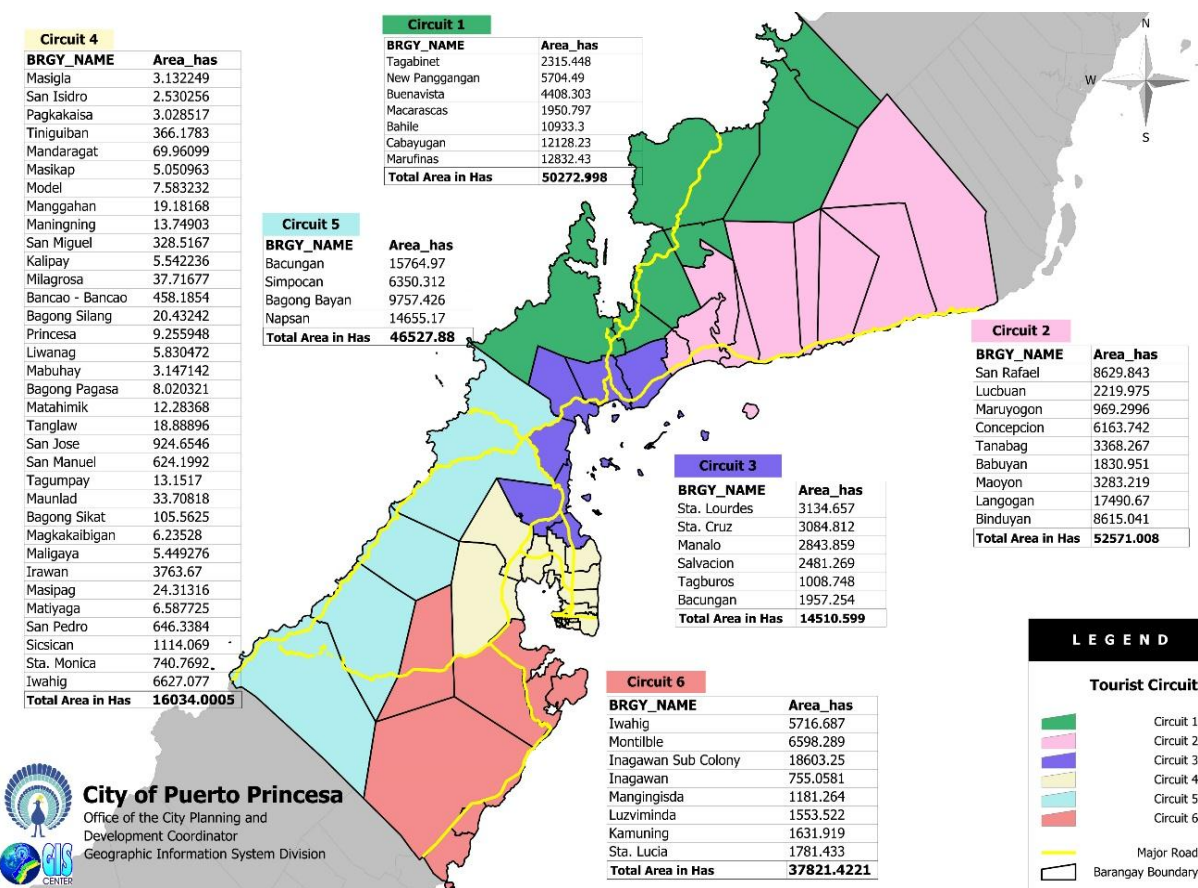


Figure 30. Puerto Princesa City Tourism Circuits Map Boundaries and Land Area.

Source: City Planning Office – GIS.

The CLUP called for a detailed tourism master planning for the city. The Tourism Circuits approach was initially deliberated through the recommendation of the Economic Sector with six Tourism Circuits for the City of Puerto Princesa in consideration of its huge land area and geographical configuration. The main considerations are sustainability, physical development through the tourism circuit, thematic strategy and criteria for tourism development.

Subsequently in a planning workshop conducted by the Technical Working Group created for the tourism master planning of the city, the same 6 Tourism Circuits were validated and properly delineated with its respective coverage and according to proximity of locations of tourism sites. In a tourism circuit, the tourism sites or attractions are supposed to be not separated by long distances.

***Thematic Approach to Tourism Circuits***

The map below is a presentation of the city’s six Tourism Circuits identified according to its four immediate or intercardinal directions, and respective thematic concepts.

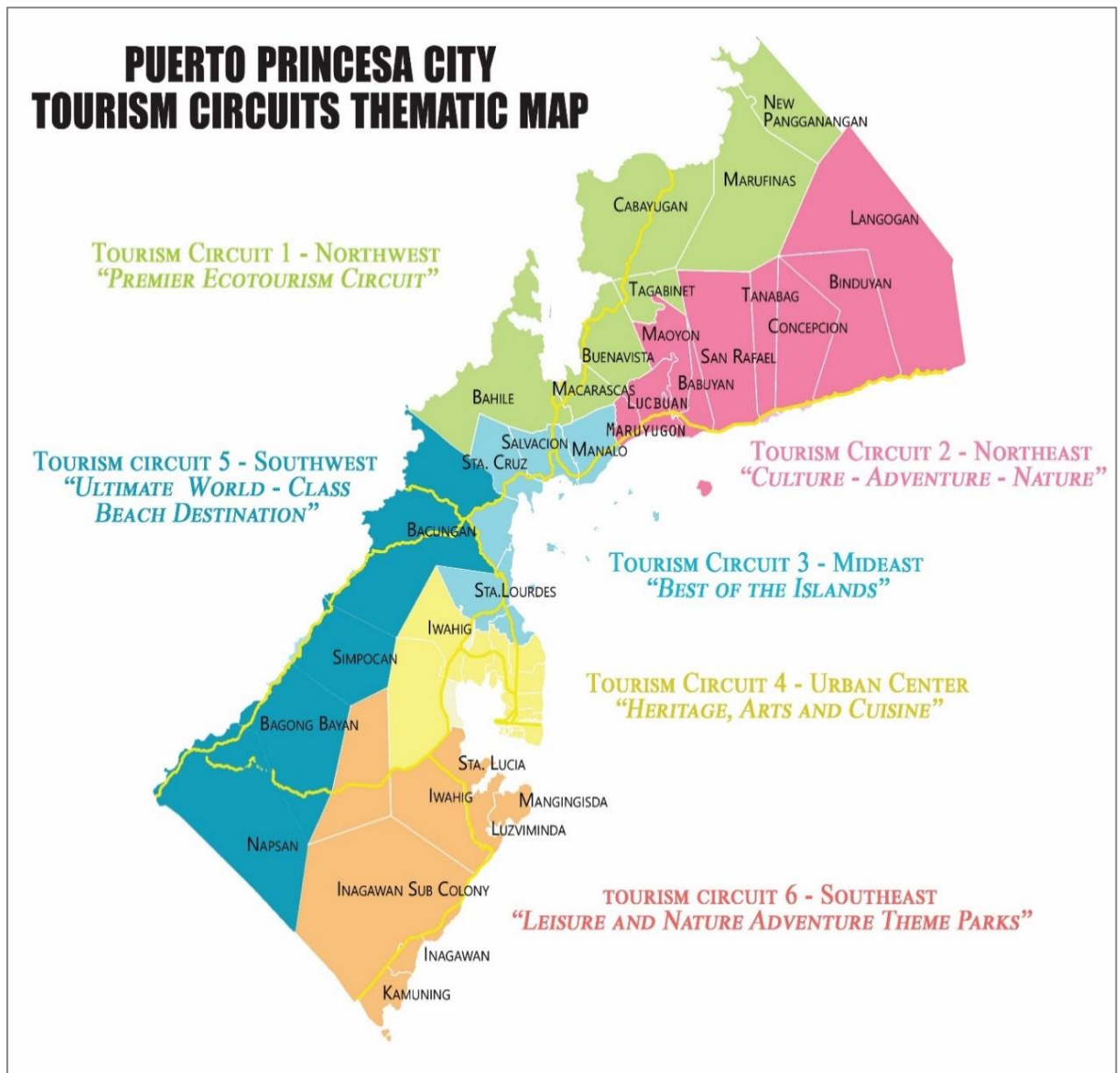


Figure 31. Tourism Circuits Map



The Puerto Princesa City Tourism Circuits with the core attractions of tourism products and thematic concept on the basis of the inventory conducted per circuit is presented in Table 6.

**Table 6. Tourism Products and Thematic Concept per Circuit**

TOURISM CIRCUIT		TOURISM PRODUCTS (Core Attractions/ Tourism Potentials)	THEMATIC CONCEPT Major Attributes
Tourism Circuit 1	<b>Northwest Circuit</b>	<b>PPUR-PPSRNP</b> , Caves, Mountains, Waterfalls, Trekking/ Trails, Wildlife, Birdwatching, Mangrove Tours Bays, Beaches, IP Communities	<b>“Premier Ecotourism Circuit ”</b> NATURE-BASED TOURISM Ecotourism
Tourism Circuit 2	<b>Northeast Circuit</b>	<b>INDIGENOUS CULTURAL COMMUNITIES</b> (Batak, Tagbanua and Cuyunons) Rivers, Waterfalls, Bird watching, Caves, Beaches, Marine reef areas	<b>“Culture, Adventure, Nature”</b> CULTURAL TOURISM Nature Adventure
Tourism Circuit 3	<b>Honda Bay Circuit (Mideast)</b>	<b>ISLANDS, COASTAL BEACHES</b> Reef areas for Diving and Snorkeling, Mangrove/ Rivers, Birdwatching	<b>“Best of the Islands”</b> ISLAND AND BEACH TOURISM Marine Ecotourism
Tourism Circuit 4	<b>Urban Center and Suburbs Circuit</b>	<b>HISTORICAL LANDMARKS, MUSEUMS</b> Festivals, Arts & Culture, Recreation and Sports, Leisure & Entertainment; Health and Wellness, Nature Trips: Firefly Watching, Bird watching, Bay cruise; Shopping; Conventions & Cruise ships	<b>“Heritage, Arts, and Cuisine ”</b> Convention and Cruise Tourism; Health and Wellness; Sports Tourism
Tourism Circuit 5	<b>Southwest Circuit</b>	<b>BEACHES AND MOUNTAINS</b> Waterfalls, Trekking, Birdwatching	<b>“The Ultimate World-Class Beach Destination”</b> SUN AND BEACH TOURISM Nature Tourism
Tourism Circuit 6	<b>Southeast Circuit</b>	<b>ACACIA NATURAL TREE PARK,</b> Pacific Rim Park Environmental Estate,, Hotspring, Balon Pari, Organic Farms, Fish Cages, Beaches	<b>“Leisure and Nature -Adventure Theme Parks”</b> Theme Parks, Pilgrimage Tourism, Agri-Tourism

While each circuit has its own predominant feature which gives it a distinct character, the heterogeneity of combined terrestrial, marine and cultural tourism products all add up to the overall attractiveness and strength of each circuit as a cluster, and in terms of enhancing the quality of visitor experience.

For each of the six clusters, the Tourism Circuit Development Program proposes a package of technical assistance and capacity development activities to build the visitor experience in priority sites through:

- Design and development of site activities and attractions
- Development of on-site visitor facilities and services
- Development of local tour packages
- Development of community-based tourism activities, tours, and sites
- Production and design of souvenirs and other merchandise

Physical development of the priority attraction sites include investments in local infrastructure to improve last mile connection to the main transportation routes. The sites will also need sewage, solid waste, and other infrastructure investments to protect the natural and cultural environments of the areas.

**Profile of Tourism Circuits**

**TOURISM CIRCUIT 1 General Profile**

Location	Puerto Princesa Northwest
Barangay Composition	Seven (7) Barangays: Bahile, Macarascas, Buenavista, Tagabinet, Cabayugan, Marufinas, New Pangangan
Aggregate Land Area	50,273 hectares (21% of city land area)

**Demographic Data and Socioeconomic Conditions**

Population (National Statistics Office [NSO] 2015)	10,225	Projected Population- to 2027:	14,916
Total No. of Households (Community-Based Monitoring System [CBMS] 2014)	2,316	Members of the Labor Force	1,309
Households with Income below Poverty Threshold	3,715 (44.86%)	Unemployed Members of the Labor Force	160 (4.30%)

**Environmental Setting**

Terrestrial Environment	<ul style="list-style-type: none"> <li>■ Main geologic feature: St. Paul Mountain Range, a karst forest over limestone mountain formation</li> <li>■ Cave ecosystems from Barangay Buenavista, Tagabinet and Cabayugan</li> <li>■ Puerto Princesa Subterranean River National Park (PPSRNP)– Underground River a UNESCO World Heritage Site, National Geological Monument, Ramsar Site, New 7 Wonders of Nature – cited for its rich and unique biodiversity with a total area of 22,202 with 3,309 as core zone</li> <li>■ Second largest cover of primary forest (Tourism Circuit 5 has the highest)</li> <li>■ Forests in Sabang and Bahile have high biodiversity indices (Environmentally Critical Areas Network [ECAN] Zoning Floral Survey 2005)</li> <li>■ Watershed areas: Cabayugan catchment which flows from Mt. Bloomfield and into Mt. St. Paul to become the Underground River; Babuyan River watershed supported by Tagabinet-Buenavista forest corridor; Buenavista, Macarascas, Bahile, part of Tagabinet and Cabayugan watersheds has several river tributaries emptying out to Ulugan Bay on the west side</li> <li>■ Ulugan Bay: one of the bay areas in the country with significant cover of old growth mangrove forests</li> <li>■ Sabang River in Barangay Cabayugan contains old growth and unique mangrove forest</li> <li>■ Certificate of Ancestral Domain Claim (CADC) Areas: Cabayugan and Kayasan-Tagabinet (with Tagbanua and Batak IPs)</li> <li>■ Tribal Communities (Tagbanua): Sitio Madahon- Bgy. Buenavista, Tribal Village-Bahile</li> </ul>
Coastal / Marine Environment	<ul style="list-style-type: none"> <li>■ Municipal waters: 164,871.77 has. from Bahile in Ulugan Bay and St. Paul Bay in the northernmost end up to New Pangangan</li> <li>■ Coastline: 164,592.81m long and irregular with coves and sandy beaches</li> <li>■ Marine Sanctuaries: 1 (Manyukos Island- Bgy. Buenavista)</li> <li>■ No. of Islands: 5 (Tarakawayan Is. Manyukos Is., Isla Rita, Tres Marias, Isla Felomina)</li> </ul>
Biodiversity	<ul style="list-style-type: none"> <li>■ PPSRNP has 8 types of forest ecosystems with 800 plant species of 300 genera and 100 families, 290 of which are tree species, noted to be the richest flora in Asia with high levels of endemism (World Wildlife Fund)</li> <li>■ Animal species at PPSRNP: 30 species of mammals, 19 reptiles, 10 amphibian, 90 bird species, and 134 macro and micro species of insects</li> </ul>
Environmental and Resource Management	<ul style="list-style-type: none"> <li>■ Protected Area Management –Puerto Princesa Subterranean River National Park –Underground River - UNESCO Natural World Heritage Site, NCGS National Geological Monument and RAMSAR Site conservation parameters/Forest Management and Biodiversity Protection</li> <li>■ Puerto Princesa City Environmental Code; Environmental Management Plan; Forest Land Use Plan ; Comprehensive Land Use Plan and Zoning Ordinance</li> <li>■ City Development Control and Environmental Protection Committee and Palawan Council for Sustainable Development (PCSD)-ECAN Zoning / Strategic Environmental Plan (SEP) Law</li> <li>■ Ulugan Bay Coastal Resource Management and Sustainable Tourism; Marine Sanctuary Ordinance; CADC Areas Management/Indigenous Peoples Rights Act (IPRA) within CADC Areas</li> <li>■ Department of Environment and Natural Resources (DENR) National Environmental Laws / FLA/GT- Forest Land/Timberland Use</li> </ul>

**TOURISM PROFILE – Circuit 1**

Thematic Concept	“Premier Ecotourism Circuit”			
Natural and Cultural Resources	Mountains and Karst Landscapes, Caves, Waterfalls, Forests, Nature Trails, Jungle Trails, Rivers and Mangroves, Beaches, Islands, Coastal Coves, Marine Sanctuaries, Reef Areas, Protected Area, Bay areas, Indigenous Culture-Tagbanua and Batak			
Core Attraction	Underground River-PPSRNP			
Attractions Inventory	Existing: 10	Emerging: 10	Potential: 39	TOTAL: 59
Operation and Management of Existing Attractions		<u>Privately Managed:</u> 2	<u>Government Managed:</u> 1	<u>CBST Managed:</u> 8

**TOURISM CIRCUIT 1**  
 PUERTO PRINCESA NORTHWEST  
*Premier Ecotourism Circuit*  
**Tourism Attractions Inventory Map**



**Tourism Product Base and Development Potentials**

Key Tourism Product	Ecotourism/Nature-Based Tourism- Land and Marine
Strategic/ Niche Products	Adventure Tourism, Agritourism/Farm Tourism, Cultural Tourism, Health and Wellness Tourism, Nautical Tourism (Sailing and Boating), Cruise Tourism
Tourism Product Development Zones	(1)Ulugan Bay Area, (2) Cabayugan-Tagabinet-Buenavista Trekking and Caving Loop with CADCA Areas, (3)Sabang Area Development, (4) Puerto Princesa Subterranean River National Park, (5) Marufina-New Pangangan Loop, (6)Northwest Coast Sea Link to San Vicente-El Nido-Calamianes islands
Tourism Site and Attraction Development	<ul style="list-style-type: none"> <li>■ Enhancement of existing tourism attractions, and on-site visitor facilities like Tourist Information Center and Restrooms</li> <li>■ Improvement of last mile access to tourism sites like Mangrove Paddleboat Tour, Sabang X Zipline, Sabang Beach Resorts, Ugong Rock, Hundred Caves</li> <li>■ Provision of Signages and consistent in design and quality</li> <li>■ Provision of adequate Parking Area in Sabang and a Land Transport Terminal; Parking areas at other tourist sites</li> <li>■ Improvement of level of Information, Site Interpretation and Guiding Services</li> <li>■ Improvement of level of site Operations and Maintenance</li> <li>■ Development of new cave ecotourism attractions, trekking and mountaineering adventure tourism, agritourism sites, and cultural tourism activities, Marine and land-based sports recreation activities</li> <li>■ Development of new tour packages</li> </ul>
Flagship Project	Cave Museum/Geological Museum
Major Festival/Event	Taraw Festival

Tourism Facilities and Services				
Accommodation Facilities	Beach Resort	3	Total No. of Rooms	205
	Tourist Inn	1		
	Pension House	6		
	Total	10		
Transportation Facilities	Tourist Vans, Coaster Bus, Taxis for hire; Public Jeepneys, Shuttle Vans and Mini-bus; Motorized Boats for hire from Sabang to PPUR, to San Vicente and El Nido			
Travel and Tour Services	Travel and Tour Operator: None			
Tour Guiding Services	PPUR Cave Guides; Community Tour Guides (at 7 CBST sites)			
Tourism-Related Establishments	Restaurant -12; Snorkel Gear Rental -1; Swimming Pool – 1; Spa -1; Souvenir Shop -13			
Tourist Information Centers	Five (5) PPUR, Mangrove Paddleboat, Ugong Rock, Hundred Caves, Buenavista Viewdeck			
Tourism Service Center	Sabang, Barangay Cabayugan – Main Service Center Bahile – Secondary Service Center			

Tourism Support Infrastructure, Transport, Access and Connectivity	
Roads, Bridges and Wharves	<ul style="list-style-type: none"> <li>■ Concrete road from Bahile to Sabang (48.2 kms); Bridge improvements at Bgy. Macarascas and Cabayugan</li> <li>■ Last mile access leading to tourism sites need to be addressed- to Sabang X Zipline, Mangrove Paddleboat Tour, Daluyon Resort and other beach front resorts, Sabang waterfalls; Ugong Rock and Hundred Caves access roads in Barangay Tagabinet</li> <li>■ Some access to sites are confronted with land rights issues/property ownerships and DENR survey problem in Sabang that takes time to resolve</li> <li>■ PPUR Jungle trail serves as alternate route to Underground River for the physically fit and during bad weather conditions when the sea route becomes impassable</li> <li>■ Existing wharves are located in Bahile, Macarascas and Sabang; a wharf in Buenavista is needed for Ulugan Bay Tours, while Marufinas and New Pangangan need its respective wharves for residents and tourists</li> <li>■ It is recommended in the city's CLUP to encourage investors to engage in fast craft from either Sabang to El Nido, or from Ulugan Bay</li> </ul>
Land, Sea and Air - Travel and Transport	<ul style="list-style-type: none"> <li>■ Primary access to Tourism Circuit 1 from the city center by air and sea is mainly through the Puerto Princesa International Airport and seaport.</li> <li>■ Travel to Bahile from the city proper is about 30 minutes; from Bahile to Sabang is another 1 hour</li> <li>■ Main mode of transport: Tourist vans, coaster and buses for hire and for tourists on tour package; Scheduled public jeepneys, shuttle vans and mini-bus from the city center to Sabang, or alternately from the the Salvacion Junction where tricycles are also available</li> <li>■ Sabang has available parking space for land transport vehicles, but needs a Land Transport Terminal facility</li> <li>■ Sabang is connected by sea travel to Underground River, Marufinas and New Pangangan via motorized boats for hire to tourists, and trips to the northern municipalities of San Vicente and El Nido</li> <li>■ Scheduled boat trips to Marufinas and New Pangangan for residents</li> <li>■ From the coastal area of Ulugan Bay towards Sabang, Marufinas and New Pangangan is possible by motorized boats though seldom used route</li> <li>■ Movement into and around the circuit by air by tourists is an option such as helicopter tours or "helitours" to see the splendid views of Ulugan Bay and PPSRNP from the air; Helipad sites or heliport facilities need to be identified and established</li> </ul>
Power Supply	<ul style="list-style-type: none"> <li>■ Five out of seven barangays remain unenergized; Only Bahile and Macarascas are served by PALECO</li> <li>■ Some tourism establishments and households use generator sets and other alternative sources such as solar power</li> <li>■ The establishment of a hi-breed solar plant in Sabang is underway</li> </ul>
Water Supply	<ul style="list-style-type: none"> <li>■ Only the Sabang area is serviced by level 3 water system provided by the City Water District</li> <li>■ The rest of the barangays have level 2 system fed by rivers and springs, and level 1 system from shallow and deep well sources</li> </ul>
Telecommunications	<ul style="list-style-type: none"> <li>■ Cellular telephone service is available within the range of the entire circuit, but some areas experience poor signal or connection</li> <li>■ Lack of internet access or connectivity in most areas within the circuit</li> </ul>



<b>TOURISM INVESTMENT OPPORTUNITIES-Private and Public Investments</b>			
Flagship Project	Cave Museum or Geological Museum		
Accommodation Requirements	Beach Resorts, Ecolodges, Boutique Resorts, Farm Resorts, Camping, Glamping, Mountain or Hillside Resorts; Homestay		
Transport Services	<ul style="list-style-type: none"> <li>■ Fast Craft for sea cruises from Ulugan Bay, St.Paul Bay to El Nido and Coron</li> <li>■ Tourist Coasters and Buses for Sabang</li> </ul>		
Tourism Product Investment Areas/Opportunities	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> <li>■ Adventure Tourism                             <ul style="list-style-type: none"> <li>▶ Mountaineering, Mountain Biking, Quad Biking/ATV, Zip Biking</li> <li>▶ Rock Climbing, Rapelling and Abseiling, Canyoneering, Via Ferrata</li> <li>▶ Bunjee Jumping, Paragliding, Sky Diving, Hot Air Ballooning</li> <li>▶ River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari</li> <li>▶ Helicopter Sightseeing Tours or “Helitours”</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences                             <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming</li> <li>▶ Fruit Orchard Farming (Cashew, Cacao,</li> <li>▶ Farm Resorts</li> <li>▶ Dairy Farming</li> <li>▶ Fish farm resort</li> <li>▶ Agro trade fairs/events</li> </ul> </li> <li>■ Cultural Tourism                             <ul style="list-style-type: none"> <li>▶ Homestay Program,</li> <li>▶ Indigenous Cultural Tourism Program</li> <li>▶ Cultural Villages</li> <li>▶ School for Living Traditions</li> <li>▶ Voluntourism</li> </ul> </li> </ul> </td> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> <li>■ Ecotourism                             <ul style="list-style-type: none"> <li>▶ Birdwatching Tours</li> <li>▶ Wildlife Viewing Tours</li> <li>▶ Eco-Trekking Tours</li> <li>▶ Caving or Spelunking</li> <li>▶ Marine Ecotourism (Ulugan Bay)</li> </ul> </li> <li>■ Health and Wellness Tourism                             <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage , Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine</li> <li>▶ Wellness Retreats, Yoga Retreats</li> <li>▶ Integrative Health Centers, Detox Spas, Total Chinese Medicine (TCM) Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Nautical Tourism – Sailing, Yachting and Boating</li> <li>■ Cruise Tourism - Fast Craft Sea Cruises: Ulugan Bay&gt;Sabang&gt;Northern Palawan</li> </ul> </td> </tr> </table>	<ul style="list-style-type: none"> <li>■ Adventure Tourism                             <ul style="list-style-type: none"> <li>▶ Mountaineering, Mountain Biking, Quad Biking/ATV, Zip Biking</li> <li>▶ Rock Climbing, Rapelling and Abseiling, Canyoneering, Via Ferrata</li> <li>▶ Bunjee Jumping, Paragliding, Sky Diving, Hot Air Ballooning</li> <li>▶ River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari</li> <li>▶ Helicopter Sightseeing Tours or “Helitours”</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences                             <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming</li> <li>▶ Fruit Orchard Farming (Cashew, Cacao,</li> <li>▶ Farm Resorts</li> <li>▶ Dairy Farming</li> <li>▶ Fish farm resort</li> <li>▶ Agro trade fairs/events</li> </ul> </li> <li>■ Cultural Tourism                             <ul style="list-style-type: none"> <li>▶ Homestay Program,</li> <li>▶ Indigenous Cultural Tourism Program</li> <li>▶ Cultural Villages</li> <li>▶ School for Living Traditions</li> <li>▶ Voluntourism</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>■ Ecotourism                             <ul style="list-style-type: none"> <li>▶ Birdwatching Tours</li> <li>▶ Wildlife Viewing Tours</li> <li>▶ Eco-Trekking Tours</li> <li>▶ Caving or Spelunking</li> <li>▶ Marine Ecotourism (Ulugan Bay)</li> </ul> </li> <li>■ Health and Wellness Tourism                             <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage , Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine</li> <li>▶ Wellness Retreats, Yoga Retreats</li> <li>▶ Integrative Health Centers, Detox Spas, Total Chinese Medicine (TCM) Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Nautical Tourism – Sailing, Yachting and Boating</li> <li>■ Cruise Tourism - Fast Craft Sea Cruises: Ulugan Bay&gt;Sabang&gt;Northern Palawan</li> </ul>
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Tourism Economic Enterprises /Micro, Small and Medium Enterprises	<ul style="list-style-type: none"> <li>■ Restaurants, Organic and natural restaurants, Vegetarian restaurant s,</li> <li>■ Coffee Shops, Health Bars</li> <li>■ Souvenir Shops, Specialty Shops, Pasalubong Centers</li> <li>■ Farm House Accommodation</li> <li>■ Internet Cafes</li> <li>■ Homestay</li> <li>■ Community-based enterprises (Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods)</li> <li>■ Community-Based Sustainable Tourism attractions development</li> <li>■ Water Refilling Stations</li> </ul>		
Public Investments and/or Public-Private Partnerships	<ul style="list-style-type: none"> <li>■ Access Roads</li> <li>■ Tourist Information Centers, Restrooms, Tourism Signages, Site Interpretation</li> <li>■ Sabang Port and Passenger Terminal, Land Transport Terminal</li> <li>■ Transit Stops</li> <li>■ Buenavista-Ulugan Bay Wharf and Marina Facilities</li> <li>■ Cave Museum / Geological Museum</li> <li>■ Cable Car (Transport solution from Sabang to Marufinas, and a Tourist Attraction)</li> <li>■ Power Supply/Water Supply Solar Power</li> <li>■ Internet Connectivity</li> <li>■ CBST Support Program</li> <li>■ Private Sector Investment Incentives (Fiscal and Non-Fiscal Incentives)</li> </ul>		



## TOURISM CIRCUIT 2 General Profile

Location	Puerto Princesa Northeast
Barangay Composition	Nine (9) Barangays: Maruyugon, Lucbuan, Maoyon, Babuyan, San Rafael, TAnabag, Concepcion, Binduyan, Langogan
Aggregate Land Area	54,136.14 hectares (21.31% of city land area)

### Demographic Data and Socioeconomic Conditions

Population (NSO 2015)	12,370	Projected Population- to 2027:	18,983
Total No. of Households (CBMS 2014)	2881	Members of the Labor Force	3,715
Households with Income below Poverty Threshold	1,049 (36.41%)	Unemployed Members of the Labor Force	310 (8.34%)

### Environmental Setting

Terrestrial Environment	<ul style="list-style-type: none"> <li>■ Topography is characterized by a backdrop of mountainous landforms; flatlands for human settlement and agricultural uses; moderate and steep slopes</li> <li>■ Highest elevation at the summit of Mt. Cleopatra at 1,593 masl</li> <li>■ At the mid-mountain slopes are the ancestral lands of the Batak Indigenous People</li> <li>■ Ancestral Domain claims approved by DENR located in Bgy. Maoyon, Babuyan and San Rafael; For validation/ approval in Bgy. Tanabag, Concepcion, San Rafael and Binduyan</li> <li>■ Watersheds: 1)San Rafael-Tanabag-Concepcion-Binduyan; 2)Langogan Watershed</li> <li>■ Cave Ecosystems: Taraw Cave, Bgy.San Rafael and Marangreg Cave- Bgy. Lucbuan</li> </ul>
Riverine/ Riparian Environment	<ul style="list-style-type: none"> <li>■ Major river watercourses: Babuyan River – longest river in the province at 64 kms. ; Maoyon River, Langogan River, Tanabag River, Concepcion (Tarabanan River), and Maruyogon River</li> <li>■ River deltas emptying out to Honda Bay</li> <li>■ Seven (7) Waterfalls; Indigenous vegetation and rainforest with important tree species such as Ipil, Narra, Amuguis, Molave, Apitong, Almaciga, etc.</li> </ul>
Coastal / Marine Environment	<ul style="list-style-type: none"> <li>■ Municipal waters: 49,918.68 hectares, from Bgy. Maoyon to Bgy. Langogan</li> <li>■ Coastline: 45,702.95m long lined with sandy beaches and mangrove</li> <li>■ Marine Protected Areas/Reef Fish Sanctuaries: 6 Established Marine Protected Areas and 1 proposed Nagpawikan Reef Fish Sanctuary, Bgy. Langogan; Sabang Reef Fish Sanctuary, Bgy. Binduyan; Lacson Reef Marine Sanctuary, Bgy. Tanabag; Nagbandera and Dawawow Reefs Marine Sanctuaries, Bgy. San Rafael; Puntod Ilis Marine Sanctuary, Bgy. Babuyan; and Sumaclob Reef, Bgy. Concepcion (proposed)</li> <li>■ No. of Island/Sandbars: Fondeado/Tadjo Island, Twin Sandbars</li> </ul>
Biodiversity	<ul style="list-style-type: none"> <li>■ Tropical Rainforest - Mt. Cleopatra - habitat to Unique, Endemic and Endangered Species at Mt. Cleopatra: Palawan Horned Frog, Palawan Bearcat, Palawan Leopardcat, Palawan Forest Turtle, Philippine Cockatoo, Palawan Peacock Pheasant</li> <li>■ Other species of interest at Mt. Cleopatra: Palawan Monitor Lizard, Palawan birdwing-one of the largest butterflies in the world and only found in Palawan</li> <li>■ Mt. Cleopatra wildlife species found in the forests of Mt. Cleopatra: total of 4 Critically Endangered, 2 Endangered, 17 Vulnerable and 12 Near Threatened species, including many other species of reptiles, small mammals, insects and plants to be assessed (Source: Global Wildlife Conservation)</li> <li>■ Mt. Cleopatra- a Critical Habitat- 41,638 has. of forest – the largest critical habitat in the Philippines</li> <li>■ Dugong sightings in Bgy. Langogan and San Rafael; Sea turtles at Tadjo island</li> <li>■ Dolphins and Whales sightings in the circuit's coastal waters</li> <li>■ River otter habitat at Langogan River</li> <li>■ Bird species observed at Olanguan waterfalls include flycatcher, shama, fantail, tailorbird, nightjar, swiftlet, coucal, cuckoo, drongo, bulbul, tailorbird, flowerpecker and others.</li> </ul>
Environmental and Resource Management	<ul style="list-style-type: none"> <li>■ Mt. Cleopatra Critical Habitat / Olanguan Waterfalls Natural Monument</li> <li>■ Forest Management and Biodiversity Protection</li> <li>■ CADC Areas Management/IPRA Law</li> <li>■ Marine and Fish Sanctuaries</li> <li>■ Puerto Princesa City Environmental Code; Environmental Management Plan; Forest Land Use Plan</li> <li>■ Comprehensive Land Use Plan and Zoning Ordinance</li> <li>■ City Development Control and Environmental Protection Committee (CDCEPC); PCSD-ECAN Zoning / Strategic Environmental Plan (SEP) Law</li> <li>■ DENR-CENRO for Forest Land/Timberland; IPRA Law within CADC Areas</li> </ul>

### TOURISM PROFILE – Circuit 2

Thematic Concept	"Culture-Adventure-Nature"			
Natural and Cultural Resources	Indigenous Cultural Communities, Tropical Rainforest, Mountains Rivers and Waterfalls, Caves			
Core Attraction	Indigenous Cultural Communities –Mt. Cleopatra			
Attractions Inventory	Existing: 10	Emerging: 6	Potential: 18	TOTAL: 34
Operation and Management of Existing Attractions	<u>Privately Managed:</u> 4	<u>Government Managed:</u> 1	<u>CBST Managed:</u> 5	

**TOURISM CIRCUIT 2**  
 PUERTO PRINCESA NORTHEAST  
*Culture-Adventure-Nature*

**Tourism Attractions Inventory Map**



**Tourism Product Base and Development Potentials**

Key Tourism Product	Cultural Tourism, Ecotourism/Nature-based Tourism
Strategic/Niche Products	Adventure Tourism, Agritourism/Farm Tourism, Health and Wellness Tourism, Nautical Tourism (Paraw Sailing and Boating)
Tourism Product Development Zones	Lucbuan-Maoyon-Babuyan River and Coastal Link; San Rafael Caving-Tanabag and Concepcion Trekking and Cross-Country Trail; Mt. Cleopatra Mountaineering; Binduyan Olanguan Waterfalls-Langogan Arutayan Falls and other Falls; Langogan River and Fishing Village; Kalakwasan-Riandakan-Tagnaya-Manggapen Batak Villages; Maruyogon-Lucbuan-Babuyan-San Rafael-Tanabag-Concepcion-Binduyan-Langogan Coastal Beaches and offshore Sandbar-Fondeado Island
Tourism Site and Attraction Development	<ul style="list-style-type: none"> <li>Enhancement of existing tourism attractions, and on-site visitor facilities like Tourist Information Center and Restrooms</li> <li>Improvement of last mile access to tourism sites; Provision of Signages consistent in design and quality</li> <li>Provision of adequate Parking Area at tourist sites</li> <li>Improvement of level of Information, Site Interpretation and Guiding Services</li> <li>Improvement of level of site Operations and Maintenance</li> <li>Development of new cultural experiences thru CBST, homestay and agritourism</li> <li>Marine and land-based sports recreation activities</li> <li>Development of new tour packages</li> </ul>
Flagship Project	Indigenous Heritage Center and Crafts Museum
Major Festival/Event	Lambay Festival

<b>Tourism Facilities and Services</b>			
Accommodation Facilities	Beach Resort	7	
	Tourist Inn	-	
	Pension House	4	Total No. of Rooms 232
	Total	11	
Transportation Facilities	Tourist Vans, Coaster Bus, Public Jeepneys, Shuttle Vans and Buses; Motorized Boats for hire at Maoyon River and Babuyan Twin Sandbar		
Travel and Tour Services	None		
Tour Guiding Services	Trekking Guides; Community Tour Guides (at 7 CBST sites)		
Tourism-Related Establishments (TREs)	Dive Shop-1, Theme Park-1; Gasoline Station-1		
<b>Tourism Support Infrastructure, Transport, Access and Connectivity</b>			
Roads, Bridges and Wharves	<ul style="list-style-type: none"> <li>■ Road access is through the north national highway, the same road and transport route that leads through the municipalities of Roxas, Tayatay and El Nido – considered a tourism highway and corridor, similar to the road leading to Sabang-PPUR in the northwest of the city</li> <li>■ Road conditions are good, concreted practically up to the northernmost barangay of Langogan</li> <li>■ Last mile road access and trail system into most rural barangay tourism sites needs improvement (Langogan interior roads and trails to waterfalls; Olanguan waterfalls access road and trail; Trails to Sitio Tagnaya-Bgy. Concepcion and to Sitio Kalakwasan-Bgy. Tanabag; Trail to Taraw Cave; highway to Anelawan wharf, and interior Road from Purok Everlasting to Burabod area in Bgy. Maoyon)</li> <li>■ Bridges are located Barangay Maoyon, Banuyan River, Sitio Dakoton-Bgy. San Rafael and at Tanabag River and Binduyan River with some needs upgrading</li> <li>■ For tourism use, wharves a needed as jump off points in Bgy. Maoyon (for the Maoyon River Cruise); Sitio Anelawan, Bgy. Babuyan (for Twin Sandbar tours and bay tours), Bgy. Langogan for the Langongan River and bay area snorkeling and fishing tours)</li> </ul>		
Land, Sea and Air - Travel and Transport	<ul style="list-style-type: none"> <li>■ Main access to Tourism Circuit 2 from the city center by air and sea is mainly through the Puerto Princesa International Airport and seaport.</li> <li>■ Travel from city proper to Bgy. Langogan take about 1 hour and 15minutes</li> <li>■ Main mode of transport: Tourist vans, coaster and buses for hire and for tourists on tour package;</li> <li>■ Scheduled public jeepneys, shuttle vans and buses from the city center to Langogan</li> <li>■ Parking areas in most tourism sites are inadequate: Langogan, Olanguan-Bgy. Binduyan, Batak Visitor Cenetr, Tanabag Batak Tourist Information Center, Anelawan, Bgy. Babuyan and Maoyon River Cruise</li> <li>■ Sea travel within Circuit 2 is possible from Honda Bay-Sta. Lourdes wharf, Bacungan-San Carlos wharf both found in Circuit 3 by special arrangements and travel time takes longer than land travel, using the traditional motorized outrigger boats or “pumpboats”</li> <li>■ A helipad is recommended to be installed at the Mt. Cleopatra area for use in emergency cases / possible rescue of mountaineering groups</li> </ul>		
Power Supply	<ul style="list-style-type: none"> <li>■ All nine barangays are energized except for interior settlements and mountainous areas</li> <li>■ Kalakwasan Village in Barangay Tanabag has solar power provided by the Pilipinas Shell Foundation</li> </ul>		
Water Supply	<ul style="list-style-type: none"> <li>■ Water supply is available in all barangays with level 2 system fed by rivers and springs, and level 1 system from shallow and deep well sources</li> </ul>		
Telecommunications	<ul style="list-style-type: none"> <li>■ Cellular telephone service is available within the range of the entire circuit, but some areas experience poor signal or connection</li> <li>■ Lack of internet access or connectivity in most areas within the circuit</li> </ul>		
<b>TOURISM INVESTMENT OPPORTUNITIES-Private and Public Investments</b>			
Flagship Project	Indigenous Cultural Heritage Center and Crafts Museum		
Accommodation Requirements	Beach Resorts, Ecolodges, Boutique Resorts, Farm Resorts, Camping, Mountain or Hillside Resorts; Homestay		
Transport Services	<ul style="list-style-type: none"> <li>■ Fast Craft for sea cruises/tours from Honda Bay to Puerto Princesa Bay, or from Honda Bay to the northern municipalities of Roxas, Taytay, Araceli, and Dumaran</li> <li>■ Tourist Coasters and Buses for S</li> </ul>		
Tourism Economic Enterprises / Micro, Small and Medium Enterprises	<ul style="list-style-type: none"> <li>■ Restaurants, Organic and natural restaurants, Vegetarian restaurant, Halal Restaurant</li> <li>■ Coffee Shops, Health Bars and Stores, Asian Cuisine</li> <li>■ Souvenir Shops, Specialty Shops, Pasalubong Centers</li> <li>■ Farm House Accommodation</li> <li>■ Internet Cafes</li> <li>■ Homestay</li> <li>■ Community-based enterprises (Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods)</li> <li>■ Community-Based Sustainable Tourism attractions development</li> <li>■ Water Refilling Stations</li> </ul>		



**TOURISM INVESTMENT OPPORTUNITIES-Private and Public Investments**

<p>Tourism Product Investment Areas/Opportunities</p>	<ul style="list-style-type: none"> <li>■ Cultural Tourism                             <ul style="list-style-type: none"> <li>▶ Homestay Program, Voluntourism</li> <li>▶ Indigenous Cultural Tourism Program</li> <li>▶ Cultural Villages</li> <li>▶ School for Living Traditions</li> <li>▶ Cultural Festivals and Events</li> </ul> </li> <li>■ Adventure Tourism                             <ul style="list-style-type: none"> <li>▶ Mountaineering, Mountain Biking, Quad Biking/ATV, Zip Biking</li> <li>▶ Rock Climbing, Rapelling and Abseiling-Taraw Cave; Canyoneering-Waterfalls</li> <li>▶ Bunjee Jumping, Paragliding, Sky Diving</li> <li>▶ River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari</li> <li>▶ Helicopter Sightseeing Tours or “Helitours”</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences                             <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming</li> <li>▶ Fruit Orchard Farming (Cashew, Cacao,</li> <li>▶ Farm Resorts, Dairy Farming, Poultry Farm</li> <li>▶ Fish farm resort</li> <li>▶ Agro trade fairs/events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>■ Ecotourism                             <ul style="list-style-type: none"> <li>▶ Birdwatching Tours</li> <li>▶ Wildlife Viewing Tours</li> <li>▶ Eco-Trekking Tours</li> <li>▶ Caving or Spelunking</li> <li>▶ Marine Ecotourism (Ulugan Bay)</li> </ul> </li> <li>■ Health and Wellness Tourism                             <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage , Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine</li> <li>▶ Wellness Retreats, Yoga Retreats</li> <li>▶ Integrative Health Centers, Detox Spas, TCM Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Nautical Tourism-Sailing and Boating</li> <li>■ Cruise Tourism - Fast Craft Sea Cruises from Honda Bay to northeastern municipalities of Palawan</li> </ul>
<p>Public Investments and/or Public-Private Partnerships</p>	<ul style="list-style-type: none"> <li>■ Access Roads</li> <li>■ Tourist Information Centers, Restrooms, Tourism Signages, Site Interpretation</li> <li>■ Ports/Wharves at Bgy. Maoyon, Anelawan-Babuyan, San Rafael, Langogan</li> <li>■ Transit Stops at</li> <li>■ Buenavista-Ulugan Bay Wharf and Marina Facilities</li> <li>■ Power Supply/Water Supply Solar Power</li> <li>■ Internet Connectivity</li> <li>■ CBST Support Program</li> <li>■ Private Sector Investment Incentives (Fiscal and Non-Fiscal Incentives)</li> </ul>	

**TOURISM CIRCUIT 3 General Profile**

<p>Location</p>	<p>Honda Bay -Mid East</p>		
<p>Barangay Composition</p>	<p>Six (6) Barangays: Tagburos, Sta. Lourdes, Sta. Cruz, Bacungan, Salvacion, Manalo</p>		
<p>Aggregate Land Area</p>	<p>14,510 hectares</p>		
<p><b>Demographic Data and Socioeconomic Conditions</b></p>			
<p>Population (NSO 2015)</p>	<p>16,060</p>	<p>Projected Population- 2027</p>	<p>28,575</p>
<p>Total No. of Households (CBMS 2014)</p>	<p>3,932</p>	<p>Members of the Labor Force</p>	<p>6,318</p>
<p>Households with Income below Poverty Threshold</p>	<p>748 (19%)</p>	<p>Unemployed Members of the Labor Force</p>	<p>331 (6.65%)</p>
<p><b>Environmental Setting</b></p>			
<p>Marine and Terrestrial Environment</p>	<ul style="list-style-type: none"> <li>■ Honda Bay area (central section) contains fifteen (15) islands distributed in 4 barangays:                             <ul style="list-style-type: none"> <li>▶ Bgy. Sta. Lourdes (6 islands)- Ramesamey or Cowrie Island (3.19 has.), Canon or Bat Island (37.50has.), Meara Island (15.48has.), Frazer island (4.50has.), Starfish Island (0.45has.), and Luli Island (5has.);</li> <li>▶ Barangay Manalo (7 islands) - (Arreceffi Island/Dos Palmas Island Resort (23.53has.), Bougias/Barlas Island (10has.), Parunponon Island (4.0has.), Kalumpang/Snake island (7.50has.), Makesi/Pandan island (14has.), Isla Puting Buhangin (3.68has.), and Senorita Island (7.0has.);</li> <li>▶ Barangay Salvacion (2 islands) Bush Island (5.28has.) and Tapul Island (9.16has.). (Source: DENR-CENRO)</li> </ul> </li> <li>■ Municipal Waters: 36,271.81 has.</li> <li>■ Coastline: 77,794.19m</li> </ul>		
<p>Environmental and Resource Management</p>	<ul style="list-style-type: none"> <li>■ Marine Protected Areas / Marine Sanctuaries Management</li> <li>■ Marine Ecotourism/Sustainable Coastal Tourism</li> <li>■ Bat Sanctuary –CENRO; Snake Island and San Carlos Mangrove Forest–DENR-CENRO</li> <li>■ Forest Management and Biodiversity Protection</li> <li>■ Puerto Princesa City Environmental Code; Environmental Management Plan; Forest Land Use Plan; Comprehensive Land Use Plan and Zoning Ordinance</li> <li>■ CDCEPC; PCSD-ECAN Zoning /SEP Law</li> <li>■ DENR-CENRO Environmental Laws /FLaGT- Forest Land/Timberland Use /Foreshore Lease</li> <li>■ Establishment of Carrying Capacity of Tourism Sites</li> <li>■ Use of green technologies: Solar Power, Rainwater harvesting, Water Treatment Pond-Reed bed</li> <li>■ Disaster Risk Reduction Management Plan for Tourism Sites</li> </ul>		

Biodiversity	<ul style="list-style-type: none"> <li>■ Significant coral reef cover in good to excellent condition, with large are covered by soft corals and coral reefs with more than 50% hard cover over 300 species documented</li> <li>■ Reef fishes are abundant with high species richness</li> <li>■ Rare and threatened species of olive ridley turtle, green sea turtle, hawksbill turtle, bottlenose dolphin, long-snouted spinner dolphins, Bryde’s whale, whaleshark, dugong (sea cow)</li> <li>■ Mangroves- intact mangrove forests with old growth mangrove stands of at least 1,393 hectares covering the coastal areas of Bgy. Manalo, Salvacion, Bacungan, Sta. Cruz, Sta. Lourdes and Tagburos; at least 18 true mangrove species and 20 associate mangrove species</li> <li>■ Lush seagrass meadows of at least 8 species of seagrasses and seaweeds with 24 genera found to have good cover at Tagburos, Luli Island, Concepcion and Binduyan</li> <li>■ Molave forest at Sitio Magarwak with dominant tree species like Palawan Ironwood, Molave, Kamagong, Nato, agoho del Monte, Anilao, Antipolo, Bayok, Bunog, Kuliati, Malabayabas, Makaasim, Mankono, Malakawayan, Malapapaya, Palawan Cherry and others (Resource Basic Inventory of Sito Magarwak-Bgy. Sta., Lourdes 2013-City ENRO)</li> <li>■ Bird species include Ashy-headed Babbler, Black-naped Oriole, Black-headed Bulbul, Blue Paradise Flycatcher, Common Emerald Dove, Flameback Woodpecker, Grey Imperial Pigeon, Hill Mynah, Little Spider Hunter, Plaintive Cuckoo, Purple-throated Sunbird, Rufous-tailed Tailor Bird, Tabon bird, white-bellied sea eagle, Yellow-throated Leafbird, Zebra Dove and others (Resource Basic Inventory of Sito Magarwak-Bgy. Sta., Lourdes 2013-CENRO)</li> <li>■ Pandan Island 80 species: Endemic bird species: Mantanani scops owl and Grey imperial pigeon; 25 Resident species- Striated heron, Rufous night-heron, Great billed heron, Easter reef egret, Tabon scrubfowl, Blue-breasted quail, white-winged tern, Stork-billed kingfisher, and others with 1 Restricted range, 12 Migratory, 14 Shorebirds and 4 Seabirds, 2 Island specialists and 20 mix of terrestrial, grassland and open country species (Source: The Birds of Pandan Island-Technical Report August 2008, Research Gate)</li> <li>■ Bat Island contains species of the Palawan fruit bat endemic to the Philippines where it can be found only in the Palawan Faunal Region, assessed as Vulnerable (IUCN Red List Category and Criteria)</li> </ul>
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**TOURISM PROFILE – Circuit 3**

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Natural and Cultural Resources	Islands with white sand beach and azure waters; Coral Reef areas, Mangroves on the fringes of the bay, Rare bird species, Bat populations			
Core Attraction	Islands, Beaches and Marine Areas			
Attractions Inventory	Existing: 12	Emerging: 4	Potential: 11	TOTAL: 27
Operation and Management of Existing Attractions		<u>Privately Managed:</u> 8	<u>Government Managed:</u> 1	<u>CBST Managed:</u> 3

**Tourism Facilities and Services**

Accommodation Facilities	Beach Resort	4	Total No. of Rooms	93
	Tourist Inn	-		
	Pension House	2		
	Total	6		
Transportation Facilities	Tourist Vans, Coaster Bus, Public Jeepneys, Shuttle Vans and Buses; Motorized Boats for hire at Honda bay wharf			
Travel and Tour Services	None			
Tour Guiding Services	City Guides are accompanied by boatmen and crew for island hopping and snorkeling activities; Diving is assisted by licensed dive instructor			
Tourism-Related Establishments	Restaurants -3; Hotsprings – 1; Island Destination-3; Snorkel Gear Rental -5; Water Sports Facilities - 1; Dive Shop -2; Swimming Pool – 1; Travel and Tours – 1; Ticketing Office – 5; Spa -4; Souvenir Shop -2			

**Tourism Support Infrastructure, Transport, Access and Connectivity**

Roads, Bridges and Wharves	<ul style="list-style-type: none"> <li>■ Widening of access road from national highway to Honda Bay wharf</li> <li>■ Improvement of last mile access leading to tourism sites in San Carlos, Bacungan Mangrove River Cruise, Pearl Farm and Rural Agricultural Center in Bgy. Salvacion; Interior roads at Bgy. Tagburos, and Bgy. Manalo</li> <li>■ Concrete national highway road , reported for widening into a 6-lane highway</li> <li>■ For tourism purpose wharves are needed as alternate jump off point in Bgy. Manalo</li> </ul>
Land, Sea and Air - Travel and Transport	<ul style="list-style-type: none"> <li>■ Land access to Tourism Circuit 3 from the city center is by land transport; ravel from city proper to Honda bay wharf is about 20 to 30 minutes</li> <li>■ Main mode of transport: Tourist vans, coaster and buses for hire and for tourists on tour package;</li> <li>■ Multicabs and tricycles on regular basis and Taxis can be hired from the city center to Honda Bay</li> <li>■ Parking area at Honda Bay wharf is inadequate</li> <li>■ Sea travel within Circuit 3 is motorized outrigger boats or “pumpboats” for island hopping tours</li> </ul>
Power Supply	<ul style="list-style-type: none"> <li>■ Electricity is available but not all households in the circuit are connected</li> </ul>
Water Supply	<ul style="list-style-type: none"> <li>■ Barangay Tagburos and Sta. Lourdes have access to piped-in water from the water district but there are households that still depend on level II and level I water supply systems</li> </ul>
Telecommunications	<ul style="list-style-type: none"> <li>■ Cellular telephone service is available within the range of the entire circuit, but some areas experience poor signal or connection</li> <li>■ Lack of internet access or connectivity in most areas within the circuit</li> </ul>

**Tourism Circuit 3**  
 PUERTO PRINCESA MID EAST  
*Best of the Islands*



**Tourism Product Base and Development Potentials**

Key Tourism Product	Marine Ecotourism/Island and Beach Tourism (Scuba Diving, Reef Snorkeling, Island Hopping)
Strategic/ Niche Products	Wildlife Ecotourism (Birdwatching and Bat Watching) Marine Adventure Tourism-Aqua-Sports and Recreation, Health and Wellness Tourism, Agritourism/Farm Tourism, , Nautical Tourism (Sailing and Boating), Cruise Tourism
Tourism Product Development Zones	<ul style="list-style-type: none"> <li>▶ Tagburos and Sta. Lourdes – for Island Hopping Tours, Marine Ecotourism and Birdwatching/Batwatching Tours, Sta. Lourdes Hotsprings Health and Wellness., Vietnamese Village and Nan Hai Fayu Buddhist Temple</li> <li>▶ Sta. Cruz and San Carlos –for River Cruises and Oceanarium/Marine Park Recreation</li> <li>▶ Salvacion and Manalo- for Coastal Experiences with the community on crabbing, gleaning, fishing and Pearl Farming; Alternate jump off and exit points for Honda Island Hopping Tours and Snorkeling Tours; Nature-based and agritourism experiences at the Rural Agricultural Center, Bgy. Salvacion</li> </ul>
Tourism Site/ Attraction Development and Management	<ul style="list-style-type: none"> <li>■ Upgrading of existing Honda Bay wharf with world-class tourism visitor facilities, promenade, wharf attractions, restaurants and merchandise</li> <li>■ Establishment of Puerto Princesa Oceanarium and Marine as Flagship Tourism Project for Educational Tours</li> <li>■ Development of an annual marine-themed Island Festival to celebrate bounties of the seas</li> <li>■ Enhancement of existing tourism attractions, and on-site visitor facilities such as Tourist Information Center and Restrooms; Provision of Signages consistent in design and quality</li> <li>■ Provision of adequate Parking Area at Honda Bay and other tourist sites</li> <li>■ Improvement of level of Information, Site Interpretation and Guiding Services particularly on marine guiding services; Improvement of level of site Operations and Maintenance</li> <li>■ Development of new island hopping tour packages and adventure sports recreation activities</li> </ul>

<b>TOURISM INVESTMENT OPPORTUNITIES-Private and Public Investments</b>			
Accommodation Requirements	Island Resorts, Beach Resorts, Farm Resorts, Hillside Resorts, Homestay and Camping		
Transport Services	<ul style="list-style-type: none"> <li>■ Fast Craft for sea cruises/tours from Honda Bay to Puerto Princesa Bay, or from Honda Bay to the northern municipalities of Roxas, Taytay, Araceli, and Dumarán</li> <li>■ Upgraded motorized boats for Honda Bay Island Hopping</li> <li>■ Tourist Vans, Coasters and Buses to Honda Bay and onwards up to Bgy. Manalo</li> </ul>		
Tourism Product Investment Areas/Opportunities	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> <li>■ Ecotourism/Marine and Terrestrial                             <ul style="list-style-type: none"> <li>▶ Scuba Diving, Snorkeling,</li> <li>▶ Sea walk/Helmet Diving</li> <li>▶ Sport Fishing</li> <li>▶ Birdwatching/ Bat watching Tours</li> </ul> </li> <li>■ Health and Wellness Tourism                             <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage, Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine; Wellness Retreats, Yoga Retreats; Integrative Health Centers, Detox Spas, TCM Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences                             <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming, Fruit Orchard Farming, Farm Resorts, Dairy Farming, Poultry Farm; Fish farm resort; Agro trade fairs/events</li> </ul> </li> </ul> </td> <td style="width: 50%; vertical-align: top;"> <ul style="list-style-type: none"> <li>■ Aquasports/ Sea Adventures                             <ul style="list-style-type: none"> <li>▶ Flyboarding, Parasailing, Dinghy Sailing</li> <li>▶ Kiteboarding, Wakeboarding, Kayaking</li> <li>▶ Banana boat rides, Tubing, Inflatables</li> <li>▶ Pedal bikes, Glass bottom boat, Hobie Cat</li> <li>▶ Hang gliding, Water skiing, Sea bike</li> </ul> </li> <li>■ Nautical Tourism-Sailing and Boating</li> <li>■ Cruise Tourism - Fast Craft Sea Cruises from Honda Bay to northeastern municipalities of Palawan</li> <li>■ Cultural Tourism                             <ul style="list-style-type: none"> <li>▶ Homestay Program, Voluntourism</li> <li>▶ Indigenous Cultural Tourism Program</li> <li>▶ Cultural Villages</li> <li>▶ School for Living Traditions</li> <li>▶ Cultural Festivals and Events</li> </ul> </li> </ul> </td> </tr> </table>	<ul style="list-style-type: none"> <li>■ Ecotourism/Marine and Terrestrial                             <ul style="list-style-type: none"> <li>▶ Scuba Diving, Snorkeling,</li> <li>▶ Sea walk/Helmet Diving</li> <li>▶ Sport Fishing</li> <li>▶ Birdwatching/ Bat watching Tours</li> </ul> </li> <li>■ Health and Wellness Tourism                             <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage, Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine; Wellness Retreats, Yoga Retreats; Integrative Health Centers, Detox Spas, TCM Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences                             <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming, Fruit Orchard Farming, Farm Resorts, Dairy Farming, Poultry Farm; Fish farm resort; Agro trade fairs/events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>■ Aquasports/ Sea Adventures                             <ul style="list-style-type: none"> <li>▶ Flyboarding, Parasailing, Dinghy Sailing</li> <li>▶ Kiteboarding, Wakeboarding, Kayaking</li> <li>▶ Banana boat rides, Tubing, Inflatables</li> <li>▶ Pedal bikes, Glass bottom boat, Hobie Cat</li> <li>▶ Hang gliding, Water skiing, Sea bike</li> </ul> </li> <li>■ Nautical Tourism-Sailing and Boating</li> <li>■ Cruise Tourism - Fast Craft Sea Cruises from Honda Bay to northeastern municipalities of Palawan</li> <li>■ Cultural Tourism                             <ul style="list-style-type: none"> <li>▶ Homestay Program, Voluntourism</li> <li>▶ Indigenous Cultural Tourism Program</li> <li>▶ Cultural Villages</li> <li>▶ School for Living Traditions</li> <li>▶ Cultural Festivals and Events</li> </ul> </li> </ul>
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Tourism Economic Enterprises /Micro, Small and Medium Enterprises	<ul style="list-style-type: none"> <li>■ Restaurants, Organic and natural restaurants, Vegetarian restaurant, Halal Restaurant</li> <li>■ Coffee Shops, Health Bars and Stores, Asian Cuisine; Internet Cafes</li> <li>■ Souvenir Shops, Specialty Shops, Pasalubong Centers</li> <li>■ Homestay; Farm House Accommodation</li> <li>■ Community-based enterprises (Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods)</li> <li>■ Community-Based Sustainable Tourism attractions development</li> <li>■ Water Refilling Stations</li> </ul>		
Public Investments / Public-Private Partnerships and Investment Incentives	<ul style="list-style-type: none"> <li>■ Upgrading of existing Honda Bay wharf with world-class tourism visitor facilities, passenger terminal, Parking Area and Promenade</li> <li>■ Establishment of Oceanarium and Marine Park as Tourism Flagship Project for Circuit 3</li> <li>■ Last Mile Access Roads to Tourism Sites</li> <li>■ Tourist Information Centers, Restrooms, Tourism Signages, Site Interpretation</li> <li>■ Ports/Wharves at Bgy. Manalo, Salvacion</li> <li>■ Transit Stops within Circuit 3: Sta. Lourdes-Honda Bay, Bacungan-San Carlos, Salvacion and Manalo</li> <li>■ Power Supply/Water Supply; Solar Power; Internet Connectivity</li> <li>■ CBST Support Program; Private Sector Investment Incentives (Fiscal and Non-Fiscal Incentives)</li> </ul>		

<b>TOURISM CIRCUIT 4 General Profile</b>			
Location	Puerto Princesa Urban Center		
Barangay Composition	Thirty-four (34) Barangays Masigla, San Isidro, Pagkakaisa, Tiniguiban, Mandaragat, Masikap, Model, Manggahan, Maningning, San Miguel, Kalipay, Milagrosa, Bancao-Bancao, Bagong Silang, Princesa, Liwanag, Mabuhay, Bagong Pagasa, Matahimik, Tanglaw, San Jose, San Manuel, Tagumpay, Maunlad, Bagong Sikat, Magkakaibigan, Maligaya, Irawan, Masipag, San Pedro, Sicsican, Sta. Monica, Iwahig		
Aggregate Land Area	16,034 hectares		
<b>Demographic Data and Socioeconomic Conditions</b>			
Population (NSO 2015)	133,740	Projected Population- to 2027:	257,001
Total No. of Households (CBMS 2014)	33,904	Members of the Labor Force	52,048
Households with Income below Poverty Threshold	3,423 (10.1%)	Unemployed Members of the Labor Force	3,561 (6.87%)
<b>Environmental Setting</b>			
Terrestrial Environment	<ul style="list-style-type: none"> <li>■ Flatlands are mainly urban settlements of mixed use for residential and commercial purposes</li> <li>■ Urban core area consists of Central Business District 1(CBD1) or the Old Poblacion/town, and New Downtown (CBD2). The outer core or Non-CBD Periphery are the peripheral areas outside the urban core</li> <li>■ Real estate developments, socialized housing and subdivisions, and construction of commercial buildings are expanding at a fast rate., including new big shopping malls</li> <li>■ Watershed area and mangrove area forest cover continue to increase due to reforestation activities of the City Government; Mt. Beaufort and Bgy. Irawan watershed area flows into Irawan River the main source of water supply of the city center; Iwahig Prison and Penal Farm-Central colony contains 14,700has. and has significantly retained much of its forest cover, its forest and riverbanks relatively unexploited</li> <li>■ River courses and tributaries Irawan River, Bonton River, Balsahan River and Iwahig River</li> </ul>		



Coastal / Marine Environment	<ul style="list-style-type: none"> <li>■ Municipal waters: 18,848.11 (14,003.62 has. from tip of Bgy. Banca-Bancao to Bgy. San Jose) with Puerto Princesa Bay Area (4,844.049has.)</li> <li>■ Coastline: 40,829.95m from San Jose to Iwahig</li> <li>■ Marine Sanctuaries: Rawis Reef Marine Sanctuary, Tagbacong Reef, Tangdol Reef Fish Sanctuary; No. of Island: (1) Isla de Cana</li> <li>■ of Puerto Princesa Bay area and Banca-Bancao</li> <li>■ Puerto Princesa Bay area is a rich fishing ground with mangrove areas and extensive seagrass beds and meadows along the south-end coast (Canigaran up to San Jose)</li> </ul>
Biodiversity	<ul style="list-style-type: none"> <li>■ Mt. Beaufort is completely covered with forest and teeming with flora and fauna with a variety of species of birds and other animal/plant life</li> <li>■ Coral reefs at Puerto Princesa Bay with soft and hard coral cover of 30% to 50%, and reef fishes found on the eastern coast of Banca-Bancao</li> <li>■ Cetacean (dolphins and whales, whalesharks) sightings at the mouth of the bay and east side</li> </ul>
Environmental and Resource Management	<ul style="list-style-type: none"> <li>■ Irawan Watershed Management-Flora and Fauna; Iwahig Penal Prison and Reserve</li> <li>■ Puerto Princesa Bay Management Board</li> <li>■ Forest Management and Biodiversity Protection</li> <li>■ Marine and Fish Sanctuaries Management</li> <li>■ Puerto Princesa City Environmental Code; Environmental Management Plan; Forest Land Use Plan; Comprehensive Land Use Plan and Zoning Ordinance</li> <li>■ CDCEPC; PCSD-ECAN Zoning /SEP Law</li> <li>■ DENR-CENRO Environmental Laws /FLaGT- Forest Land/Timberland Use</li> <li>■ Use of green technologies: Solar Power, Rainwater harvesting, Water Treatment Pond-Reed bed</li> <li>■ Disaster Risk Reduction Management Plan for Tourism Sites</li> </ul>

#### TOURISM PROFILE – Circuit 4

Thematic Concept	“Heritage, Arts and Cuisine”			
Natural and Cultural Resources	Historical Landmarks,(Built Heritage) Museums, Festivals and Events, Dining and Local Cuisine, Sports and Recreation Activities, Health and Wellness, Conventions, Shopping-Arts/Souvenirs			
Core Attraction	Heritage Attractions; Plaza Cuartel, Princess Eulalia Park, Rizal Park, Baywalk Park, Immaculate Conception Cathedral			
Attractions Inventory	Existing: 51	Emerging: 13	Potential: -	TOTAL: 64
Operation and Management of Existing Attractions		<u>Privately Managed:</u> 28	<u>Government Managed:</u> 20	<u>CBST Managed:</u> 3

#### Tourism Product Base and Development Potentials

Key Tourism Product	Heritage Tourism
Strategic/ Niche Products	Culinary Tourism, MICE Tourism, Cruise Tourism Health and Wellness Tourism, Cultural Tourism (Arts and Culture), Educational Tourism, Nautical Tourism-Bay Sailing and Boating, Nature and Sea Recreation Adventures
Tourism Product Development Zones	<ul style="list-style-type: none"> <li>▶ Urban core for heritage tours/walks, visits to museums and art galleries, dining experiences, convention and conferences, shopping and entertainment</li> <li>▶ Puerto Princesa Bay for Bay Cruises, Firefly watching, sailing, boating, water sports e.g. Dragon boat Race, and Cruise Industry development for Cruise Ship calls at the Puerto Princesa Seaport</li> <li>▶ Sta. Monica for land-based Sporting events: City Sports Complex and Racetracks; San Pedro-City Coliseum and Tara Golf Course</li> </ul>
Tourism Site and Attraction Development and Management	<ul style="list-style-type: none"> <li>■ Heritage Site Development- restoration and conservation of Spanish and American Period, WWII historical landmarks: Plaza Cuartel, Princess Eulalia Park, Rizal Park –as Flagship Tourism Project</li> <li>■ Baywalk Park upgrading with internationally comparable waterfront park features to be highlighted by a more appealing promenade pedestrian-friendly, line with more greeneries and seating areas, sufficient lighting, dining facilities and cafes, art installations are recommended, view decks and light and water shows; A relief map of Palawan and Puerto Princesa immediately fronting the Baywalk park is proposed with ample lighting for viewing even at night time</li> <li>■ Development of Balayong Park with an land area of 73,461 sq.m. around the city’s government center- will feature a food complex, fitness and recreational park, children’s park, museum and library, Arts Pavilion and Gallery</li> <li>■ Development of more Open Spaces, Pocket Parks and Promenades for Leisure and Recreation</li> <li>■ Development of Man-made iconic City Landmark: DNA Tower</li> <li>■ Establishment of Puerto Princesa International Convention Center</li> <li>■ Establishment International Cruise Port Terminal</li> <li>■ Irawan Forest Park and Masagana Waterfalls</li> <li>■ Enhancement of existing tourism attractions, and on-site visitor facilities like Tourist Information Center and Restrooms; Improvement of last mile access to tourism sites and provision of signages consistent in design and quality; Provision of adequate access and Parking Areas</li> <li>■ Improvement of level of Information, Site Interpretation and Guiding Services</li> <li>■ Improvement of level of site Operations and Maintenance</li> <li>■ Development of new tour packages</li> <li>■ Promote Balayong Festival as the city’s major festival event</li> </ul>



**TOURISM CIRCUIT 4**  
 PUERTO PRINCESA URBAN CENTER  
*Heritage, Arts & Cuisine*

**Tourism Attractions Inventory Map**

EXISTING TOURIST ATTRACTIONS



EXISTING TOURIST ATTRACTIONS

EXISTING TOURIST ATTRACTIONS

**Tourism Product Development Strategy**

Key Product :	Heritage Tourism
Core Attractions :	Built Heritage, Arts and Cuisine
Strategic Products :	MICE Tourism and Education Tourism
Opportunity Attraction :	Cruise and Nautical Tourism
Thematic Concept :	'Heritage, Arts, Cuisine'
Flagship Project :	Palawan Arts Center and Gallery
Major Festival/Event :	Balayong Festival
Tourism Service Center :	
CBD1	Puerto Princesa City Proper (Old Town)
CBD2	Barangay San Jose (New down town)

LEGEND	EXISTING ATTRACTIONS	REEFS	OTHERS
<ul style="list-style-type: none"> <li>EXISTING ATTRACTIONS</li> <li>ROAD NETWORK</li> <li>BOUNDARIES</li> <li>WHARF</li> <li>INFORMATION CENTER</li> <li>TOURISM SERVICE</li> <li>SETTO</li> <li>BIRD WATCHING</li> <li>SCUBA DIVING</li> <li>SATELLITE</li> <li>BARANGAY</li> <li>SNORKELING</li> <li>TREKKING</li> </ul>	<ul style="list-style-type: none"> <li>X1-IWAHIG RIVER AND FIREFLY WATCHING</li> <li>X2-IWAHIG PRISON PENAL FARM</li> <li>X3-BALSAHAN RIVER</li> <li>X4-CROCODILE FARM</li> <li>X5-SOUTH SEA PEARL MUSEUM</li> <li>X6-ECO-PARK AND IRAWAN CANOPY ZIPLINE</li> <li>X7-SICSICAN ZIPLINE</li> <li>X8-RANCHO STA. MONICA AND 360 ADVENTURE</li> <li>X9-BAKERS HILL</li> <li>X10-BUTTERFLY GARDEN</li> <li>X11-BINUATAN WEAVING CENTER</li> <li>X12-CITY HALL</li> <li>X13-SPORTS COMPLEX</li> <li>X14-PALAWAN STATE UNIVERSITY MUSEUM</li> <li>X15-FLOATING FISH CAGES</li> <li>X16-CITY COLISEUM</li> <li>X17-NUBUNGAN SA TURBO</li> <li>X18-WWII MEMORIAL MUSEUM</li> <li>X19-PALAWAN MUSEUM</li> <li>X20-MENDOZA PARK</li> <li>X21-CAPITOL COMPLEX CENTER</li> <li>X22-PALAWAN HERITAGE CENTER</li> <li>X23-PLAZA CUARTEL</li> <li>X24-IMMACULATE CONCEPCION CATHEDRAL</li> <li>X25-BAYWALK</li> <li>X26-PUERTO PRINCESA BAY CRUISE SHIPREFFLY WATCHING</li> <li>X27-DOLPHINE AND WHALE WATCHING</li> <li>X28-SCUBA DIVING</li> <li>X29-PRINCESS EULALIA PARK</li> <li>X30-KUYBA ALMONECA</li> <li>X31-OLIVAN INTERNATIONAL CIRCUIT</li> </ul>	<ul style="list-style-type: none"> <li>R1-LIGHT HOUSE REEF</li> <li>R2-MARIS ROCK</li> <li>R3-SILICA REEF</li> <li>R4-PUTING BATO REEF</li> <li>B1-WHITE BEACH</li> <li>B2-CANIGARAN BEACH</li> <li>B3-SAN PEDRO BEACH</li> <li>B4-SAN MANUEL BEACH</li> <li>B5-SAN JOSE BEACH</li> <li>B6-BUKANA BEACH</li> </ul>	<ul style="list-style-type: none"> <li>O1-ISLA DE CANA</li> <li>O2-MASAGANA WATERFALLS</li> <li>O3-IRAWAN RIVER</li> <li>O4-MT. BEAUFORT</li> <li>O5-WESTERN FRONT GOLF COURSE</li> </ul>



Tourism Facilities and Services			
Accommodation Facilities	Resort	6	Total No. of Rooms 4,120
	Tourist Inn	47	
	Pension House	137	
	Hotel	25	
	Motel	4	
	<b>Total</b>	<b>219</b>	
Transportation Facilities	Tourist Vans, Coaster Bus, Taxis for hire; Public Jeepneys, Shuttle Vans and Mini-bus; Motorized Boats for Dolphin and Whales, Whaleshark Watching		
Travel and Tour Services	Almost all Travel and Tour Operators are based in the city proper		
Tour Guiding Services	Mainstream Tour Guides for City Tour; Community Tour Guides for Iwahig Firefly Watching and Interpretive guides for the Sicsican Firefly Watching		
Tourism-Related Establishments	Restaurant -143; Zipline -1; Snorkel Gear Rental -2; Water Sports Facilities – 2; Dive Shop-3; Swimming Pool – 12; Theme Park-3; Travel and Tours-174; Ticketing Office-110; Spa -21; Function Room-3; Gasoline Station-17; Souvenir Shop -101; Convention Center-2		
Tourism Service Center	Main Service Center- Urban Center (CBD1) Secondary Service Center- New Downtown (CBD2)		
Tourism Support Infrastructure, Transport, Access and Connectivity			
Roads, Bridges and Wharves	<ul style="list-style-type: none"> <li>■ All major roads and drainage system have been under upgrading and road widening; Interior roads/ feeder roads into residential areas in suburban areas still needs concreting</li> <li>■ To address traffic congestion and bottlenecks, alternate roads are proposed in the following areas (CLUP): <ul style="list-style-type: none"> <li>▶ From WESCOM Road to San Pedro Road III – Phase I</li> <li>▶ MP Road- San Pedro to Santol Road, San Jose – Phase II</li> <li>▶ Coastal Road from Manalo Extension to Bgy. San Jose</li> <li>▶ Wharves or Boat Landing Facilities are proposed to be established at Bagong Silang, Tiniguiban/Bunkhouse, Iwahig(Bukana), Sicsican</li> <li>▶ Skyway (New) from the coastal area of Baywalk-Mandaragat-Tiniguiban-Sta. Monica</li> <li>▶ A Bike Lane is proposed within the city proper</li> </ul> </li> </ul>		
Land, Sea and Air Travel and Transport	<ul style="list-style-type: none"> <li>■ Primary access to Tourism Circuit 1 from the city center by air and sea is mainly through the Puerto Princesa International Airport and seaport.</li> <li>■ Movement into and around the circuit by sea is thru motorized boats at Puerto Princesa Bay, with bigger boats plying the route from the Fishport to Bgy. Mangingisda</li> </ul>		
Power Supply	<ul style="list-style-type: none"> <li>■ The urban center is fully energized thru the PALECO distribution system.</li> </ul>		
Water Supply	<ul style="list-style-type: none"> <li>■ Piped-in water supply is provided the Puerto Princesa City Water District to most households in the city including the peripheral CBD areas</li> </ul>		
Telecommunications	<ul style="list-style-type: none"> <li>■ Cellular telephone service is available within the range of the entire circuit, but some areas experience poor signal or connection</li> <li>■ Lack of or slow internet access or connectivity in some areas within the circuit</li> </ul>		
TOURISM INVESTMENT OPPORTUNITIES-Private and Public Investments			
Accommodation Requirements	Hotel Accommodations with 3-5 star amenities and sufficient number of rooms and Resort-Type Hotel Accommodations, Boutique Resorts		
Transport Services	<ul style="list-style-type: none"> <li>■ Fast Craft for sea cruises from Puerto Princesa Bay Tourist Transport and Public Transport</li> <li>■ Tourist Buses, Taxicabs</li> </ul>		
Tourism Product Areas/Opportunities	<ul style="list-style-type: none"> <li>■ Health and Wellness Tourism <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage, Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine</li> <li>▶ Wellness Retreats, Yoga Retreats</li> <li>▶ Integrative Health Centers, Detox Spas, TCM Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming, Fruit Orchard Farming, Farm and Fish Resorts</li> <li>▶ Dairy Farming</li> <li>▶ Agro trade fairs/events</li> </ul> </li> <li>■ Heritage Tourism and Culinary Tourism- Art Cafes, Traditional Local Food Cafes, Local Culture</li> <li>■ Cruise Tourism - Fast Craft Sea Cruises</li> <li>■ Ecotourism <ul style="list-style-type: none"> <li>▶ Nature Trails, Birdwatching Tours and Wildlife Viewing Tours (Flora and Fauna Mt. Beaufort</li> <li>▶ Marine Ecotourism -Puerto Princesa Bay</li> <li>▶ Scuba Diving, Dolphin and Whale watching, Whaleshark interaction</li> </ul> </li> <li>■ Nautical Tourism – Sailing, Yachting and Boating, Bay Cruises – Puerto Princesa Bay</li> </ul>		
Tourism Economic Enterprises /Micro, Small and Medium Enterprises	<ul style="list-style-type: none"> <li>■ Restaurants, Organic and natural restaurants, Vegetarian and Halal Restaurants; Coffee Shops, Health Bars, Internet Cafes; Souvenir Shops, Specialty Shops, Pasalubong Centers</li> <li>■ Community-based enterprises - Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods; Water Refilling Stations</li> <li>■ Community-Based Sustainable Tourism attractions development (Irawan and San Jose)</li> </ul>		
Public Investments / Public-Private Partnerships and Investment Incentives	<ul style="list-style-type: none"> <li>■ Heritage District Development; Baywalk Park Development</li> <li>■ Cruise Port Terminal Development; Balayong Park Development /Parks Development</li> <li>■ Arts Pavilion and Gallery; Access and Interior Roads leading to accommodation sites and residential areas</li> <li>■ Tourist Information Centers (Airport, Seaport/Cruise port, Mendoza Park, City Hall, Coliseum and Malls, Land Transport Terminals) Restrooms, Tourism Signages, Site Interpretation, Lighting and softscapes</li> <li>■ Power Supply/Water Supply/ Solar Power/ Internet Connectivity- Fast and Reliable</li> <li>■ CBST Investment Support Program and Incentives</li> <li>■ Private Sector Investment Incentives (Fiscal and Non-Fiscal Incentives)</li> </ul>		

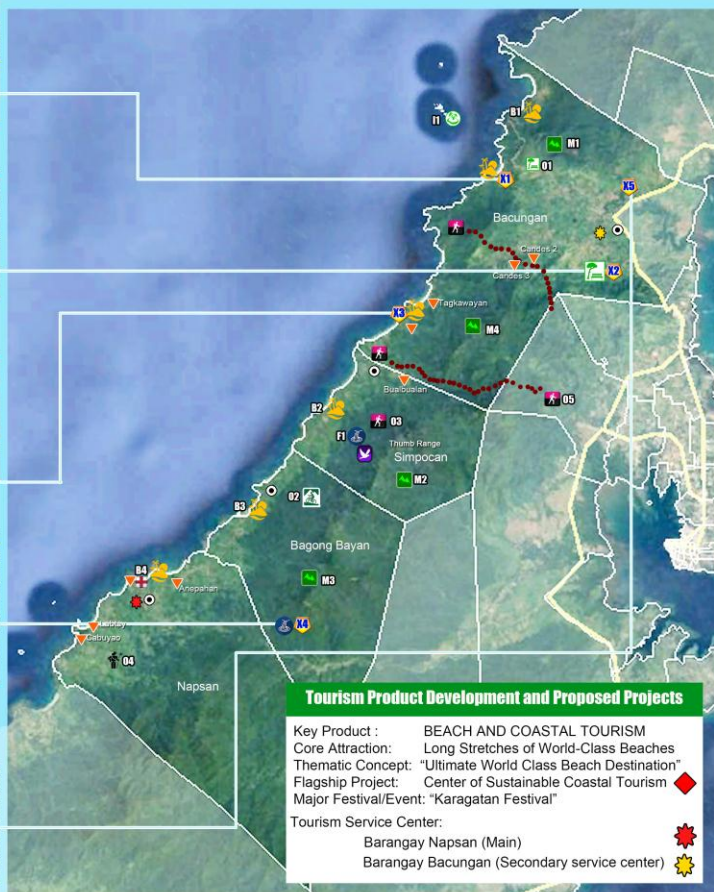
<b>TOURISM CIRCUIT 5 General Profile</b>			
Location	Puerto Princesa South West		
Barangay Composition	Four (4) Barangays: Bacungan, Simpocan, Bagong Bayan, Napsan		
Aggregate Land Area	46,527 hectares		
<b>Demographic Data and Socioeconomic Conditions</b>			
Population (NSO 2015)	7,272	Projected Population-2027:	11,526
Total No. of Households (CBMS 2014)	1,788	Members of the Labor Force	2,705
Households with Income below Poverty Threshold	576 (32%)	Unemployed Members of the Labor Force	255 (9.43%)
<b>Environmental Setting</b>			
Terrestrial Environment	<ul style="list-style-type: none"> <li>■ The circuit topography is characterized by predominantly hilly and mountainous rugged coastlines and beach coves facing the Palawan Passage of the West Philippines Sea</li> <li>■ The fairly flat coastal terrain is framed by the towering backdrop of mountains consisting of Thumb Range at Barangay Simpocan stretching over to Bacungan with Mt. Airey, and Mt. Salakot on the south side; Over 75% of this area has a slope higher than 18%</li> <li>■ Barangay Napsan- has the largest cover of primary forest in the city with 6,101 has., Bagong Bayan has 3,431has. surrounded by an even larger area of secondary forest</li> <li>■ Protected area: 24,820.53 has.; Puerto Princesa City Forest Reserve-Sitio Nagtabon, Bgy. Bacungan; 500-ha. Wilderness Area in Bgy. Bacungan declared by Sangguniang Panlalawigan</li> <li>■ Rivers and Creeks: Bacungan River, Tagkawayan Creek, Beaufort River, Bual-Bualan River, Shirt River, Tag-ube Creek, Tagmamaon Creek, Tagbariri Creek</li> <li>■ CADC Areas located in parts of Bgy. Napsan, Bagong Bayan, Simpocan and Bacungan with Tagbanua tribal communities</li> </ul>		
Coastal / Marine Environment	<ul style="list-style-type: none"> <li>■ Municipal waters: 78,204.24has</li> <li>■ Coastline: 69,104.71m</li> <li>■ Marine Sanctuaries: (3) Chicken Island Marine Sanctuary(Bacungan), Corong-Corong Reef Fish Sanctuary (Bagong Bayan) and Tagkuti Reef Fish Sanctuary (Simpocan)</li> <li>■ No. of Islands : 1 (Hen and Chicken Islet- Bacungan)</li> <li>■ Coastal Beaches at Napsan, Bagong Bayan, Simpocan, and Tagkawayan, Nagtabon and Talaudyong Beaches at Bgy. Bacungan</li> <li>■ Coral reef areas off the coast of Napsan, Bagong Bayan and Talaudyong</li> <li>■ Reef fishes along the coast of Bacungan found to have high species richness</li> <li>■ Cetacean sightings (dolphins and whales) on the sea waters of Talaudyong, Nagtabon, Simpocan, bagong bayan and Napsan</li> <li>■ Turtle nesting sites in two beach areas of Bgy. Bagong Bayan</li> </ul>		
Biodiversity	<ul style="list-style-type: none"> <li>■ The vast forest resource in this circuit was reported to have the highest endemism of faunal species and the greatest number of flagship species.</li> <li>■ The percentage of threatened fauna is also highest at 88.23%</li> <li>■ Puerto Princesa City Forest Reserve-Sitio Nagtabon, Bgy. Bacungan- has the highest terrestrial flora biodiversity index</li> <li>■ Wilderness Area in Bgy. Bacungan-harbors intact old growth mangrove forests</li> </ul>		
Environmental and Resource Management	<ul style="list-style-type: none"> <li>■ Thumb Peak and Mountain Range - Forest Management and Biodiversity Protection</li> <li>■ Marine and Fish Sanctuaries Management</li> <li>■ Puerto Princesa City Environmental Code; Environmental Management Plan; Forest Land Use Plan; Comprehensive Land Use Plan and Zoning Ordinance</li> <li>■ CDCEPC; PCSD-ECAN Zoning /SEP Law; DENR-CENRO Environmental Laws /FLaGT- Forest Land/Timberland Use</li> <li>■ CADC Areas Management –IPRA</li> <li>■ Establishment of Carrying Capacity of Tourism Sites and Use of green technologies: Solar Power, Rainwater harvesting, Water Treatment Pond-Reed bed</li> <li>■ Disaster Risk Reduction Management Plan for Tourism Sites</li> </ul>		

<b>TOURISM PROFILE – Circuit 5</b>				
Thematic Concept	“Ultimate World-Class Beach Destination”			
Natural and Cultural Resources	Long stretches of Coastal Beaches and with Pristine and Clear Waters, Coastal Coves, Marine Sanctuaries, Reef Areas, Mountain Landscape and Tropical Forests, Waterfalls, Nature Trails, Rivers, Protected Area (Forest Reserve), Indigenous Culture-Tagbanua			
Core Attraction	White Sand Beaches			
Attractions Inventory	Existing: 6	Emerging: 7	Potential: 7	TOTAL: 20
Operation and Management of Existing Attractions		<u>Privately Managed:</u> 3	<u>Government Managed:</u> 1	<u>CBST Managed:</u> 2

**Tourism Circuit 5**  
**PUERTO PRINCESA SOUTHWEST**  
*Ultimate World-Class Beach Destination*

**Tourism Attractions Inventory Map**

EXISTING TOURIST ATTRACTIONS



**Tourism Product Development and Proposed Projects**

**Key Product :** BEACH AND COASTAL TOURISM  
**Core Attraction:** Long Stretches of World-Class Beaches  
**Thematic Concept:** "Ultimate World Class Beach Destination"  
**Flagship Project:** Center of Sustainable Coastal Tourism  
**Major Festival/Event:** "Karagatan Festival"

**Tourism Service Center:**  
 Barangay Napsan (Main)  
 Barangay Bacungan (Secondary service center)

**LEGEND**

- EXISTING ATTRACTIONS
- ROAD NETWORK
- BOUNDARIES
- WHARF
- INFORMATION CENTER
- TOURISM SERVICE
- SITO
- BIRD WATCHING
- SCUBA DIVING
- SATTELITE
- BARANGAY
- SNORKELING
- TREKKING

**EXISTING ATTRACTIONS**

- X1-NAGTABON BEACH
- X2-AI WORLD
- X3-TAGKAWAYAN BEACH
- X4-SALAKOT WATERFALLS
- X5-MAX PALAWAN

**ISLANDS**

- I1-CHICKEN ISLAND

**ISLANDS**

- F1-TAGKURIRING FALLS

**MOUNTAINS**

- M1-MT. AIREY
- M2-THUMB PEAK
- M3-MT. SALAKOT
- M4-MT. BEAUFORT

**BEACHES**

- B1-TALAUDYONG BEACH
- B2-SIMPOCAN BEACH
- B3-BAGONG BAYAN BEACH
- B4-NAPSAN BEACH

**OTHERS**

- O1-BAKUNGAN WILDERNESS PARK
- O2-MOUNTAIN BIKING ACTIVITIES
- O3-MOTHER TREE/TREKKING
- O4-TAGBANUA TRIBE
- O5-PALAWAN ECOLOGICAL ADVENTURE TRAIL



**EMERGING TOURIST ATTRACTIONS**

<b>Tourism Product Base and Development Potentials</b>				
Key Tourism Product	Beach and Coastal Tourism			
Strategic/ Niche Products	Adventure Tourism, Agritourism/Farm Tourism, Cultural Tourism, Health and Wellness Tourism, Nautical Tourism (Sailing and Boating)			
Tourism Product Development Zones	<ul style="list-style-type: none"> <li>▶ Bacungan Loop: Talaudyong Beach-Nagtabon Beach-Tagkawayan Beach-Wilderness Park-Forest Reserve-Mt. Airey</li> <li>▶ Simpocan-Bagong Bayan-Napsan Links: Simpocan–Bagong Bayan-Napsan Beaches; Mother Tree-Tagkuriring Falls-Ecological Adventure Trail-Thumb Peak/Range-Mt.Salakot-Salakot Waterfalls</li> </ul>			
Tourism Site/ Attraction Development and Management	<ul style="list-style-type: none"> <li>■ Resort Development on Beach Sites/Attractions</li> <li>■ Beach Ecowatch and Sustainable Coastal Tourism Development and Management for Public Beach Parks and Community Beaches with the following project components: Beach Profiling and Resource Assessment, Beach Environmental Education and Information, Beach Safety Services and Recreation Facilities, Environmental Management and Conservation, Sustainable Coastal Tourism Monitoring, Institutional Development and Project Sustainability</li> <li>■ Enhancement of existing tourism attractions: Salakot Falls, Mother Tree and Tagkuriring Falls, Palawan Ecological Adventure Trail, Tagkawayan Beach and Nagtabon Beach</li> <li>■ Development of potential tourist attractions: Wilderness Park; Forest trekking at Nagtabon Forest Reserve; Tibag Falls and White Castle Falls</li> <li>■ Development of Agri-tourism/ Farm Tourism</li> <li>■ Establishment of tourist facilities like Tourist Information Center and Restrooms at tourist sites</li> <li>■ Completion of road construction for the west coast and improvement of last mile access to tourism sites</li> <li>■ Provision of Signages consistent in design and quality ; Provision of adequate Parking Areas</li> <li>■ Improvement of level of Information, Site Interpretation and Guiding Services and Improvement of level of site Operations and Maintenance</li> <li>■ Development of new tour packages</li> <li>■ Development of Center for Sustainable Coastal Tourism for scientific research and educational tours, and best practices applied on coastal tourism projects –Flagship Tourism Project</li> <li>■ Development of annual Karagatan Festival as major event for the circuit</li> </ul>			
<b>Tourism Facilities and Services</b>				
Accommodation Facilities	Resort	5	Total No. of Rooms	40
	Total	5		
Transportation Facilities	Scheduled Public Jeepney/ Mini-bus; Hired Transport Vans ; Motorized Boats for sea transport are used by fisherfolks			
Tour Guiding Services	Community Tour Guides from the Palawan Ecological Adventure Trail CBST			
Tourism-Related Establishments	Gasoline Station -1; Souvenir Shop -1			
Tourism Service Center	Barangay Napsan – Main Service Center Barangay Bacungan – Secondary Service Center			

<b>TOURISM INVESTMENT OPPORTUNITIES/Private and Public Investments</b>	
Accommodation Requirements	Beach Resorts, Vacation Resorts, Ecolodges, Boutique Resorts, Farm Resorts, Camping, Glamping, Mountain or Hillside Resorts; Homestay
Transport Services	<ul style="list-style-type: none"> <li>■ Tourist Vans, Coasters and Buses and for public transport</li> </ul>
Tourism Product Areas/Opportunities	<ul style="list-style-type: none"> <li>■ Adventure Tourism <ul style="list-style-type: none"> <li>▶ Mountaineering, Mountain Biking, Quad Biking/ATV, Zip Biking</li> <li>▶ Rock Climbing, Rapelling and Abseiling, Canyoneering, Via Ferrata</li> <li>▶ Bunjee Jumping, Paragliding, Sky Diving</li> <li>▶ River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari</li> <li>▶ Helicopter Sightseeing Tours or “Helitours”</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming</li> <li>▶ Fruit Orchard Farming (Cashew, Cacao,</li> <li>▶ Farm Resorts; Dairy Farming</li> <li>▶ Fish farm resort;Agro trade fairs/events</li> </ul> </li> <li>■ Cultural Tourism <ul style="list-style-type: none"> <li>▶ Homestay Program; Voluntourism</li> <li>▶ Indigenous Cultural Tourism Program</li> <li>▶ Cultural Villages; School for Living Traditions</li> </ul> </li> <li>■ Ecotourism <ul style="list-style-type: none"> <li>▶ Birdwatching Tours</li> <li>▶ Wildlife Viewing Tours</li> <li>▶ Eco-Trekking Tours</li> </ul> </li> <li>■ Marine Ecotourism – Diving, Snorkelling</li> <li>■ Health and Wellness Tourism <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage , Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine</li> <li>▶ Wellness Retreats, Yoga Retreats</li> <li>▶ Integrative Health Centers, Detox Spas, TCM Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Nautical Tourism – Sailing, Yachting and Boating</li> </ul>
Tourism Economic Enterprises / Micro, Small and Medium Enterprises	<ul style="list-style-type: none"> <li>■ Restaurants, Organic and natural restaurants, Vegetarian restaurants, Halal Restaurants</li> <li>■ Coffee Shops, Health Bars, Internet Cafes</li> <li>■ Souvenir Shops, Specialty Shops, Pasalubong Centers, Water Refilling Stations</li> <li>■ Farm House Accommodation, Homestay</li> <li>■ Community-based enterprises (Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods)</li> <li>■ Community-Based Sustainable Tourism attractions development</li> </ul>



Public Investments / Public-Private Partnerships and Investment Incentives	<ul style="list-style-type: none"> <li>■ Roads and Bridges</li> <li>■ Transit Stops /Land Transport Terminal</li> <li>■ Tourist Information Centers, Restrooms, Tourism Signages, Site Interpretation</li> <li>■ Power Supply/Water Supply Solar Power/Internet Connectivity</li> <li>■ Establishment of the Center for Sustainable Coastal Tourism as Tourism Flagship Project</li> <li>■ CBST Investment Support Program</li> <li>■ Private Sector Investment Incentives (Fiscal and Non-Fiscal Incentives)</li> </ul>
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**Tourism Support Infrastructure, Transport, Access and Connectivity**

Roads, Bridges and Wharves	<ul style="list-style-type: none"> <li>■ Road and bridges construction from Barangay Napsan to Barangay Bacungan</li> </ul>
Land, Sea and Air - Travel and Transport	<ul style="list-style-type: none"> <li>■ Public Land Transport facilities has to be improved</li> <li>■ Establish Transit Stops at designated areas of Bacungan Centro, Nagtabon, Talaudiyong, Tagkawayan, Bagong Bayan, Napsan and Salakot Falls</li> <li>■ Transport by motorized boats and sailboats within the circuit is possible; Sea cruises from Ulugan Bay or PPUR-Sabang down to the southwest coast can also be developed</li> <li>■ Helicopter tours or “helitours “ to see the amazing views of the west coast, and for emergency and rescue cases</li> </ul>
Power Supply	<ul style="list-style-type: none"> <li>■ No power supply available throughout the circuit except at Barangay Bacungan centro along the north national highway</li> </ul>
Water Supply	<ul style="list-style-type: none"> <li>■ Except for Barangay Simpocan that has Level 3 piped-in water system, the rest of the barangays in the circuit have level 2 system fed by rivers and springs, and level 1 system from shallow and deep well sources</li> </ul>
Telecommunications	<ul style="list-style-type: none"> <li>■ Cellular telephone connection is available only at Barangay Bacungan centro</li> </ul>

**TOURISM CIRCUIT 6 General Profile**

Location	Puerto Princesa South East		
Barangay Composition	Eights (8) Barangays Iwahig, Montible, Inagawan Sub Colony, Inagawan, Mangingisda, Luzviminda, Kamuning, Sta. Lucia		
Aggregate Land Area	37,821 hectares		
<b>Demographic Data and Socioeconomic Conditions</b>			
Population (NSO 2015)	15,208	Projected Population-2027:	23,166
Total No. of Households (CBMS 2014)	2,748	Members of the Labor Force	5,408
Households with Income below Poverty Threshold	1,032 (37.5%)	Unemployed Members of the Labor Force	340 (6.29%)
<b>Environmental Setting</b>			
Terrestrial Environment	<ul style="list-style-type: none"> <li>■ Topography at the Mangingisda side is characterized by mountainous terrain with about 58% of its land area falling within slopes higher than 18%</li> <li>■ Triple Top Range dominates the mountain landscape</li> <li>■ Rolling hills to flat coastal plains at Bgy. Sta. Lucia particularly at the Environmental Estate</li> <li>■ Rivers include Binuan River in Bgy. Lucia, Bacoco River in Bgy. Montible, Abucayan River in Bgy. Luzviminda, Tagdaan River and Tagbarungis River in Bgy. Inagawan Sub, and Inagawan River</li> <li>■ Environmental Estate-1,072 has.</li> <li>■ Acacia Park and Tree Tunnel–has the highest density of Acacia trees (rain Tree) in Palawan, perhaps in the entire Philippine Archipelago (Source: Resource Basic Inventory-Acacia Ecotourism Park, Bgy. Inagawan-Sub, March 2006: PASA Team DENR PENRO/CENRO Puerto Princesa City); 665,662 square meters – surveyed by City Engineering Department for project development</li> </ul>		
Coastal / Marine Environment	<ul style="list-style-type: none"> <li>■ Municipal waters: 58,518.41has.</li> <li>■ Coastline: 71,151.46m</li> <li>■ Marine Sanctuaries: Pungtod Reef (Bgy. Kamuning)</li> <li>■ Beach areas at Bgy. Inagawan, Inagawan Sub, Kamuning and Mangingisda</li> </ul>		
Biodiversity	<ul style="list-style-type: none"> <li>■ Coral reefs with hard and soft cover of 10-50% along the eastern coast of Iwahig, off the coast of Luzviminda, Mangingisda and Sta. Lucia</li> <li>■ Cetacean sightings (dolphins and whales) off the coast of Tacduan in Bgy. Inagawan with species of bottlenose dolphins, spinner dolphins and Pilot whales</li> <li>■ Reef fishes high in species richness found in the coastal waters of Mangingisda, Turtle Bay and Tacduan-Bgy. Inagawan, with seagrass meadows and seaweeds</li> <li>■ 14 dominant forest tree species at the Acacia Park are American Kapok, Antipolo, Balitantan, Binunga, Hauili, Igyo, KAlios, Taluto, Tan-ag, Tangisang Bayawak, Ipil, Tibig, Kamansi/Rimas, Rain Tree, etc. with understory of 16 other understory plant species</li> <li>■ Among the 31 Bird species inventory at Acacia Park include Asian Fairy Bluebird, Eurasian Tree Sparrow, Red Jungle Fowl, Changeable Hawk Eagle, Asian Glossy Starling, etc.</li> <li>■ Other Wildlife species reported are Long-tailed Macaque Monitor Lizard, Palawan Stink Badger, Palawan Scaly Anteater, Palawan Bearcat, Philippine Tree Squirrel, Palawan Procupine, Clawless Otter and Wild Pig</li> </ul>		

Environmental and Resource Management	<ul style="list-style-type: none"> <li>■ For Forest Reserves: Forest Management and Biodiversity Protection</li> <li>■ Puerto Princesa City Environmental Code; Environmental Management Plan; Forest Land Use Plan; Comprehensive Land Use Plan and Zoning Ordinance</li> <li>■ CDCEPC (Development Control and Environmental Protection Committee) ; PCSD-ECAN Zoning /SEP Law</li> <li>■ Marine and Fish Sanctuaries Management; DENR-DOT Joint Guideline on Cetacean Activities</li> <li>■ DENR-CENRO Environmental Laws /FLaGT- Forest Land/Timberland Use</li> <li>■ Establishment of Carrying Capacity of Tourism Sites</li> <li>■ Use of green technologies: Solar Power, Rainwater harvesting, Water Treatment Pond-Reed bed</li> <li>■ Disaster Risk Reduction Management Plan for Tourism Sites</li> </ul>
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<b>TOURISM PROFILE – Circuit 6</b>				
Thematic Concept	“Liesure, Nature, Adventure Theme Park”			
Natural and Cultural Resources	Acacia Park, Environmental Estate, Sta. Lucia Hotspring, Tagbarungis Beach, Kamuning Beach, Balon Pari, Fish Cages, Organic Farms			
Core Attraction	Acacia Park			
Attractions Inventory	Existing: 4	Emerging: 12	Potential: 8	TOTAL: 24
Operation and Management of Existing Attractions		<u>Privately Managed:</u> 3	<u>Government Managed:</u> 1	<u>CBST Managed:</u> None

<b>Tourism Product Base and Development Potentials</b>	
Key Tourism Product	Nature Theme Park- Acacia Park
Strategic/ Niche Products	Agritourism/Farm Tourism, Cultural Tourism, , Health and Wellness Tourism, Nautical Tourism (Sailing and Boating) Pilgrimage Tourism,
Tourism Product Development Zones	<ul style="list-style-type: none"> <li>▶ Sta. Lucia-Montible Loop: Sta. Lucia -Environmental Estate- Hotspring -Bacoco River Devt..</li> <li>▶ Luzviminda-Mangingisda Zone: Agritourism-Farm Tourism</li> <li>▶ Inagawan-Inagawan Sub and Kamuning: Acacia Park, Tagbarungis and Kamuning Beaches</li> </ul>
Tourism Site Attraction Development and Management	<ul style="list-style-type: none"> <li>■ Development of Environmental Estate -1,072 hectares                             <ul style="list-style-type: none"> <li>▶ Planned for development of 4 components: Academic Center, Wildlife Component, Eco-tourism Village and Recreation Component</li> <li>▶ Proposed Department of Agriculture-GB Farm Tourism with Balayong plantation, coconut plantation, grapes vineyards, cashew plantation, mango cacao and coffee plantation,bird watching/trekkng/camping areas,upland rise techno demo,orchard fo citrus family,tilapia pond,tree house,multi-purpose hall, farm for large animal,farm for small animal</li> <li>▶ BFAR Sea Ranching Station Redevelopment</li> <li>▶ The area is further proposed for mixed-used development</li> </ul> </li> <li>■ Development of Acacia Park and Tree Tunnel as Tourism Flagship Project</li> <li>■ Establishment of visitor facilities like Tourist Information Center and Restrooms</li> <li>■ Provision of Signages, Parking Areas, Site Interpretation and Guiding Services</li> <li>■ Develop new tour packages</li> <li>■ Celebration of Religious Festival in honor St. Ezequiel Moreno</li> </ul>

<b>Tourism Facilities and Services</b>			
Accommodation Facilities	Resort	1	No. of Rooms
	Total	1	Total
	Transportation Facilities		
Travel and Tour Services	Public Buses, Shuttle Vans and Jeepneys		
Tour Guiding Services	None		
Tourism-Related Establishments	-		
Tourism Service Center	Gasoline Station -1		
	Barangay Mangingisda – Main Service Center Barangay Inagwan – Secondary Service Center		

<b>Tourism Support Infrastructure, Transport, Access and Connectivity</b>	
Roads, Bridges and Wharves	<ul style="list-style-type: none"> <li>■ Concreted roads along the National Highway</li> <li>■ Barangay Roads has to be improved</li> </ul>
Land, Sea and Air -Travel and Transport	<ul style="list-style-type: none"> <li>■ Access to the circuit is mainly by land</li> <li>■ Alternate route by sea is from Fishport at the Baywalk area to Mangingisda, and Iwahig</li> </ul>
Power Supply	■ Electricity is available throughout the circuit
Water Supply	■ Water supply (Level 2 and Level 1) is available in most barangays in the circuit
Telecommunications	<ul style="list-style-type: none"> <li>■ Cellular telephone service is available within the range of the entire circuit, but some areas experience poor signal or connection</li> <li>■ Lack of internet access or connectivity in most areas within the circuit</li> </ul>

**Tourism Circuit 6**  
 PUERTO PRINCESA SOUTHEAST  
*Leisure, Nature, Adventure Theme Parks*

**Tourism Attractions Inventory Map**

EXISTING TOURIST ATTRACTIONS



**STA. LUCIA HOTSPRING**  
 9°42'18.90" N 118°41'34.99" E



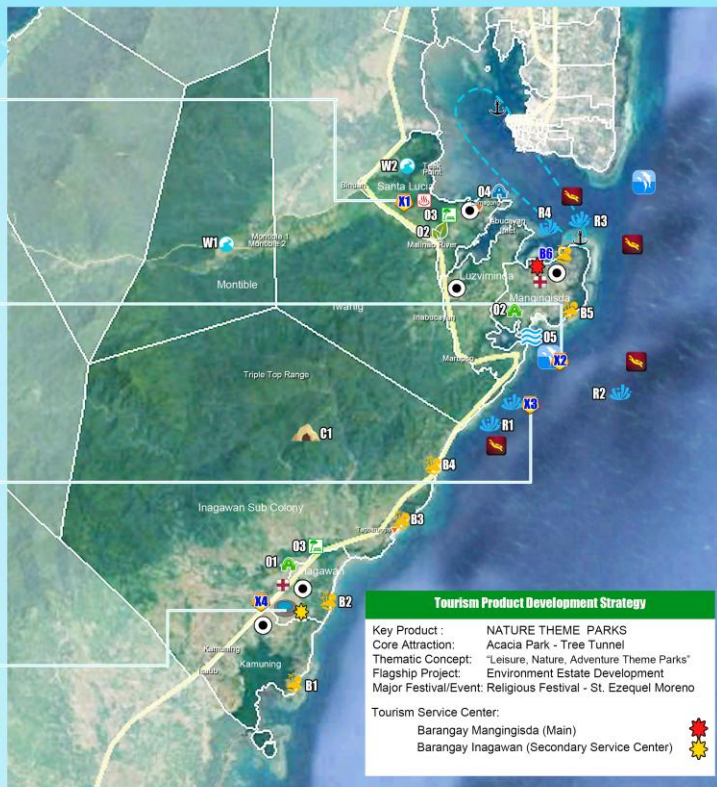
**Dolphin & Whale Watching**  
 9°39'06.26" N 118°44'24.82" E



**DIPA WALL**  
 9°41'57.48" N 118°44'17.23" E



**BALON PARI**  
 9°32'43.79" N 118°38'40.04" E



**Tourism Product Development Strategy**

Key Product : NATURE THEME PARKS  
 Core Attraction: Acacia Park - Tree Tunnel  
 Thematic Concept: "Leisure, Nature, Adventure Theme Parks"  
 Flagship Project: Environment Estate Development  
 Major Festival/Event: Religious Festival - St. Ezequel Moreno

Tourism Service Center:  
 Barangay Manginsida (Main)  
 Barangay Inagawan (Secondary Service Center)

**LEGEND**

- EXISTING ATTRACTIONS
- ROAD NETWORK
- BOUNDARIES
- WHARF
- INFORMATION CENTER
- TOURISM SERVICE
- SITIO
- BIRD WATCHING
- SCUBA DIVING
- SATELLITE
- BARANGAY
- SNORKELING
- TRICKING

**EXISTING ATTRACTIONS**

- X1- STA LUCIA HOTSPRING
- X2- DOLPHIN AND WHALE WATCHING
- X3- DIPA WALL
- X4- BALON PARI

**BEACHES**

- B1- KAMUNING BEACH
- B2- INAGAWAN BEACH
- B3- TAGBARUNGIS BEACH
- B4- TAGCULUAN BEACH
- B5- PUTING BUHANGIN BEACH
- B6- MANGINGISDA BEACH

**REEFS**

- R1- THE WALL
- R2- PETES REEF
- R3- CROSSING REEF
- R4- RED CLIFF

**RIVER**

- W1- MONTIBLE RIVER
- W2- BINJUAN RIVER

**CAVES**

- C1- PADER 14 CAVES

**OTHERS**

- O1- ORGANIC FARMING
- O2- ENVIRONMENTAL ESTATE
- O3- PACIFIC RIM PARK
- O4- STA. LUCIA FISHCAGE FARMING
- O5- TURTLE BAY



**O3 - ACACIA TREE TUNNEL**  
 9°33'48.11" N 118°38'56.34" E



**O4 - ENVIRONMENTAL STATE**  
 9°42'27.62" N 118°41'57.26" E



**O8 - TURTLE BAY**  
 9°39'04.99" N 118°43'36.72" E



**B3 - TAGBARUNGIS BEACH**  
 9°34'17.49" N 118°40'49.81" E



**B1 - KAMUNING BEACH**  
 9°30'40.51" N 118°38'25.50" E

**EMERGING TOURIST ATTRACTIONS**



<b>TOURISM INVESTMENT OPPORTUNITIES/Private and Public Investments</b>			
Accommodation Requirements	Hotels Beach Resorts, , Boutique Resorts, Farm Resorts, Farm Resorts, Homestay		
Transport Services	<ul style="list-style-type: none"> <li>■ Tourist Coasters and Buses; Taxicabs</li> </ul>		
Tourism Product Investment Areas/Opportunities	<table border="0" style="width: 100%;"> <tr> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> <li>■ Health and Wellness Tourism                             <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage , Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine</li> <li>▶ Wellness Retreats, Yoga Retreats</li> <li>▶ Integrative Health Centers, Detox Spas, TCM Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences                             <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming</li> <li>▶ Fruit Orchard Farming, Farm Resorts</li> <li>▶ Dairy Farming , Fish farm resort</li> <li>▶ Agro trade fairs/events</li> </ul> </li> </ul> </td> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> <li>■ Ecotourism                             <ul style="list-style-type: none"> <li>▶ Birdwatching Tours</li> <li>▶ Wildlife Viewing Tours</li> <li>▶ Eco-Trekking Tours</li> <li>▶ Caving or Spelunking</li> <li>▶ Marine Ecotourism (Ulugan Bay)</li> </ul> </li> <li>■ Nautical Tourism – Sailing, Yachting and Boating</li> <li>■ Adventure Tourism                             <ul style="list-style-type: none"> <li>▶ Mountaineering, Mountain Biking, Quad Biking/ATV, Zip Biking</li> <li>▶ Bunjee Jumping, Paragliding, Sky Diving, Hot Air Ballooning</li> <li>▶ River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari</li> </ul> </li> </ul> </td> </tr> </table>	<ul style="list-style-type: none"> <li>■ Health and Wellness Tourism                             <ul style="list-style-type: none"> <li>▶ Resort Spas and Health Resorts</li> <li>▶ Massage , Sauna Wellness Centers</li> <li>▶ Spa Cuisine, Healthy Foods, Organic Cuisine</li> <li>▶ Wellness Retreats, Yoga Retreats</li> <li>▶ Integrative Health Centers, Detox Spas, TCM Center</li> <li>▶ Gym and Fitness Centers, Beauty Clinics and Salons</li> </ul> </li> <li>■ Agritourism/Farm Tourism experiences                             <ul style="list-style-type: none"> <li>▶ Organic Vegetable Farming</li> <li>▶ Fruit Orchard Farming, Farm Resorts</li> <li>▶ Dairy Farming , Fish farm resort</li> <li>▶ Agro trade fairs/events</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>■ Ecotourism                             <ul style="list-style-type: none"> <li>▶ Birdwatching Tours</li> <li>▶ Wildlife Viewing Tours</li> <li>▶ Eco-Trekking Tours</li> <li>▶ Caving or Spelunking</li> <li>▶ Marine Ecotourism (Ulugan Bay)</li> </ul> </li> <li>■ Nautical Tourism – Sailing, Yachting and Boating</li> <li>■ Adventure Tourism                             <ul style="list-style-type: none"> <li>▶ Mountaineering, Mountain Biking, Quad Biking/ATV, Zip Biking</li> <li>▶ Bunjee Jumping, Paragliding, Sky Diving, Hot Air Ballooning</li> <li>▶ River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari</li> </ul> </li> </ul>
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Tourism Economic Enterprises / Micro, Small and Medium Enterprises	<ul style="list-style-type: none"> <li>■ Restaurants, Organic and natural restaurants, Vegetarian restaurants, Halal Restaurants</li> <li>■ Coffee Shops, Health Bars, Internet Cafes, Water Refilling Stations</li> <li>■ Souvenir Shops, Specialty Shops, Pasalubong Centers</li> <li>■ Farm House Accommodation, Homestay</li> <li>■ Community-based enterprises (Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods)</li> <li>■ Community-Based Sustainable Tourism attractions development</li> </ul>		
Public Investments and/or Public-Private Partnerships	<ul style="list-style-type: none"> <li>■ Barangay Roads, Access Roads to Tourism Sites</li> <li>■ Tourist Information Centers, Restrooms, Tourism Signages, Site Interpretation</li> <li>■ Sabang Port and Passenger Terminal, Land Transport Terminal</li> <li>■ Transit Stops: Sta. Lucia, Mangingisda, Inagawan Sub, Inagawan and Kamuning</li> <li>■ Water Supply; Internet Connectivity</li> <li>■ CBST Investment Support Program</li> <li>■ Private Sector Investment Incentives (Fiscal and Non-Fiscal Incentives)</li> <li>■ Development of Acacia Park/Tree Tunnel as Tourism Flagship Project: Recreational Tourism Facilities, Amenities, Activities and Services- Canoeing/Kayaking,Biking, Fishing,Swimming,Wakeboarding, ATV Riding,Horse Back Riding,Camping,Tree top Adventures,Picnic Grounds,Mini Zoo,Butterfly Garden,Dog Park, Children’s Playground,.Man-made Lagoon and Lake,Infinity and Garden Pool,Parking Areas,Tree House Accommodation,Canopy Walk or Hanging Bridge</li> <li>■ Development of Environmental Estate for Mixed-Used Development with 4 major components characterizing its development: Academic Center, Wildlife Component, Ecotourism Component and Recreation Component, and further zoned into 2 Districts- the East Coast District, and Innovations Hub and Central Business Distric (by Palafox Associates)</li> </ul>		



## **2. Cultural Tourism Program**

Puerto Princesa City is strongly associated with nature-based tourism. As with much of Palawan, its most recognizable attractions are natural sites such as PPUR and Honda Bay. In addition, Puerto Princesa City has long been recognized as a benchmark for clean-and-green governance programs. However, Puerto Princesa also has a wealth of historical and cultural assets that can complement its natural tourism products.

The program will include activities that will develop cultural tourism products based on the circuit of heritage buildings and sites in and around the City Center. These activities will be integrated with conservation and site improvement for the most significant heritage sites of the circuit.

In addition, cultural heritage tourism products can be developed around intangible heritage such as the Batak culture in the northwest cluster of the City. Culinary and agri-tourism are other culture-based activities to be developed from local farming, fishing, and culinary traditions.

## **3. MICE Sector Development Program**

Puerto Princesa is the commercial, economic, and transportation hub of Palawan. The city is and will continue to be the leading urban center of the Province. With new opportunities to expand direct connections with many more local and Southeast Asian cities, Puerto Princesa City is now poised to grow its MICE sector. Only a few Philippine cities will be able to offer the combination of accessibility, natural setting, and urban lifestyle that Puerto Princesa can offer.

It is necessary for the city to upgrade its convention facilities to be more competitive, both in terms of capacity and service quality to meet global standards. The establishment of an international convention center for the city should now be Puerto Princesa tourism's priority development. International exhibition buildings and facilities must follow standards in terms of exhibition hall space, headway height, storage facilities, parking lots, security and proximity to hotels, commercial, and financial centers.

The MICE program is designed to help Puerto Princesa achieve its full potential in the MICE sector. Among the priorities will be to establish a MICE Marketing Bureau and prepare a marketing plan for the City's Convention Center. Big exhibitions and expositions for national and international travel and tourism fairs, trade and industry exhibits is an aspect of MICE tourism that can be developed to attract groups of visitors that participate in these type of activities. Training programs on MICE management, organizing, and operations, as well as guest handling and services will also be implemented to enhance the city's MICE service.

## **4. Human Resources Development Program for Competitiveness**

Tourism is a service industry. A competitive tourism industry requires an assured supply of well-trained and motivated professionals to deliver high quality products and services that its visitors need. An assessment of the industry's training needs and skills audit can be determined through a comprehensive survey and analysis of the sector to determine appropriate human resource development strategies and interventions, at par with international and ASEAN standards. A valuable tool to assess the human resource needs and required competencies is through the tourism value chain. This is to ensure that visitors

receive seamless customer service. This is starting from the time the guest books a reservation with a travel agent to having an efficient visitor services and room reception upon arrival.

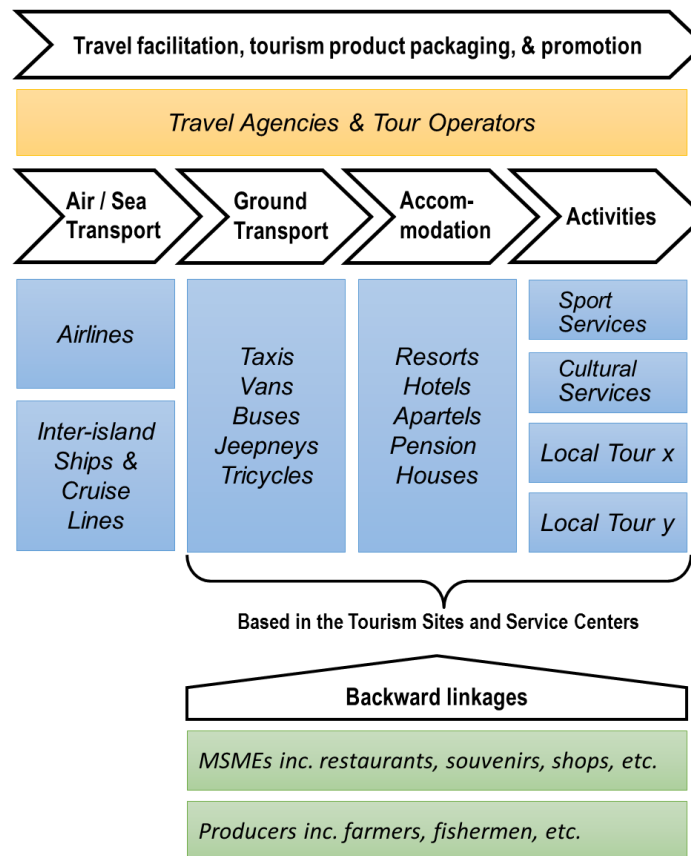


Figure 31. Tourism Value Chain

The tourism human resources development program will be implemented by a tripartite partnership among industry, academe and government focused on four broad areas of training and development:

- Tourism skills training for employment and career advancement of tourism workers
- MSME training and technical assistance on product development, design, product efficiency and market linkage for tourism entrepreneurs and MSME workers
- Skills upgrading program focused on skills for internationalization and cruise industry development (e.g. foreign language proficiency, cultural diversity training, etc.)
- Training for sustainable destination management, safety, and resilience

The program also aim to institutionalize the human resources development initiatives through the joint development of tourism workforce development plans, policies, and structures for Puerto Princesa City.

## 5. Destination Marketing Program

While Puerto Princesa has certainly contributed to Palawan’s strong brand image as one of the world’s best islands, the TMP recognizes the need to strengthen the marketing and promotion of the city itself. The Destination Marketing and Promotions program includes the development of a new destination brand to be used by all stakeholders from the city government and the private sector. This new brand identity will be the centerpiece of

intensified online and social media marketing, publicity, public relations, and selling efforts by the public-private destination marketing team.

## **6. Connectivity and Investment Promotions Program**

Puerto Princesa City must expand its ability to facilitate significantly larger volumes of tourist traffic as well as the local tourism sector's capacity to provide the facilities and services that the increasing number of visitors will need. A joint public-private sector program is needed to market Puerto Princesa City International Airport as well as increase the domestic and international air connections and flight frequencies to the city. Similarly, there is a need to expand the current efforts to promote Puerto Princesa Seaport as an emerging member of the Philippine and Southeast Asian cruise network. Finally, this program addresses the tourism sector's need to upgrade and expand the supply of hotels, resorts, MICE venues, health-and-wellness, and other facilities through tourism investment promotions activities harmonized with the broader Local Economic and Investment Promotions program of the City Government and local business groups.

## **Sustainable and Inclusive Management of Tourism Sites**

### **7. Capacity Development Program for Community-based Tourism Management**

Community-based tourism development is a hallmark of Puerto Princesa tourism. It is a distinctive element of the City's tourism portfolio and a core principle of this Plan. This program focuses on building and strengthening the institutions for community-based management and development of tourism in the priority sites of Puerto Princesa's tourism circuits. These mainly involve the community-based tourism organizations offering local tours and activities in Ulugan Bay, Iwahig, Sabang, Honda Bay, and other existing and potential tourism sites. However, this program also recognizes the need to revitalize and strengthen Barangay Tourism Councils as local platforms for Barangays to build partnership with local businesses and residents in the management of their sites.

CBST development will be integrated with GESI considerations to recognize the growth and maximize potentials of women and men to participate and benefit from tourism development. A key intervention is tracking GESI indicators at the outcome level as the CBST evolves and involves a wide range of partners and stakeholders towards community ownership processes.

### **8. Program to develop local policies and systems for sustainable tourism area development**

Each tourism circuit of Puerto Princesa will have unique environmental, social, and cultural challenges to local efforts related to the sustainable development of the sites as well as the creation of broader and deeper spread of economic benefits to local residents. Thus, this program will support public and private stakeholders to develop and implement appropriate, area-specific policies, programs, and management systems for managing the operation and development of their respective tourism sites.

To ensure sustainable tourism in Palawan, the following are recommended:

- Consider carrying capacities and limitations to conserve biological diversity and manage significant habitats
- Provide program and funding support for the environment sector to conserve wildlife and the available abundant species of flora or plant life

- Designate additional areas as critical habitats or establish a network of protected areas for Puerto Princesa City to help prevent further loss of biodiversity and their habitats (This action can in turn promote the development of ecotourism as the city's key tourism product.)
- Wisely use scarce and non-renewable resources for tourism through recycling, restricting excessive water use, maximizing natural light, and harnessing renewable energy
- Promote the use of more sustainable and environment-friendly mode of transportation in the city such as electric vehicles, rail or tram-like transport systems.

To support the city's long-term tourism development objectives, effective environmental protection, conservation and restoration programs and policies must be put in place. Moreover, pertinent laws and guidelines must be appropriate to local environmental conditions to minimize the negative impact of tourism development and tourist activities. While there may be an extensive number of laws both at the national and local levels to protect the city's rich biodiversity, the issue lies on the strict implementation of these laws.

## **Enabling Tourism through Governance and Infrastructure**

### **9. Tourism governance and policy development program**

This program focuses on strengthening the structures for the public and private sector tourism stakeholders to coordinate, cooperate, and partner with each other in enabling the growth of more competitive tourism enterprises and the sustainable development of tourism sites.

The Puerto Princesa City Tourism Department is the city government unit tasked with tourism statistics and information, tourism planning, destination marketing, as well as registration and accreditation of tourism enterprises (in coordination with DOT and other City Government offices). The Puerto Princesa Tourism Council is the primary vehicle for the Puerto Princesa Tourism Department to partner with the private sector on these functions as well as other initiatives for tourism competitiveness and sustainability. Capacity building and strengthening of these institutions will be the priorities of this program.

The Tourism Council and the Puerto Princesa Tourism Department will also be tasked to lead the tourism sector in planning and developing city-wide policies and programs that will support the sustained growth of the industry and the effective implementation of this TMP. Furthermore, there will be a need to coordinate and lobby for other sectors to integrate tourism industry concerns in the health, environment, social work, and other local government policies and programs for sustainable development and inclusive growth.

### **10. Tourism infrastructure investment program**

The sustainability and competitiveness of Puerto Princesa City will be determined by its ability to provide the key infrastructure needed by the tourism industry to connect with domestic and foreign source market and to ensure efficient, cost-effective operations and greater value for visitors. These infrastructure priorities include high quality airports, seaports and road networks as well as the associated air, sea, and land transportation terminals. Reliable supply of electricity, clean water, and telecommunications (including Internet) are also critical infrastructure concerns for the tourism industry – to lower the cost



of doing business and to ensure the comfortable, worry-free experience that visitors expect from a world-class destination.

This program is intended to guide the efforts of the Puerto Princesa City tourism stakeholders in coordinating and advocating with the city, provincial, and national government infrastructure development agencies and their partners in addressing industry-specific needs and concerns. This strategy can be attained through the broader infrastructure development program for the city and Palawan.

## IV. IMPLEMENTATION PLAN FOR PRIORITY PROGRAMS, PROJECTS AND ACTIVITIES

Given the three strategic directions and 10 strategic programs mentioned in the previous section, this section presents the priority activities that will be implemented to achieve the goals and targets by 2027 (Short Term = 2018-2020, Medium Term = 2021-2023, Long Term = 2024-2027).

### General Objective I: To strengthen development and marketing of Puerto Princesa City's tourism products and destinations

#### 1.1 Cluster-based Development of Tourism Sites

For this sub-section, each circuit among the six Tourism Circuits has its own set of priority programs, projects and activities categorized into: (1) Site Attraction and Activity Development, including Site Infrastructure; (2) Circuit-based Human Resources Management and Development; and (3) Development on Community-Based Sustainable Tourism.

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>Cluster 1. Northwest- "Premier Ecotourism Circuit"</b>							
<b>Seven (7) Barangays: Bahile, Macarascas, Buenavista, Tagabinet, Cabayugan, Marufinas, New Pangangan</b>							
<b>C1. Site Attraction and Activity Development, including Site Infrastructure</b>							
Puerto Princesa Underground River (PPUR) Area Development	Site/Facility and equipment Improvement (waiting area, visitor facilities, restroom, tour/boat stations, reception, loading area, boat landing at PPUR, boat, health clinic, audio device and floaters) with internet and PWD access.	PPUR site-PPSRNP, Bgy. Cabayugan	✓	✓	✓	2.5M	PPUR, PPSRNP- PAMB, CMO, City Planning, CTD,CIO, City ENRO,
	Construction of research station, canopy walk and observatory platform. Procurement of binoculars and telescope for view deck.	Central Park Station, PPSRNP	✓	✓	✓	2M	PPUR, PPSRNP- PAMB, CMO, City Planning, CTD,CIO, City ENRO,
	Installation of signage according to WHS standards.	PPUR	✓			1M	City Engineering, CTO, PAMB
	Site assessment and study. <ul style="list-style-type: none"> <li>Development of bird guidebook</li> <li>La Venta sites for study for other attractions at PPUR</li> </ul>	PPSRNP	✓			300,000	PPUR, PPSRNP- PAMB, CMO, CTD,CIO, City ENRO,
	Policy review on zoning, design and color scheme of residential areas, CBST tenurial instruments issues	PPSRNP	✓			500,000	PPUR, PPSRNP- PAMB, CMO, City Planning, CTD, City ENRO,

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Sabang-Cabayugan Area Development	Lot purchase and Construction of Sabang Integrated Wharf with Breakwater and other facilities (first aid clinic, Parking Space/ <u>Land Transport Terminal</u> ). Additional CR at Sabang wharf	Sabang, Bgy. Cabayugan	✓	✓	✓	136M	PPUR, PPSRNP- PAMB, TIEZA-DOT, CMO, City Planning, CTD, City ENRO
	Relocation for Tenement Houses of camp site- lot purchase	Sabang, Bgy. Cabayugan	✓	✓	✓	2M	PPUR, PPSRNP- PAMB, CMO
	Study and Installation of cable car system from Sabang to New Pangangan (new)	Sabang, Bgy. Cabayugan		✓	✓	3.75	CGPP, DOT-TIEZA
	Construction of access road from Sabang wharf to Sabang waterfalls__ km and 850 meters road to Daluyon	Sabang, Bgy. Cabayugan	✓	✓	✓	15M	CGPP, DOT-TIEZA
Establishment of a Cave Museum/ Geological Museum as FLAGSHIP PROJECT	Research and documentation of artifacts and cave history; Collection of Artifacts. Secure site, construct museum including hiring of Curator and training on museum management	Bgy. Cabayugan		✓	✓	20M	CGPP, PPUR, CTD, DOT-TIEZA NCGS
Sabang Beach Promenade and biking/walking lanes	Development of 1 km length and 1.5 meter width Sabang Beach Promenade and Concrete bike and walk lane with benches, lights and softcapes. Establish signage and markers. Development of beach eco-tourism activities.	Sabang, Bgy. Cabayugan	✓	✓	✓	30M	CGPP-CTD-PPSRNP /DOT-TIEZA
CBST Sites Development (Existing)	<ul style="list-style-type: none"> <li>• <b>Ugong Rock</b> Concreting of remaining access road -0.24km from Tagabinet Bgy. Site to Ugong Rock</li> <li>• <b>Hundred Caves Ecotourism Development</b>- Camp development and Management; establishment of Burma Bridge; Construction of standard restrooms, and road opening of 450M Tagabinet highway to Hundred Caves</li> <li>• <b>Buena Vista View deck Development</b>- Upgrading Landscaping, parking Area for concreting, PWD access to site and toilets and signboard Installation of level 3 water system; Procurement of view deck equipment, furniture and fixtures (telescope, binoculars, benches and tables); Construction View deck tower with 360 degree view, wall climbing and bungee jumping</li> <li>• <b>Mangrove Paddleboat Tour</b>- road opening 350m access road from Daluyon to Mangrove Paddleboat and Sabang X Zipline and Tourist Information Center, with standard restrooms</li> <li>• <b>Sabang Falls</b>-Installation of promotional signages and warning signs for Sabang Water Falls for Trekking</li> <li>• <b>Isla Felomina</b> boat landing and snorkeling facilities, life guard center, signages and warning signs</li> <li>• <b>Jungle Trail</b> facilities rest areas, railing maintenance and bird hide facilities</li> <li>• Power installation/energization. Site Identification and</li> </ul>	Bgy. Tagabinet	✓	✓	✓	2.8M	CGPP, PPUR, CTD, Partner NGOs and external grants
		Bgy. Tagabinet	✓	✓		1.643M	CGPP, CED, PPUR, CTD, Partner NGOs and donors
		Bgy. Buenavista	✓	✓		3.620M	CGPP, PPUR, CTD, CED
		Sabang, Bgy. Cabayugan	✓			1.950M	CGPP, PPUR, CTD, CED
		Sabang, Bgy. Cabayugan	✓			500,000	CGPP, PPUR, CTD, CED
		Bgy. New Pangangan PPUR	✓			1M	CGPP, PPUR, CTD, CED
		Buenavista, Tagabinet, Marufinas, New Panganga	✓			500,000	PALECO, power provider CGPP, CAAP, Military, CDRRM
			✓				



**PUERTO PRINCESA CITY**  
**Tourism Master Plan (2018 -2027)**



Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
	establishment of helipad facility with helitours package	Marufinas and Bgy. New Pangangan, Sabang, Bgy. Cabayugan		✓		6M	
CBST Sites Development (Emerging and Potential)	<ul style="list-style-type: none"> <li>• <b>Kayulo Waterfalls</b> Site Development-development of trail (walkway), picnic facility, signages, power and water system; construction of standard restrooms</li> <li>• <b>Mount Bahile</b> Proposed establishment of View deck with Observatory Platform</li> <li>• Establishment of <b>Viewing Area for Karst</b> views; Development of Caving Activities at <b>Daylight Hole mini-Underground River, Tara Cave, Elephant Cave Assessment</b> and Formulation of Management Plan</li> <li>• <b>Bayatao Kayasan</b> CADC Trail Development 3km Trekking-Exploratory Assessment of Nature Trails for Hiking-Trekking-Camping</li> <li>• <b>Wonder Cave</b> Caving and visitor facilities development; Cave assessment formulation of Management Plan</li> <li>• <b>Uradaw Cave</b> trail development, Cave Asseseement and caving /visitor facilities development; Formulation of Management Plan</li> </ul>	Bgy. Bahile	✓	✓		2M	CGPP, CTD, CED
		Bgy. Bahile	✓	✓		5M	CGPP-PPSRNP-City Tourism Dept., PCSD /DOT-TIEZA /Partner NGOs, External Grants Aid
		Bgy. Cabayugan	✓	✓		3M	City Tourism Dept., PCSD /DOT-TIEZA /Partner NGOs, External Grants Aid
		Bgy. Tagabinet Kayasan CADC	✓	✓		3M	
		Bgy. Tagabinet	✓	✓		3M	
		Bgy. Buenavista	✓	✓		3M	
Ulugan Bay Area Development (New)	<ul style="list-style-type: none"> <li>• Preparation of Ulugan Bay site development plan for investment. Construction of Facilities: Tourist Information Center, Toilet and Wash Area; Improvement of floating restaurant (CBST Ulugan Bay Tour), Marina facilities at Ulugan Bay; Nautical tourism compliance to standards</li> <li>• Construction of Bay Cruise Seaport Infrastructure; sea cruise management</li> <li>• Development/improvement of water system, water catchment, communications and power facility</li> <li>• Construction and operationalization of heliport facilities and fast craft sea transport system from Ulugan Bay-Sabang to San Vicente-El Nido-Coron</li> </ul>	Bgy. Buenavista	✓			2M	CGPP-PPSRNP, City Tourism Dept.-DOT /Partnership with Birding Groups
		Bgy. Buenavista	✓	✓	✓	5M	CGPP/Possible External Grants or Development Aid CGPP-City ENRO
		Bgy. Buenavista	✓	✓	✓	5M	CGPP, Phil. Navy, Barangays
		Bgy.. Bahile	✓	✓	✓	1M	Private Investments

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Resorts Development; Green resorts and ecotourism Accommodation	<ul style="list-style-type: none"> <li>Development of Beach Resort/Green Boutique Resorts and Forest Ec lodge, Camping/Glamping (Special Interest-Ecotourism); Green Hillside Resorts -Technical designs using solar panels and best practices in line with ASEAN standards; Business Plan preparation</li> <li>Homestay/retirement development program around CBST sites compliant with ASEAN Homestay standards and regulations. Regulation and promotion of Retirement Villages</li> </ul>	Sabang, Martafe Bgy Cabayugan, Marufinas, New Pangangan, Tagabinet and Buenavista	✓	✓	✓	300M	Private SeCTDr Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTD, CED
			✓	✓	✓	7M	
Development of New Tourism Products: ADVENTURE TOURISM	<ul style="list-style-type: none"> <li>Mountaineering (@Mt. Bloomfield, Mt. Bahile, Mt. St. Paul,) Mountain Biking, Quad Biking/ATV, Zip Biking</li> <li>Rock Climbing, Rappelling and Abseiling, Canyoneering, Via Ferrata (@Kayasan and Tagabinet, and Cabayugan) Karst Mountains and Mountain Cliffs</li> <li>Bunjee Jumping, Paragliding, Sky Diving, Hot Air Ballooning , Ziplining</li> <li>River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari @Kayasan-Tagabinet-Babuyan River down to Maoyon)</li> <li>Helicopter Sightseeing Tours /“Helitours” (Around PPSRNP area and Ulugan Bay)</li> </ul>	Cabayugan, Tagabinet	✓	✓	✓	30M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CED
Development of New Tourism Products: AGRITOURISM/FARM TOURISM EXPERIENCES	<p>Promotion of Community Farming, Agroforestry, and Aquaculture Initiatives within and around CBST sites to contribute to local food supply and food production for tourism needs at the city and circuit levels</p> <p>Organic Vegetable Farming</p> <ul style="list-style-type: none"> <li>Fruit Orchard Farming (Cashew, Cacao, ETC.)</li> <li>Farm Resorts and Dairy Farming</li> <li>Fish farm resort and Agro trade fairs/events</li> </ul>	Circuit-wide	✓	✓	✓	20M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., City Agriculture Office, Department of Agriculture, City ENRO, OCPDC, LEIPO, CTO, CED
Development of New Tourism Products: CULTURAL TOURISM EXPERIENCES	<p>Construction and Development of School for Living Traditions Facility with equipment at CADC areas</p> <ul style="list-style-type: none"> <li>Homestay Program (around CBST sites)</li> <li>Indigenous Cultural Tourism</li> <li>Voluntourism Program</li> <li>Cultural Villages</li> <li>Community organizing of Tribal Communities and SLT Council; Development of SLT Module</li> </ul>	Cabayugan Tagabinet Buenavista CADCs and, Bahile Tribal Village	✓	✓	✓	30M	Private Sector Investment/PPP CGPP, NCCA, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED

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Development of New Tourism Products: ECOTOURISM	<p>Eco and Wildlife Tours</p> <ul style="list-style-type: none"> <li>• Birdwatching Tours (@PPSRNP, Sitio Madahon, Buenavista)</li> <li>• Wildlife Viewing Tours (@PPSRNP)</li> <li>• Eco-Trekking Tours( @Kayasan and Cabayugan-CADC)</li> <li>• Caving or Spelunking (@ Caves in Cabayugan and Tagabinet)</li> <li>• Marine Ecotourism (@Ulugan Bay- Snorkeling, Scuba and Helmet Diving)</li> </ul>	Bgy. Cabayugan, Kayasan, Bgy. Tagabinet, Marufinas and New Pangangan	✓	✓	✓	20M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
Development of New Tourism Products: Nautical and Cruise Tourism	<ul style="list-style-type: none"> <li>• Nautical/Cruise Tourism – Sailing, Yachting and Boating; and Fast Craft for Sea Cruises at Ulugan Ba, Sabang, and Northern Palawan;</li> <li>• International Cruise Ship anchorage and shore excursions</li> </ul>	Ulugan Bay and St. Paul Bay area	✓	✓	✓	30M  200M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
Micro, Small and Medium Enterprises (MSMEs) Development for Tourism-related economic enterprises	<p>Community-Based attractions development, skills training, production and packaging, business and marketing plan preparation</p> <p>Establishment of a Fabrication Laboratory (Fab-Lab) for use of the circuit and training in fabrication of local crafts and products</p> <ul style="list-style-type: none"> <li>• Organic and Natural Restaurants, Vegetarian restaurants,</li> <li>• Coffee Shops, Cafés, Health Bars, and Internet Cafes</li> <li>• Souvenir Shops, Specialty Shops, Pasalubong Centers</li> <li>• Farm House Accommodation</li> <li>• Homestay</li> <li>• Community-based enterprises</li> <li>• Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, processed Foods</li> </ul>	Circuit-wide	✓	✓	✓	100M	Private Sector Investment/PPP CGPP, DOST-DTI, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
Establishment of Telecommunications Facilities in all existing and emerging sites	Expansion and establishment of Telecommunication Facilities in all existing emerging sites for improved internet connectivity and ICT readiness	Bgy. Cabayugan Bgy Tagabinet Buenavista	✓	✓	✓	40M	DOTr, Private Telecommunication Communication
Construction of new and Upgrading of existing wharves	Construction of 5 wharves (Macarascas, Bahile, Marufinas, New Pangangan and Buenavista)	Bgys. Macarascas, Bahile, Marufinas, New Pangangan and Buenavista	✓	✓	✓	120M	CGPP-CED, OCPDC, LEIPO, CTO, CE Private Tourism Investors

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
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Establishment of Accessible Tourism Utilities and Facilities	<ul style="list-style-type: none"> <li>• Installation of power supply or alternative energy sources i.e. solar, wind, biogas</li> <li>• Installation of Level III water supply system, drainage and sewerage and solid waste facilities at destinations</li> <li>• Provision of / Mgt. System</li> <li>• Construction of Visitor Center</li> <li>• Construction of Tourist Information Center</li> <li>• PWD, gender-sensitive and Senior Citizen structures and signages established for all sites (ramp, guard rails, comfort rooms, benches)</li> <li>• Standard Tourism Signage Development, road directional signages and billboards</li> </ul>	Bgy. Bahile, Tagabinet, Sabang, Cabayugan and Buenavista and identified priority sites.	✓	✓	✓	310M	CGPP ,CAAP, PALECO, Water District, Possible External Funding Assistance/PPP
<b>C1. Circuit-based HRMD</b>							
PPUR and Sabang Management System	<ul style="list-style-type: none"> <li>• Visitor Flow Management; Tourist control Points. Impact dissipation on the growing number of tourists. Online booking</li> <li>• Formulation od Park Visitor Mgt. Plan, One stop permit and payment, inclusive of entrance fee, environmental fee, and boat fee for Walk-in guests, individual traveler.</li> </ul>	PPUR, Sabang, Bgy. Cabayugan	✓	✓	✓	4.5M	PAMB, CGPP-CTO
Sabang Beach Eco-watch	<ul style="list-style-type: none"> <li>• Establishment of Sabang Beach Ecowatch and Sustainable Coastal Tourism</li> <li>• Team/Ecowatch Formation, Inventory and Resource Mapping, Training on environmental management, protection and conservation. Institute beach safety procedures. Beach and coastal monitoring</li> </ul>	Sabang, Bgy. Cabayugan	✓	✓	✓	3M	CGPP-CTD-PPSRNP-City ENRO Beach Ecowatch Team
<b>C1. Development on Community-Based Sustainable Tourism</b>							
CBST Organizational Development and Management For CBST Organizations in Circuit 1: -Sabang Seaferry -Isla Felomina -Jungle Trail -Mangrove P. Tour -Sabang Falls -Ugong Rock -Hundred Caves -Buenavista Viewdec	<ul style="list-style-type: none"> <li>• Strengthening of CBST Federation</li> <li>• Organizational Strengthening to include CO training &amp; Leadership, Operational Mgt (lic &amp; permit), team building</li> <li>• Registration of associations and CBSTs</li> <li>• Operations and Maintenance Training</li> <li>• Research Assessment/ Resource Inventory;5 year development planning; Policy formulation training</li> <li>• Promotion and Marketing Sustainable development through social media (Web / mgt.), Graphic / Brochure, sales planning and training, marketing workshop)</li> <li>• Destination Management</li> <li>• DRRM Plan and Risk Management</li> </ul>	Circuit-wide CBST Sites	✓	✓	✓	2.4M	City Tourism Office, City ENRO, PSU-CBA and CHMT, CBST Organizations, DOT-MIMAROPA, TESDA, CDRRMO, DTI, DOST

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CBST Skills Training  -Sabang Seaferry -Isla Felomina -Jungle Trail -Mangrove P. Tour -Sabang Falls -Ugong Rock -Hundred Caves -Buenavista Viewdeck	<ul style="list-style-type: none"> <li>• Basic life support &amp; first aid</li> <li>• Homestay training</li> <li>• Basic Computer Literary</li> <li>• Community Tour guiding &amp; interpretative skills training , Service Quality, for accreditation &amp; licensing purposes</li> <li>• Food handling &amp; processing</li> <li>• Water safety and Rescue training, Scuba diving, Modified Basic Safety Training (BST)-BCLick ((For CBST with marine/water-based activities)</li> <li>• Coral planting &amp; rehabilitation coral reef (For CBST with marine-based activities)</li> <li>• Product Development/ packaging / Financial Mgt. / Bookkeeping and Livelihood training</li> <li>• Merchandise training and promotion</li> <li>• Explore partnership with private sector and NGOs</li> </ul>	Circuit-wide CBST Sites	✓	✓	✓	100M	City Tourism Office, City ENRO, PSU-CBA and CHMT, CBST Organizations, DOT-MIMAROPA, TESDA, CDRRMO, DTI, DOST

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
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<b>Cluster 2. Northeast Tourism Circuit- " Culture, Adventure, Nature"</b>							
<b>Nine (9) Barangays: Maruyugon, Lucbuan, Maoyon, Babuyan, San Rafael, Tanabag, Concepcion, Binduyan</b>							
<b>C2. Site Attraction and Activity Development, including Site Infrastructure</b>							
Development of CBST Sites (Existing and Emerging)	<ul style="list-style-type: none"> <li>• <b>Batak Visitor Center Infrastructure Development and Interior Gallery Design</b> with ethnographic museum , multi-purpose hall, gallery enhancement and restrooms repair; Batak Tanabag village restrooms;</li> <li>- Batak Center Management Plan formulation and Cultural Tourism Program of IPs– to document and help preserve indigenous culture and generate livelihood from crafts production</li> <li>- Trekking, camping and ecotourism activities to Mt. Cleopatra with IPs as forest guides</li> <li>• <b>Olangan Water Falls and Natural Monument Park;</b> Opening of access road(162m), development of parking area, trail system, signages, eco-organic rest rooms, information center, picnic huts, interpretation on sites, hanging bridge. Formulation of Management of Plan</li> </ul>	Sitio Tarabanan, Tagnaya Bgy. Concepcion	✓	✓	✓	3M	CTD, CED, DOT,NCCA
			✓	✓	✓	10M	CTD, CED, DOT,NCCA
		Sito Kalakwasan Bgy.Tanabag	✓	✓	✓	5M	CTD, CED, DOT,NCCTD,
		Bgy. Binduyan	✓	✓	✓	8.158M	CED, City ENRO, DENR, OCPDC, PCC, Bgy-CBST
							City Tourism Office, City Agriculture Office, PSU,

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
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Indigenous Cultural Heritage Center and Crafts Museum  Circuit 2- TOURISM	<ul style="list-style-type: none"> <li>• <b>Maoyon River Cruise</b>-Tourist Information Center. Formulation of information and interpretation on site. Improvement of boat landing terminal and lot purchase Development of Maoyon Floating Market undertake assessment and feasibility; Marketing Plan for the Floating market and restaurant; Conduct maintenance training for the floating restaurant;</li> </ul>	Bgy. Maoyon	✓	✓	✓	20.950M	Astoria Resort, Pilipinas Shell Foundation,Barangay, Maoyon CBST, farmers group and fisherfolks
	<ul style="list-style-type: none"> <li>• <b>Maoyon Picnic Area</b> - Construction of Burabod Swimming and Picnic Area and Restaurant, Training on restaurant operations and management; Provision of Picnic cottages for swimmers and picnickers; Improvement of swimming area. Road concreting –Maoyon Highway to Burabod area 1.4km</li> </ul>	Bgy. Maoyon	✓	✓	✓	24.2M	City Tourism Office, City Agriculture Office, PSU, Astoria Resort, Pilipinas Shell Foundation,Barangay, Maoyon CBST, farmers group and fisherfolks
	<ul style="list-style-type: none"> <li>• <b>Langogan Village Attractions</b>- Establishment of Langogan Pasalubong Center and Coffee Shop to promote civet coffee and cacao; <ul style="list-style-type: none"> <li>– Establishment of Floating Market at Langogan River and organize Floating Market Vendors Association;</li> <li>-Organize experiential tours at the Fishing Village;- Install signages, allocate parking area</li> <li>– Construction of footbridge and wharf.</li> <li>– Formulation of Arutayan Waterfalls, Site Development of Visitor facilities and Management Plan for tourism and conservation. Provision of renewable source of electricity on site</li> </ul> </li> </ul>	Bgy. Langogan	✓	✓	✓	1.2M	CED, CTD, Barangay , Babuyan CBST, Astoria Resort, Pilipinas Shell Foundation
	<ul style="list-style-type: none"> <li>– Establishment of Floating Market at Langogan River and organize Floating Market Vendors Association;</li> <li>-Organize experiential tours at the Fishing Village;- Install signages, allocate parking area</li> <li>– Construction of footbridge and wharf.</li> <li>– Formulation of Arutayan Waterfalls, Site Development of Visitor facilities and Management Plan for tourism and conservation. Provision of renewable source of electricity on site</li> </ul>		✓	✓	✓	500,000	
	<ul style="list-style-type: none"> <li>• <b>Babuyan Twin Sandbar</b>- Floating Cottage for snorkelling activities <ul style="list-style-type: none"> <li>– Construction of designated wharf for boats (Anelawan area)</li> <li>– Parking Area for Land Transportation</li> <li>– Tourist Information Center and restrooms project</li> <li>– Formulation of development plan and management plan, and marketing plan for the Babuyan Twin Sandbar Picnic, Snorkeling and Paraw sailing activities.</li> </ul> </li> </ul>	Brgy Babuyan	✓	✓	✓	20.4M	CED, CTD, Barangay , San Rafael CBST, Astoria Resort, PCSD
<ul style="list-style-type: none"> <li>• <b>Taraw Cave</b> Facilities –development for access gravel road, trail, signage, viewing platform, information center and cave gallery and restrooms. Cave assessment and Management Plan</li> </ul>		✓	✓	✓	950,000		
	Construction of visitor facilities and amenities; Preservation, conservation of the Tagbanua, Batak and Cuyunon indigenous heritage, culture and traditions, folkways, and promotion of indigenous arts and crafts;	Bgy. Concepcion	✓	✓	✓	25M	CGPP-CTD, NCCA, National Museum, DOT, TIEZA

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FLAGSHIP PROJECT	Research and collection/purchase of artifacts and crafts, and hiring of curator and maintenance staff						
Provision of Non-traditional Access Facilities for the IP's Foot bridges & Hanging Bridges	Infrastructure access development in IP areas	Bgy. Tanabag Bgy. Concepcion		✓	✓	3M	PPCG-CTD, CED BUB/DOT
Proposed Rest-stop	Construction/renovation of rest stop.	Brgy. Manalo			✓	6M	PPCG-CTD, CED Bgy. Manalo
Resorts Development; Green resorts and ecotourism Accommodation	<ul style="list-style-type: none"> <li>Beach Resort/Green Boutique Resorts and Forest Ecolodge, Camping/Glamping (Special Interest-Ecotourism); Green Hillside Resorts. Technical designs using solar panels and best practices in line with ASEAN standards; Business Plan preparation</li> <li>Homestay development program around CBST sites compliant with ASEAN Homestay standards and regulations; Regulation and promotion of Retirement Villages. Formulation of Management Plan</li> </ul>	Bgy. Maoyon, Lucbuan, Babuyan, San Rafael, Tanabag, Concepcion, Binduyan, Langogan	✓	✓	✓	300M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
			✓	✓	✓	1M	
Cleopatra's Needle Adventure and Nature Tourism Development	Nature interpretation to mitigate socio-cultural impacts.	Mt. Cleopatra	✓	✓	✓	4.5M	PPCG-CTD, CED Bgy
Food Processing Product Development	Preservation and processing of Kasuy, Lamayo, Cacao and Kakanin	Circuit 2-wide	✓	✓	✓	30M	DTI and DOST, CGPP-DOT
Development of New Tourism Products: ADVENTURE TOURISM	<ul style="list-style-type: none"> <li>Mountaineering(Mt. Cleopatra), Mountain Biking, Quad Biking/ATV, Zip Biking</li> <li>Rock Climbing, Rapelling and Abseiling (Taraw Cave), Canyoneering(@ Olanguan Falls, Arutayan Falls, etc.) , Via Ferrata (Taraw Cave)</li> <li>Bunjee Jumping, Paragliding, Sky Diving, Hot Air Ballooning</li> <li>River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari</li> <li>Helicopter Sightseeing Tours /"Helitours" (Around Mt. Cleopatra area and the coast)</li> </ul>	Circuit-wide	✓	✓	✓	30M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CED
Development of New Tourism Products: AGRITOURISM/ FARM TOURISM EXPERIENCES	Promote Community Farming, Agroforestry, and Aquaculture Initiatives within and around CBST sites to contribute to local food supply and food production for tourism needs at the city and circuit levels <ul style="list-style-type: none"> <li>Organic Vegetable Farming</li> </ul>	Circuit-wide	✓	✓	✓	20M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
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	<ul style="list-style-type: none"> <li>• Fruit Orchard Farming (Cashew, Cacao)</li> <li>• Farm Resorts and Dairy Farming</li> <li>• Fish farm resort and Agro trade fairs/events</li> </ul>						
Development of New Tourism Products: CULTURAL TOURISM EXPERIENCES	<ul style="list-style-type: none"> <li>• Construction and Development of School for Living Traditions Facility with equipment at CADC areas</li> <li>• Homestay Program (around CBST sites)</li> <li>• Indigenous Cultural Tourism</li> <li>• Voluntourism Program</li> <li>• Cultural Villages</li> <li>• Construction of School of Living Tradition Building and procurement of furniture and equipment for Tagbanua and Batak settlements.</li> <li>• Community organizing of Tribal Communities and SLT Council; Development of SLT Module</li> </ul>	Circuit-wide	✓	✓	✓	30M	Private Sector Investment/PPP CGPP,NCCA, DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CTO, CED
Development of New Tourism Products: ECOTOURISM	<ul style="list-style-type: none"> <li>• Birdwatching Tours</li> <li>• Wildlife Viewing Tours</li> <li>• Eco-Trekking Tours</li> <li>• Caving or Spelunking</li> <li>• Marine Ecotourism</li> </ul>	Circuit-wide	✓	✓	✓	20M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CTO, CED
Micro, Small and Medium Enterprises (MSMEs) Development for Tourism-related economic enterprises	<ul style="list-style-type: none"> <li>• Restaurants, Organic and natural restaurants, vegetarian restaurant s,</li> <li>• Coffee Shops, Health Bars</li> <li>• Souvenir Shops, Specialty Shops, Pasalubong Centers,</li> <li>• Travel and Tour Operators for New Tour Packages</li> <li>• Farm House Accommodation</li> <li>• Internet Cafes</li> <li>• Homestay</li> <li>• Community-based enterprises</li> <li>• Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods</li> <li>• Community-Based Sustainable Tourism attractions development</li> <li>• Skills training, production and packaging, business and marketing plan preparation</li> <li>• Establishment of a Fabrication Laboratory (Fab-Lab) for use of the circuit and training in fabrication of local crafts and products</li> </ul>	Circuit-wide	✓	✓	✓	100M	Private Sector Investment/PPP CGPP,DOST-DTI, DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CTO, CED



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<b>C2. Circuit-based HRMD</b>							
Nature and Heritage interpretation	Cultural and History Development- Research and documentation of various cultural practices in Puerto Princesa	Circuit-wide	✓			3M	CTO, CMO,
Enhance and Diversify PPC Tour Packages in terms of Theme, Activity, Cultural Attractions and Sites	<ul style="list-style-type: none"> <li>• Development of tour package manual that defines premier eco-tourism.</li> <li>• Development of Local and Intl. Cuisine, promote and support start-up operations of dining Facilities</li> <li>• Support to development of cultural attractions for a vibrant tourism. Proposals reviewed and submitted</li> </ul>	Bgy. Cabayugan, Buenavista, Tagabinet	✓			15M	CTO Private Tourism Investors CGPP-CTD- CADCS- Barangays, Schools, NCCA, DOT
<b>C2. Development on Community-Based Sustainable Tourism</b>							
CBST Taraw Cave Development	<ul style="list-style-type: none"> <li>• Training of CBST on product development and merchandizing.</li> <li>• Community guide training</li> <li>• Improvement of information center</li> </ul>	Barangay San Rafael	✓			3,000	PPCG-CTD, CED Bgy. San Rafael
Strengthening of CBST Organizations and additional organizations for formation	<ul style="list-style-type: none"> <li>• <b>Org and Financial Management:</b> Book-keeping, Pricing and Costing; Operations and Maintenance of facilities; Organizational Development</li> <li>• <b>Partnerships:</b> Networking and Partnership Building, Communications; Policy development and review</li> <li>• <b>Services:</b> Basic health, emergency and disaster management</li> <li>• <b>Product:</b> Product/site development; Study tour in other successful sites</li> </ul>	Circuit-wide	✓	✓	✓	3,500	CBSTs, CTD and NGOs



Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
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<b>Cluster 3: Mid-East Honda Bay Circuit "Best Of The Islands"</b>							
<b>Five (5) Barangays-Tagburos, Sta. Lourdes, Sta. Cruz, Salvacion, Manalo, Bacungan (Eastern Section)</b>							
<b>C3. Site Attraction and Activity Development, including Site Infrastructure</b>							
Honda Bay Wharf Development Project	<ul style="list-style-type: none"> <li>• Planning and design of the proposed Honda Bay Wharf, following building standards and green building designs.</li> <li>• Construction of Honda Bay Wharf Terminal Building (capacity of 200 person), Reclamation for Boat Landing Extension, Construction of Boat Landing Platform, Road Widening of the existing access road from national highway. Construction of parking area outside wharf area, construction of pathwalk/ walkway along access road including landscaping and planning of ornamental plants, allocation of solid waste receptacles,</li> <li>• Improvement of rest rooms, construction of commercial spaces for concessionaires. Improvement/construction of septic tanks.</li> <li>• Enforce existing policy for beach setbacks and avoid installation of fence and walls. Procurement of consultancy services for the</li> </ul>	Honda Bay (Sta. Lourdes)	✓			100M	Barangay or CBST Devt., or Private Sector Investment
Honda Bay Eco-Tourism Village Development Project	Construction of Tenement for the Honda Bay Boat Owners Association Members. This infrastructure project aims to meet the housing requirements of the residents of Honda Bay who will be affected by the Honda Bay Wharf Development Project. The project expects to provide at least 100 dwelling units.	Honda Bay (Sta. Lourdes)	✓	✓		50M	Barangay or CBST Devt., or Private Sector Investment
Development of Salvacion Nature Park and Rotunda	<ul style="list-style-type: none"> <li>• Design and construction of park infrastructure with landscaping.</li> </ul>	Bgy. Salvacion	✓	✓		3M	PPCG-CTD, CED Barangay or CBST Devt., or Private Sector Investment
Establishment of Agricultural Eco Village at RAC	<ul style="list-style-type: none"> <li>• Construction of eco-green friendly accommodation and visitor facility.</li> <li>• Maintenance and enhancement of Agricultural Learning Center</li> <li>• Promote agri-tourism focused on organic farming, edible landscaping and incubator farming.</li> </ul>	Bgy. Salvacion	✓			3M	PPCG-CTD, CAO Barangay
Construction/ Rehabilitation of all- weather Wharf and Seawall	<ul style="list-style-type: none"> <li>• Manalo Wharf Construction as alternative entry/exit point for Honda Bay.</li> <li>• Tagburos Wharf and Embankment Rehabilitation</li> </ul>	Bgy. Manalo, Bgy. Tagburos		✓		10,000	PPCG- CED
Establishment of Puerto Princesa Oceanarium & Marine Park	<ul style="list-style-type: none"> <li>• Construction of Research Center and Marine Park for educational and tourism purposes</li> <li>• Conduct Research and Study on the establishment of Marine Park for investors</li> <li>• Identify and prepare Site Development Plan and Park</li> </ul>	Bgy. Sta. Cruz				6M	Private Sector Investment, Joint Venture or Public-Private Partnership with

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CIRCUIT 3-TOURISM FLAGSHIP PROJECT	<ul style="list-style-type: none"> <li>Design</li> <li>Compliance to Environmental Requirements</li> <li>Formulate Development Guidelines and Management Plan</li> </ul>							
Development of Sta. Lourdes Hot spring	<ul style="list-style-type: none"> <li>PPP project for tourism investment</li> <li>Harbour Springs Resort/Imperial Palace</li> </ul>	Bgy. Sta. Lourdes	✓			3M	Private Sector Investment, JV	
CBST Sites Development (Existing and Emerging)	<ul style="list-style-type: none"> <li><b>Pambato Reef</b> – Hiring of 2 Lifeguards, 1 information officer and 2 security guards. Solar power lights, site and eco-system interpretation. Development of diving trail.</li> <li><b>San Carlos River Cruise</b> – Construction of Access Road to San Carlos Wharf. Improvement of visitor facilities San Carlos Floating Restaurant. Concreting of San Carlos Bacungan Highway to Bacungan River Cruise (1.21 km). Increase channels of marketing and promotions, rehabilitation of boards and site planning, IEC on mangrove ecosystem, signage, introduce additional merchandise.</li> <li><b>Honda Bay Island Hopping (Pandan Island, Starfish Island, Cowrie Island, Snake Island, and Luli Island)</b>, – provision medical assistance and rescue boat, improve load and unloading areas, regulate or standardize services and boat operation, study costly tour packages. Link to supply chains such as local farmers and fisherfolks. Establish more souvenir shops, improvement of facilities and diversify water sports activities. Management of domestic waste water and siltation.</li> <li><b>Bat Island Eco-Tour (Emerging)</b> - Formulation of Management Plan and tour package. Provision of boat and safety equipment. Accreditation of boat operators for bat-watching. Promotion of water activities. Establishment of View deck at Km. 18</li> <li><b>Manalo Seafood Restaurant Project and Development of Tourist Site</b> - Construction of Seafood Restaurant and Development of Snorkeling sites.</li> </ul>	Bgy. Sta Lourdes	✓	✓	✓	15M	CGPP, PPUR, CTD, Partner NGOs and external grants	
		Brgy. Bacungan	✓	✓	✓	14M	PPCG /DOT-DOTC TRIPPC, CED CBST, Barangay CGPP, CAAP, Military, CDRRM	
		Bgy. Sta Lourdes						Private Sector Investment, JV with City Govt. CED, HOBBAI
		Bgy. Sta. Lourdes	✓	✓	✓	5M	Private Sector Investment, JV with City Govt. CED	
		Bgy. Manalo	✓	✓	✓	6M	Private Sector Investment, JV with City Govt. CED	
			✓	✓	✓	3M		
Development of New Tourism Products: ADVENTURE MARINE TOURISM	<ul style="list-style-type: none"> <li>River Boating, Bamboo Rafting, River Camping, Canoeing, River Trekking Safari</li> <li>Kayaking, Snorkeling, Reef Navigation, Diving Trail,</li> <li>Swimming. Fish feeding, Diving.</li> <li>Banana boat, Water ski, Paragliding and other aqua sports</li> </ul>	Bgy. Sta Lourdes Brgy. Bacungan Bgy. Manalo	✓	✓	✓	20M	Private Sector Investment/PPP CGPP,DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CED	

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Development of New Tourism Products: AGRI-FISHERY TOURISM EXPERIENCES	<ul style="list-style-type: none"> <li>• Fish farm resort</li> <li>• Mariculture/Marine Park</li> <li>• Seaweeds Farming</li> <li>• Organic Vegetable Farming</li> <li>• Fruit Orchard Farming (Cashew, Cacao, Bananas)</li> <li>• Farm Resorts</li> <li>• Dairy Farming</li> <li>• Fish farm resort</li> <li>• Agro trade fairs/events</li> <li>• Promote Community Farming, Agroforestry, and Aquaculture Initiatives within and around CBST sites to contribute to local food supply and food production for tourism needs at the city and circuit levels</li> </ul>	Bgy. Tagburos, Sta Lourdes Brgy.Sta. Cruz, Bacungan, Salvacion and Manalo	✓	✓	✓	50M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
Development of New Tourism Products: CULTURAL TOURISM EXPERIENCES	<ul style="list-style-type: none"> <li>• Homestay Program</li> <li>• Development of Local Cuisine</li> <li>• Promote and support start-up operations of dining Facilities</li> <li>• Support to development of cultural attractions for a vibrant tourism.</li> </ul>	Bgy. Sta Lourdes Brgy. Bacungan Bgy. Manalo	✓	✓	✓	20M	Private Sector Investment/PPP CGPP, NCCA, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
Development of New Tourism Products: NATURE -ECOTOURISM	<ul style="list-style-type: none"> <li>• Bat/Birdwatching Tours</li> <li>• Wildlife Viewing Tours</li> <li>• Marine Ecotourism</li> <li>• Scuba Diving, Snorkeling, Helmet Diving</li> </ul>	Bgy. Sta Lourdes Brgy. Bacungan Bgy. Manalo	✓	✓	✓	10M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
Development of New Tourism Products: NAUTICAL AND CRUISE TOURISM	<ul style="list-style-type: none"> <li>• Nautical Tourism – Para-Sailing, Yachting and Boating</li> <li>• Cruise Tourism – Fast Craft Sea Cruises at Honda Bay Area and to the northern municipalities and islands at Roxas, Taytay Fort, Dumaran and Araceli</li> </ul>	Bgy. Sta Lourdes Brgy. Bacungan Bgy. Manalo	✓	✓	✓	10M	Private Sector, Investment/PPP, CGPP, DOT-TIEZA, City Tourism, OCPDC, LEIPO, CTO, CED
Micro, Small and Medium Enterprises (MSMEs) Development for Tourism-related economic enterprises	<ul style="list-style-type: none"> <li>• Seafood restaurants</li> <li>• Lamayo and Fish Processing Center</li> <li>• Souvenir Shops, Specialty Shops, Pasalubong Centers</li> <li>• Internet Cafes</li> <li>• Homestay</li> <li>• Hots Spring development</li> <li>• Community-based enterprises</li> <li>• Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods</li> <li>• Community-Based Sustainable Tourism attractions development</li> <li>• Establishment of a Fabrication Laboratory (Fab-Lab) for use of the circuit and trainings</li> </ul>	Bgy. Sta Lourdes Brgy. Bacungan Bgy. Manalo	✓	✓	✓	10M	Private Sector Investment/PPP CGPP, DOST-DTI, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED

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Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Resorts Development /Green resorts Ecotourism Accommodations	<ul style="list-style-type: none"> <li>Beachside and Hillside Resorts, Island Resorts</li> <li>Technical designs using solar panels and best practices in line with ASEAN standards; Business Plan preparation</li> <li>Homestay development program around CBST sites compliant with ASEAN Homestay standards</li> <li>Regulation and promotion of Retirement Villages</li> <li>Construction of __ room accommodation with internet and room amenities.</li> <li>Adopt bamboo architecture</li> </ul>	Bgy. Tagburos, Sta Lourdes Brgy. Bacungan Bgy. Salvacion and Manalo	✓	✓	✓	10M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
<b>C3. Development on Community-Based Sustainable Tourism</b>							
Capability Enhancement Training on Community Based Sustainable Tourism Management	<ul style="list-style-type: none"> <li>Training offered to members of the CBST Project. They will be trained on aspects of business management and operation, including budget and financial preparations, setting tourism product and service standard, enterprise development among others.</li> <li>It will also offer a leadership and mentoring training to CBST officers.</li> </ul>	Honda Bay (San Carlos, Sta. Lourdes) Circuit-wide	✓	✓	✓	3M	CGPP-CTO

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>Cluster 4: Urban Center Circuit- "Heritage, Arts and Cuisine"</b>							
<b>34 Barangays in the urban and sub-urban areas</b>							
<b>C3. Site Attraction and Activity Development, including Site Infrastructure</b>							
Bay walk Park Development and Management	<ul style="list-style-type: none"> <li>Organization of the Baywalk Park Management Board.</li> <li>Formulation of plan for Baywalk. Redevelopment of pedestrian lane in Baywalk area leading to Heritage District Buffer Zone</li> <li>Establishment afternoon and evening traditional culinary arts and culture as tourism related SME</li> <li>Institute activities, programs and physical development in the bay walk area</li> <li>Develop Bay walk Management Guidelines</li> <li>Transport system to facilitate access and create seamless visit</li> </ul>	Brgy. San Isidro and Matahimik	✓			30M	PP Tourism Council, City Engineering, Marina

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Marine Culture Cage with Floating House Development	<ul style="list-style-type: none"> <li>• CBST Organizational Development</li> <li>• Financial training, project and operations.</li> <li>• Expansion or provision of additional floating cages</li> </ul>	Bgy. Tiniguiban	✓			15M	CBST, City Agriculture, CTO
Bay Cruise Management at Bagong Pag-asa.	<ul style="list-style-type: none"> <li>• Identified Investors for boat transportation and boat operations.</li> <li>• Establish guidelines in the designation and development of Marina.</li> <li>• Promotion of Bay cruises for private investors</li> <li>• Identified Investors for boat transport</li> <li>• Dolphin and Whale shark Watching</li> <li>• Training of Lifeguards and Divers as protector and advocates of the ocean.</li> <li>• Provision of Sound System and Water Equipment (vests)</li> </ul>	Brgy. Bagong Pag-Asa	✓			15M	CBST, City Agriculture, CTO Private investors
Balayong Tree Park Events, Cultural, and Sports Facility Development (BTP)	<ul style="list-style-type: none"> <li>• Renovation of Sta. Monica Sports Complex and Rubberized Race Track with outdoor exercise area</li> <li>• Construction of BTP Convention Center, Restaurant and Food Complex with view deck, Amphitheater with stage.</li> <li>• Construction of BTP Cultural Museum, Arts Gallery and Library</li> <li>• Construction of Balayong Tree Park (BTP) Fitness and recreational park (geriatric equipment, exercise area with outdoor gym equipment, etc.),</li> <li>• Construction of Balayong Tree tunnel with arch entrance. Landscaping of Central park with featured signage.</li> <li>• Construction and development of children's park/playground with public restrooms.</li> <li>• Landscaping and construction of public restrooms.</li> <li>• Construction of plaza/water park near old gazebo.</li> <li>• Construction of Dome with flower ornaments for outdoor/garden wedding ceremonies. Picnic grounds with tables and chairs and/or build in concrete benches.</li> <li>• Landscaping and construction of public restrooms.</li> <li>• Information management building with first-aid clinic.</li> <li>• Reforestation Project</li> <li>• Street lights provision</li> <li>• Organization of BTP Management and Operations</li> </ul>	Barangay Sta. Monica	✓	✓	✓	257M	CMO, City CTO, Private investors Engineering
Culture and Arts Development and Management	<ul style="list-style-type: none"> <li>• Center for Island Culture &amp; Folkways (Cuyunon &amp; Agutaynon and Cagayanon) Research and Development, formulation of Management Plan, and establishment of Center</li> <li>• Development of arts gallery. Research and Development, and formulation of Management Plan</li> </ul>	Bgy. Sta. Monica	✓	✓	✓	5M	CGPP-CTD, NCCA, DOT
			✓			3M	CGPP-CTD, CAO, BFAR

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Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Puerto Princesa International Convention Center	<ul style="list-style-type: none"> <li>• Study and Design preparation</li> <li>• Formulation of Management Plan</li> <li>• Construction</li> </ul>	Bgy. Sta. Monica	✓	✓	✓	500M	CGPP-CTD, DOT-TIEZA
Natural Forest Park Site Development and Management	<ul style="list-style-type: none"> <li>• Formulated Forest Site Development Plan. Construction of Observatory Platform for Bird Watching, Picnic Area, Visitor Information Center and Parking Space. Road Opening and graveling of __km to improve access and travel to site. Water distribution system and Electricity</li> <li>• Organization and education of Stewards and Forest Park Management Board</li> <li>• Tree Inventory, Planting and Valuation</li> <li>• Markers and Information Boards installed</li> <li>• Observatory Platform for Bird Watching</li> <li>• Picnic Area</li> <li>• Visitor Information Center and Parking Space</li> <li>• Road Opening and re-graveling</li> <li>• Water distribution system and Electricity</li> <li>• Lakbay Aral</li> <li>• Identification of trade, culture, arts and cuisine to be promoted within the forest park</li> </ul>	Barangay Irawan	✓	✓	✓	91M	CBSTs, Stewards, Forest Park Management Board Private Tourism Investors
Dolphin and Whale Watching	<ul style="list-style-type: none"> <li>• Promotions and regulation: Whale shark and dolphin watching (April –October).</li> </ul>	Brgy. Irawan	✓	✓	✓	25M	CMO, Private Tourism Investors, CBSTs, CTO
Waterfalls Area Development	<ul style="list-style-type: none"> <li>• Landscaping and rehabilitation of Masagana and Bonton waterfalls</li> </ul>	Masagana and Bonton, Brgy. Irawan	✓	✓	✓	20M	CMO, Private Tourism Investors, CBSTs, CTO
Bucana Beach Development	<ul style="list-style-type: none"> <li>• Site assessment and feasibility studies conducted.</li> </ul>	Bucana	✓	✓	✓	12M	CMO, Private Tourism Investors, CBSTs, CTO
Establishment of a Puerto Princesa School of Sustainable Tourism	<ul style="list-style-type: none"> <li>• Construction of 10 room, 2 story school building.</li> </ul>	Bgy. Iwahig	✓	✓	✓	4M	CGPP-CTD, City ENRO, PCSD, Academe
Water Park Development	<ul style="list-style-type: none"> <li>• Formulation of Management Plan</li> <li>• Development and construction</li> </ul>	Bagong Silangan	✓	✓	✓	4M	Private Tourism Investors
Proposed Boat Landing	<ul style="list-style-type: none"> <li>• Formulation of Management Plan</li> <li>• Construction</li> </ul>	Bgy. Iwahig, Bagong Silangan and Tiniguiban	✓	✓	✓	6M	DOJ-BUCOR, CGPP-CTD, NHI, NCCA
Restoration of Iwahig Historical Buildings	<ul style="list-style-type: none"> <li>• Formulation of Management Plan</li> </ul>	Bgy. Iwahig	✓	✓		2M	Private Investment and DOT, DPWH

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Sky Way Transportation Infrastructure	<ul style="list-style-type: none"> <li>Construction of Sky Way</li> </ul>	Brgy. Mandaragat to Bgy. Sicsican	✓	✓		3.7B	Private Tourism Investors
<b>C4. Circuit-based HRMD</b>							
Development of Culinary Tour Package	<ul style="list-style-type: none"> <li>Cultural Tour Package</li> <li>Cross Country Tour Package</li> <li>Spa and Wellness Tour Package</li> <li>Aloha and DA Organic Farms Tour Package</li> <li>Bahay Kalipay Vegan food and Yoga</li> <li>Halal Food/Restaurant</li> </ul>	Circuit 4-wide	✓	✓	✓	30,000	DOJ-BUCOR, CGPP-CTD, NHI, NCCA
Strengthening Culinary/Food Industry	<ul style="list-style-type: none"> <li>Establish City Food and Culinary Council</li> <li>Partnership with Food experts and food institutions</li> <li>Establishment of Kitchen Incubation/Fab Labs</li> </ul>	Circuit 4-wide	✓	✓	✓	30,000	DOJ-BUCOR, CGPP-CTD, NHI, NCCA
Sustainable Zone Protection	<ul style="list-style-type: none"> <li>Zone Protection from Negative effects of high influx of tourist</li> </ul>	Circuit 4-wide	✓	✓	✓	1M	DOJ-BUCOR, CGPP-CTD, NHI, NCCA
Eco Tour Development of Quarry site at Cluster	<ul style="list-style-type: none"> <li>With information center, shops, PPC tower and restrooms</li> </ul>	Circuit 4-wide	✓			10M	Private Investment and DOT, DPWH
Regulation of Tour System	<ul style="list-style-type: none"> <li>System to address commission-based tours to ensure the low priority and non-revenue sites get their fair share of visitors</li> <li>Address patronage system through proper policy interventions to attract more investors</li> <li>RIA</li> </ul>	Specific site	✓	✓		2M	DOJ-BUCOR, CGPP-CTD, NHI, NCCA
Development of New Tourism Products: ADVENTURE and SPORTS TOURISM	<ul style="list-style-type: none"> <li>Go Karting, Hot Air Ballooning, Motocross Race</li> <li>Dragon Boat Race, Wakeboarding, Sailing, Parasailing @ Puerto Princesa Bay</li> <li>Kitesurfing, Kiteboarding</li> <li>Marathon Race, Ziplining</li> <li>Triathlon, Iron man</li> </ul>	Specific site	✓	✓	✓	20M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CED
Development of New Tourism Products: AGRI-FISHERY TOURISM EXPERIENCES	<ul style="list-style-type: none"> <li>Mariculture/Marine Park</li> <li>Seaweeds Farming</li> <li>Organic Vegetable Farming</li> <li>Fruit Orchard Farming (Cashew, Cacao, Bananas)</li> <li>Farm Resorts</li> <li>Dairy Farming</li> <li>Fish farm resort</li> <li>Agro trade fairs/events</li> <li>Aquaculture Initiatives within and around CBST sites to contribute to local food supply and food production for tourism needs at the city and circuit levels</li> </ul>	Puerto Princesa Bay area, Bgy. San Jose, Bgy. Sta. Monica, Bgy. Irawan,	✓	✓	✓	50M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., CAO, DA, OCPDC, LEIPO, CTO, CED



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Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Development of New Tourism Products: CULTURAL TOURISM EXPERIENCES	<ul style="list-style-type: none"> <li>Development of Local Cuisine; Culinary Tourism</li> <li>Food Mile –Food Strip</li> <li>Promote and support start-up operations of Dining Facilities</li> <li>Support to development of cultural attractions for a vibrant tourism.</li> <li>Festivals</li> </ul>	Circuit-wide	✓	✓	✓	20M	Private Sector Investment/PPP CGPP,NCCA, DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CTO, CED
Development of New Tourism Products: MEDICAL TOURISM	<ul style="list-style-type: none"> <li>Promotion and Development of Medical Tourism for prosthetics, ortho and geriatrics.</li> <li>Establish partnerships with medical associations and universities.</li> <li>Promote investments to medical tourism.</li> </ul>	Circuit-wide	✓	✓	✓	300M	Private Sector Investment/PPP CGPP,NCCA, PMA, PGH
Development of New Tourism Products: MARINE ECOTOURISM RECREATIONAL	<ul style="list-style-type: none"> <li>Dolphin and Whalesharks watching</li> <li>Scuba Diving</li> <li>Puerto Princesa Bay Day Cruises and Dinner Cruises</li> <li>Sailing, Yachting, Boating</li> <li>Firefly Watching</li> </ul>		✓	✓	✓	10M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CTO, CED
Micro, Small and Medium Enterprises (MSMEs) Development for Tourism-related economic enterprises	<ul style="list-style-type: none"> <li>Seafood restaurants, Restaurants serving local and International cuisine, and Vegetarian restaurants</li> <li>Spa and Wellness Centers</li> <li>Souvenir Shops, Specialty Shops, Pasalubong Centers</li> <li>Internet Cafes/Coffee Shops and Bars</li> <li>Hot Spring development</li> <li>Community-based enterprises</li> <li>Tourism Supply Chain-souvenir items, local crafts and arts, food supply-fish, vegetable, poultry, Processed Foods</li> <li>Community-Based Sustainable Tourism attractions development</li> <li>Establishment of a Fabrication Laboratory (Fab-Lab) for use of the circuit and trainings</li> </ul>	Circuit-wide	✓	✓	✓	10M	Private Sector Investment/PPP CGPP,DOST-DTI, DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CTO, CED
<b>C4. Development on Community-Based Sustainable Tourism</b>							
Support to Tiniguiban Sustainable Aquaventure Tourism Association and Liwanag sa Plaza Cuartel CBST, Iwahig Firefly Watching CBST	<ul style="list-style-type: none"> <li>Organizational strengthening of CBST</li> <li>Increase membership and n community guides</li> </ul>	Bgy. Tiniguiban, Liwanag and Iwahig	✓	✓	✓	6M	PPCG-CTD, City ENRO, CED Bgy. Binduyan with CBST Devt., Private Sector

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
Tour Guide and CBST Training on Coastal Resource Management	<ul style="list-style-type: none"> <li>• Coral Gardening and Rehabilitation</li> </ul>	Binduyan	✓	✓	✓	1M	CBSTs, CTD and NGOs
Human Resource Development and Capacity Development Program for Community-based Sustainable Tourism Associations (CBST) and Federation	<ul style="list-style-type: none"> <li>• Technical assistance on Community Organizing, Organizational Development,</li> <li>• CBST formation, Membership development, Meeting Management</li> <li>• Training Bookkeeping, Record-keeping and Auditing</li> <li>• Benchmarking on best practices</li> <li>• Training Tourism Management, Crisis and Risk Management</li> </ul>	Circuit-wide	✓	✓	✓	5M	CBSTs, CTD and NGOs

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>Cluster 5: Southwest Tourism Circuit – “Ultimate World-Class Beach Destination”</b>							
<b>No. of Barangays: Four (4) - Napsan, Bagong Bayan, Simpocan, and Bacungan (western section)</b>							
<b>C5. Site Attraction and Activity Development, including Site Infrastructure</b>							
Wilderness Park Conservation & Development of 500 has.	<ul style="list-style-type: none"> <li>• Formulation of Wilderness Park Conservation and Management Plan: inventory and identification of tourism potentials;</li> </ul>	Bgy. Bacungan			✓	6,000	CGPP, City ENRO, CTD
Palawan Flora & Fauna Watershed Forest Reserve and Eco Trail	<ul style="list-style-type: none"> <li>• Formulation of Watershed Development and Management.</li> <li>• Improvement of tourist and visitor center</li> <li>• Maintenance of 27 km Simpocan Irawan Eco- Trail and with interpretive and trail signage.</li> </ul>	Brgy. Simpocan	✓	✓	✓	13.7M	CGPP, City ENRO, CTD, BUB
Tagkuriring Water Falls	<ul style="list-style-type: none"> <li>• Road opening and widening 4 meters width and 1.4 kilometers gravel road.</li> <li>• Establishment of visitor information center, directional and safety signage at main highway.</li> <li>• Development of 300 meters paved stair way (1 meter width)</li> <li>• Additional standardized green huts, cottages and restrooms</li> </ul>	Brgy. Simpocan	✓			15M	CMO, City Engineering and CTO
Center for Sustainable Coastal Tourism Management Circuit 5- Tourism Flagship Project	<ul style="list-style-type: none"> <li>• Identification of proposed site for the Center and site development</li> <li>• Research on best practices on sustainable coastal tourism</li> </ul>	Bgy. Bagong Bayan		✓	✓	4M	CGPP, City ENRO, CAO-Fisheries and CRM

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Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
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Mother Tree Site Eco-Tourism Project	<ul style="list-style-type: none"> <li>Improvement of eco trail within protected area, information center and parking area with solar energy.</li> <li>Standard covered park and picnic ground development with restaurant.</li> </ul>	Brgy. Simpocan	✓			7M	CGPP, City ENRO
Tagkawayan City Beach Tourism Center Improvement	<ul style="list-style-type: none"> <li>Improvement of sites and development of promotional materials. Operation of center.</li> </ul>	Bgy. Tagkawayan	✓			6M	CGPP, TIEZA-DOT
West Coast World Class Beach Resorts Development	<ul style="list-style-type: none"> <li>Formulation of business plan and feasibility studies and sustainable coastal tourism.</li> <li>Investment promotion</li> </ul>	Brgy. Napsan to Talaudiyong, Bacungan	✓	✓	✓	10M	Private Sector Investor
Boat Landing Development	<ul style="list-style-type: none"> <li>Establishment and maintenance of boat landing.</li> </ul>	Bgy. Bagong Bayan			✓	6M	CGPP-CED
Re-development of Salakot Waterfalls Resort	<ul style="list-style-type: none"> <li>Formulation of Salakot Site Development Plan with green huts and cottages, standard restrooms, installed rails and walkways for PWD access Construction of interpretive markers, site policy and warning signs.. Maintenance and operations guidelines and information drive.</li> </ul>	Bgy. Bagong Bayan	✓			7M	CGPP-CTD, CED Barangay
Road Development Napsan to Candes Bacungan	<ul style="list-style-type: none"> <li>Construction __km from Napsan to Candes under TRIPC project.</li> </ul>	Bgy. Sto. Niño, Napsan	✓			6M	CGPP-CED DPWH-DOT TRIPC
<b>C5. Site and Activity Development</b>							
Development of New Tourism Products: ADVENTURE TOURISM And WATER SPORTS TOURISM	<ul style="list-style-type: none"> <li>Mountaineering (@Thumb Peak, Mt.Salakot, Mt. Airey)</li> <li>Mountain Biking, Quad Biking/ATV, Offroad Motorbike Racing</li> <li>Canopy walk, Burma bridge @ Tagkuriring Falls</li> <li>Paragliding, Sky Diving, Ziplining @ Mt. Salakot</li> <li>River Camping, Canoeing, River Trekking Safari</li> <li>Windsurfing, Wakeboarding</li> <li>Helicopter Sightseeing Tours /“Helitours” (Along West Coast and Thumb Range)</li> </ul>	Bgy. Napsan, Bagong Bayan, Simpocan, Bacungan (western section)	✓	✓	✓	30M	Private Sector Investment/PPP CGPP,DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CED
Development of New Tourism Products: AGRITOURISM/FARM TOURISM EXPERIENCES	<ul style="list-style-type: none"> <li>Organic Vegetable Farming</li> <li>Fruit Orchard Farming (Cashew, Cacao, etc.)</li> <li>Farm Resorts</li> <li>Agro trade fairs/events</li> <li>Promote Community Farming, Agroforestry, and Aquaculture Initiatives within and around CBST sites to contribute to local food supply and food production for tourism needs at the city and circuit levels</li> </ul>	Bgy. Napsan, Bagong Bayan, Simpocan, Bacungan (western section)	✓	✓	✓	20M	Private Sector Investment/PPP CGPP,DOT-TIEZA City Tourism Dept.,City Agriculture Office, Department of Agriculture, City ENRO, OCPDC, LEIPO, CTO, CED
Development of New Tourism Products: CULTURAL TOURISM EXPERIENCES	<ul style="list-style-type: none"> <li>Homestay Program (around CBST sites)</li> <li>Indigenous Cultural Tourism</li> <li>Voluntourism</li> <li>Cultural Villages</li> </ul>	Bgy. Napsan, Bagong Bayan, Simpocan, Bacungan	✓	✓	✓	30M	Private Sector Investment/PPP CGPP,NCCA, DOT-TIEZA City Tourism Dept.,OCPDC, LEIPO, CTO, CED

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
	<ul style="list-style-type: none"> <li>• School for Living Traditions</li> <li>-- Development of School for Living Traditions Facility at CADC areas</li> <li>- Community organizing of Tribal Communities and SLT Council; Development of SLT Module</li> <li>-Construction of School of Living Tradition Building and procurement of furniture and equipment</li> <li>-Development of Voluntourism Program</li> </ul>	(western section)					
Development of New Tourism Products: ECOTOURISM	<ul style="list-style-type: none"> <li>• Birdwatching Tours</li> <li>• Eco-Trekking Tours( @ Palawan Ecological Adventure Trail, Tagkuriring Falls and Mother Tree)</li> <li>• Marine Ecotourism ( Snorkeling, Scuba and Helmet Diving)</li> <li>• Implement activities to support natural park development and other projects while maintaining quality of nature.</li> </ul>	Bgy. Cabayugan, Kayasan, Bgy. Tagabinet, Marufinas and New Pangangan	✓	✓	✓	20M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., City ENRO, OCPDC, LEIPO, CTO, CED
<b>C5. Development on Community-Based Sustainable Tourism</b>							
Strengthening of CBST Organizations and additional organizations for formation	<ul style="list-style-type: none"> <li>• <b>Organization and Financial Management:</b> Book-keeping, Pricing and Costing; Operations and Maintenance of facilities; Organizational Development</li> <li>• <b>Partnerships:</b> Networking and Partnership Building, Communications; Policy development and review</li> <li>• <b>Services:</b> Basic health, emergency and disaster management</li> <li>• <b>Product:</b> Product/site development; Study tour in other successful sites</li> </ul>	Circuit 5	✓			3M	CTO, OCPDC, City ENRO
Nagtabon, Talaudyong and Tagkawayan Beach Eco-Watch and Life Guard Training	<ul style="list-style-type: none"> <li>• Organizational building of CBST and Ecowatch.</li> <li>• Skills training and upgrading of lifeguard.</li> <li>• Conduct of orientation and training on environmental management, protection and conservation.</li> </ul>	Bacungan	✓			3M	CTO, OCPDC, City ENRO
Training for Simpocan CBST	<ul style="list-style-type: none"> <li>• Training of Simpocan CBST on tour guiding, safety and security.</li> </ul>	Brgy. Simpocan	✓			600,000	Trained CBST
Wildlife Sanctuary Management	<ul style="list-style-type: none"> <li>• Implement forest and wildlife management and conservation</li> </ul>	Circuit 5	✓			600,000	CTO, OCPDC, City ENRO
Resorts Development; Green resorts and Ecotourism Accommodation	<ul style="list-style-type: none"> <li>• Beach Resort/Green Boutique Resorts and Forest Ecolodge, Camping/Glamping (Special Interest-Ecotourism); Green Hillside Resorts</li> <li>-Technical designs using solar panels and best practices in line with ASEAN standards; Business Plan preparation</li> <li>• Homestay development program around CBST sites compliant with ASEAN Homestay standards and regulations</li> <li>• Regulation and promotion of Retirement Villages</li> </ul>	Circuit-wide	✓	✓	✓	300M	Private Sector Investment/PPP CGPP, DOT-TIEZA City Tourism Dept., OCPDC, LEIPO, CTO, CED
			✓	✓	✓	7M	

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Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>Cluster 6: Southeast Tourism Circuit "Leisure and Nature-Adventure Theme Parks"</b>							
<b>No. of Barangays: Eight (8) Barangays- Sta. Lucia, Montible, Luzviminda, Mangingisda, Inagawan, Inagawan Sub, Kamuning, and Iwahig (south section)</b>							
<b>C6. Site Attraction and Activity Development, including Site Infrastructure</b>							
Sta Lucia Environmental Estate and Theme Park Development	<ul style="list-style-type: none"> <li>Re- creation of the Underground River Cave Mini-Park with developed public hot springs spa &amp; wellness activities.</li> <li>Construction and development of a city world class fish port</li> </ul>	Bgy. Sta. Lucia	✓	✓	✓	24M	CGPP-CTD, City ENRO, Private Sector JV CGPP-CED, TIEZA-DOT Private Sector Investor
Development of Riverside Linear Park and Boardwalk	<ul style="list-style-type: none"> <li>Formulation of Management Plan for Montible Riverside Park. Boardwalk development</li> </ul>	Bgy. Montible			✓	6M	CGPP-CED
Development of Tagbarungis Beach Picnic and Resort	<ul style="list-style-type: none"> <li>Destination for beach goers with picnic cottages, main pavilion and restrooms</li> <li>Development of 59 has. Tagbarungis Resort, complex and marine Recreation Activities</li> </ul>	Bgy. Inagawan	✓	✓	✓	10M	CGPP-TIEZA-DOT CTD, City ENRO, CED, Bgy. Inagawan and CBST
Development of Acacia Park-Tree Tunnel	<ul style="list-style-type: none"> <li>Acacia Park Preservation and Protection Program, tree house and board walk development.</li> </ul>	Bgy. Inagawan	✓	✓	✓	10M	CGPP-TIEZA-DOT
<b>CIRCUIT 6- TOURISM FLAGSHIP PROJECT</b>							
Beach Resort Development and Sustainable Coastal Tourism	<ul style="list-style-type: none"> <li>Formulation of Management Plan for Inagawan, Kamuning and Luzviminda Beach Resorts. Construction of picnic area, interpretive signages and lifeguard tower.</li> <li>Promotions</li> </ul>	Bgy. Inagawan, Kamuning Luzviminda Mangingisda	✓	✓	✓	10M	Private Sector Tourism Investors
<b>C6. Site and Activity Development</b>							
Development of All-Weather Roads (Gravel Roads)	Road Construction/ Opening and Maintenance of All Existing Earth Roads	Site specific and as appropriate		✓	✓	60M	CGPP-CED
Hanging Bridges	Community-based Construction of Hanging Bridge	Site specific and as appropriate	✓			3M	CGPP-CED
<b>C6. Development on Community-Based Sustainable Tourism</b>							
Tourism Management System	Enforce setback zones, Identification of right of way. Enforce and regulate sand quarrying include off-shore sand area.	Site specific and as appropriate	✓			600,000	CTO, OCPDC, City ENRO
Tour Guides and Boatmen Skills Training on ecological/nature interpretation	Training on Nature Interpretation for Eco-Tour Guides and Boat Men	Site specific and as appropriate	✓	✓	✓	600M	CTO, OCPDC, City ENRO

**1.2 Puerto Princesa Urban Heritage and Conservation Tourism Development Program**

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
1.2.1 Historical and Architectural Documentation and Design Guidelines for heritage structures.	Heritage District Historical Documentation and Design Guidelines for Heritage Structures	Heritage Core District Poblacion	✓	✓	✓	4.4M	Heritage Council, Academe, OCPDC and City Engineering Office, Palawan State University
1.2.2 Establishment and strengthening of Heritage Conservation and Preservation Mechanisms and Policies	Heritage District Home Owners Organizational Building	Heritage Core District Poblacion	✓	✓	✓	60M	Heritage Advisory Board and Homeowners association, Pook Linangan
	Urban Heritage Council and Management Board Formation	Heritage Core District Poblacion	✓	✓	✓	120,000	OCPDC and CTO
	Amendment of Urban Heritage District Ordinance	Heritage Core District Poblacion	✓	✓	✓	120,000	CTO, CMO, Heritage Advisory
1.2.3 Conservation and Rehabilitation Program of historic sites	Heritage Area Site Dev. – Plaza Cuartel	Heritage Core District Poblacion	✓	✓	✓	40M	Heritage Advisory Board, Chamber, CMO, OCPC, and CTO
	Heritage Area Site Dev. – Plaza Rizal	Heritage Core District Poblacion	✓			30M	Heritage Advisory Board,
	Improvement of Rizal Avenue Road	Heritage Core District Poblacion	✓	✓	✓	350M	Traffic and DPWH, CTD and City Eng.
	Heritage Area Site Dev. – Plaza Eulalia	Heritage Core District Poblacion	✓	✓	✓	25M	Heritage Advisory Board
	Heritage Area Site Dev. – Governor’s Residence	Heritage Core District Poblacion	✓	✓	✓	25M	Heritage Advisory Board
	Heritage Area Site Development – Mendoza Park	Heritage Core District Poblacion	✓	✓	✓	25M	Heritage Advisory Board



Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>1.2.4 Heritage Tourism Product Development</b>	Heritage District trade, culture, arts and cuisine development program	Forest Park	✓	✓	✓	600,000	Heritage Advisory Board, Chamber, CMO, OCPC, and CTO
	Heritage Trail Events and Festivals 1	Poblacion and Irawan	✓	✓	✓	25M	Heritage Advisory Board,
	Heritage Culture Events and Festivals 1	Heritage Core District Poblacion	✓	✓	✓	25M	Heritage Advisory Board,
	Heritage Information Facility, Promotions, Information, Guidelines and Advocacy Program	Poblacion	✓	✓	✓	4M	Heritage Advisory Board, CTO, CMO, OCPDC
	Heritage District Marketing and Promotion	Heritage Core District Poblacion	✓	✓	✓	4.5M	Heritage Council, CTD and CIO
<b>1.2.5 Culinary Tourism Product Development</b>	Heritage District Culinary Launching and Promotions	Baywak and Poblacion	✓	✓	✓	4M	PASSAP; CTO, CMO, DTI, DOST Heritage Advisory Board, CTO, CMO, OCPDC
	Heritage District Food MSME Development and Promotion	Poblacion and San Pedro	✓	✓	✓	15M	CTO, LEIPO, Negosyo Centers, MSMEs, PASSAP
	Facilitate and develop Overnight leisure destination	Baywalk and Poblacion and San Pedro	✓	✓	✓	4M	PASSAP; CTO, CMO, DTI, DOST Heritage Advisory Board, CTO, CMO, OCPDC
<b>1.2.6 Establish Training Institute on Arts, Culture, and Heritage</b>	Training Institute on Arts, Culture and Heritage and Development of Accreditation Program	Heritage Core District Poblacion	✓	✓	✓	25M	Heritage Advisory Board
	Training Institute Courses for TREs	City Wide	✓	✓	✓	4M	Training Institute

**1.3 Meetings, Incentives, Conventions, & Events (MICE) Development Program**

Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
1.3.1 Creation of MICE Marketing Bureau	Creation of MICE Marketing Bureau	Sabang, Bgy. Cabayugan City-Wide	✓	✓	✓	20M	CGPP-PPSRNP-CTD /DOT-TIEZA
1.3.2 Preparation of management and marketing plan for the Puerto Princesa International Convention Center	Marketing and Management Plan for PPC Convention Center	Brgy. Mabuhay	✓			3M	DOT TIEZA, Private Investment
1.3.3 Training program on MICE management, organizing, operation, guest handling and services	Training program on MICE management, organizing, operation, guest handling and services	Site specific as appropriate	✓	✓	✓	10M	DOT TIEZA, Private Investment
	Awarding or incentives on MICE	Site Specific	✓	✓	✓	5M	PTC

**1.4 Human Resources Development for Improved Tourism Competitiveness**

Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
1.4.1. Development and strengthening of Public-Private Institutions and Policies for tourism workforce development	Tourism Workforce Development	Site - specific	✓	✓	✓	4.5M	Palawan State University, Filipinas Shell Foundation
	Institutionalize Mobile Trainer’s Pool	Site - specific	✓	✓	✓	4.5M	Palawan State University, Filipinas Shell Foundation
	Human Resource Development Program for tourism service providers and managers	Site - specific	✓			3M	CTO, OCPDC, City ENRO Palawan State University, Filipinas Shell Foundation
	Partnership Development	Site - specific	✓			3M	CTO, OCPDC
	Developing Tourism Academic Course for K-12 Program	Site - specific	✓	✓	✓	3M	CTO, OCPDC



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Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
1.4.2. Conduct of tourism skills training programs for employment and skills upgrading	Frontline Service Training <ul style="list-style-type: none"> <li>- Tour guides, Drivers, Sales Agents and Tour Operators</li> <li>- Eco-Marine Guides and Eco Marine Tour Operators</li> <li>- Lifeguard, Scuba Divers, Boat Men and Boat Operators</li> </ul>	Bgy. Cabayugan, Buenavista, Tagabinet Brgy. Sta Lourdes Bucana, Irawan, Bagong Pag-asa Sta. Cruz, Bacungan Bucana, Irawan, Bagong Pag-asa Bgy. New Pangangan, Bahile,	✓	✓	✓	15M	TESDA AND DOT
	Frontline Service Training (Forest/Trail Guide and Warden)	Bgy. Cabayugan, Buenavista, Tagabinet	✓	✓	✓	5M	TESDA AND DOT
1.4.3. Training programs for sustainable destination management and resiliency (possible partnership with Bantay Turismo program of Province)	Improving Capacity and Building Resiliency on Destination Management	Site - specific	✓	✓	✓	5M	DRRMO, USAID Barangays and CBSTs
	Environment Conservation and Protection Training	Site - specific	✓	✓	✓	5M	
1.4.4. MSME training and technical assistance for skills enhancement, product development, production efficiency, and market linkage	Commodity Development for Kasuy, Processed foods, Lamayo, Handicrafts, and cacao	Site - specific	✓	✓	✓	18M	DTI, LEIPO, CTO
	Business Development support and Improvement for MSMEs	Site - specific	✓	✓	✓	37M	DTI, LEIPO, CTO, Chamber of Commerce, Academe, DOST
	Food Security Program to support tourism	Site - specific	✓	✓	✓	12M	PSU, City Agri, City Vet, DA, BFAR, DAR
1.4.5 Skills upgrading program for internationalization and cruise industry development	Skills Upgrading Program	Site-specific	✓	✓	✓	5M	CTO, OCPDC, PPA

**1.5 Private Sector Partnerships for Destination Marketing and Promotion**

Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>1.5.1 Development of Puerto Princesa City Destination Brand</b>	Design and Development of Tourism Promotions Logo and Brand	City-Wide	✓	✓	✓	15M	DOT, CTC CTO- Promotions Department
	Design and Development of on Tourism Map	Poblacion	✓	✓	✓	10M	CTO, DICT, MIS, Robinsons, NCCC, SM, PPA, PAMB and HOBAl
	Design and Development of on Tourism Promotional Billboards	Poblacion	✓	✓	✓	10M	CTO, DICT, MIS, Robinsons, NCCC, SM, PPA, PAMB and HOBAl
	Design and Development of on LED Tourism Update Billboards	Poblacion area	✓	✓	✓	6M	CTO, CIO, CMO
	Media Advocacy Campaign – Radio/Television and AVP	City Wide	✓			4.5M	CTO, CIO, CMO
	Media Advocacy Campaign - Print	City Wide	✓	✓	✓	4.5M	CTO, CIO, CMO
	Media Advocacy Campaign – Social Media	City wide and International	✓	✓	✓	4.5M	CTO, CIO, CMO
	Tourism Collaterals for Website and Website Management	City-Wide	✓	✓	✓	7.5M	DOT, CTC CTO- Promotions Department
	Production of Promotional Materials for Tourism Events	City Wide	✓	✓	✓	4.5M	CTO, CIO, CMO
	Tourism Collaterals for Print	Bgy. Cabayugan (PPUR)	✓	✓	✓	1M	CTO- Promotions Department
	Donor and Investor Coordination Mechanism	City Wide	✓	✓	✓	2.5M	LEIPO, CTO, Investment Board, BPLO
Tour Package Incentives Program for new TRES	City-Wide	✓	✓	✓	9M	LEIPO, CTO, Investment Board, BPLO	
<b>1.5.2 Organization and Promotion of Year-Round Events and Festivals</b>	Organization and Coordination of Year-Round Festivals and Events	City-Wide	✓	✓	✓	5M	CTO, Chamber and PPTC



Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
	Sport Event Management and Hosting	Brgy. San Pedro Baywalk Brgy. Sta. Monica Puerto Princesa Bay	✓	✓	✓	5M	CTO, Chamber and PPTC
<b>1.5.3 Publicity and Public Relations - Marketing Puerto Princesa as Tourist Destination as Tourist Friendly Spot</b>	Relationship Building among TRES, MEDIA, Local and International Organizations	City-Wide	✓	✓	✓	5M	CTO, Chamber and PPTC
	Tourism Expos and Fairs	City Wide	✓	✓	✓	5M	CTO, Chamber and PPTC
	Benchmarking on Selected Major Festival and Tourism Destination	City Wide	✓	✓	✓	5M	CTO, Chamber and PPTC
	Tourism Summit and Conferences	City Wide	✓	✓	✓	9M	CTO, Chamber and PPTC
	Tourism Marketing and Promotions Development	City-Wide	✓	✓	✓	1M	CTO, Chamber and PPTC

**1.6 Expand and upgrade the capacity of PP Tourism Industry**

Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>1.6.1. Investor Coordination and Tourism Investment Promotion</b>	Improve customer arrival and departure experience through Tourism Investment Promotion	City-wide	✓	✓	✓	5M	CTO, Chamber and PPTC
<b>1.6.2 Air Route Development</b>	Air Route Development and Support for the promotion of New PPC International Airport	City-wide	✓	✓	✓	5M	CTO, Chamber and PPTC
<b>1.6.3. Development of Cruise Services</b>	Development of Cruise services to and out of Puerto Princesa City	City-wide	✓	✓	✓	5M	CTO, Chamber and PPTC

**General Objective 2: To promote sustainable, inclusive management and development of tourism sites, including community-based sites**

**2.1 Strengthen management institutions and HR for Inclusive and Community-based Tourism Development**

Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>2.1.1 Strengthen management institutions and HR for Inclusive and Community-based Tourism Development</b>	Institution-building and strengthening of Community-Based Sustainable Tourism Management (CBST) Organizations	City-Wide	✓	✓	✓	4.5M	CTO, CBST Federation/ Organizations, and PPCCTC PPC Chamber
	Formulation of 5- year Community-based Association plan for Improve Tourism Planning	For all CBST	✓	✓	✓	4.5M	OCPDC, CTC and CBST officers
	Support to the Organization and Development of Community-Based Sustainable Tourism Sites	Per Site/Location as appropriate	✓	✓	✓	4.5M	CTO, Chamber and PPTC, GWatch, OCPDC
	Reconstitution and Strengthening of Barangay Tourism Councils	Barangay Wide/ City-Wide	✓			66M	Barangay CTO, OM, CTC
<b>2.1.2 Sustainable Development and Management of Tourism Sites</b>	Development/Improvement of Site Specific Policies, Management Systems and Regulations for anchor attractions, including local, site-specific policies and regulations for tourism establishments and visitor Environment Policy Enforcement on Tourism Sites	City-Wide	✓	✓	✓	4.5M	OCPDC, CTC and CBST officers CITY ENRO
	Development of Report and Establishment of Carrying Capacity of Tourism Sites	City-Wide	✓			3M	CTO, City ENRO, WPU
	Tourism Incentives and Investment Program.	City-Wide	✓			1M	CTO and Investment Board, LEIPO, PPP

**2.2. Sustainable Development and Management of Tourism Sites**

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
<b>2.2.1. Establishment of Local Multi stakeholders Management Structure</b>	Organization of Circuit-Level Management Team	City wide and per circuit	✓	✓	✓	4.5M	CTO, CTC, CMO
	Formulation of PPC Tourism Council Work Plan	City Wide	✓	✓	✓	4.5M	CTO, DOT, OCPC
<b>2.2.2. Local Capacity Development for Sustainable Development and Management of Sites</b>	Support the development of Micro, Small and Medium Enterprises (MSMEs) on Business Development and Tourism services	Site Specific as appropriate	✓	✓	✓	4.5M	CTO, DOT, OCPC, DTI, DOST
	Support to Product Development	Site Specific as appropriate	✓	✓	✓	3M	CTO, DTI, DOST, DOLE, TESDA
	Construction of Solid Waste Management Facility	Honda Bay (Sta.	✓			1M	PPCG-CTD, CED

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Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
	(MRF) near the Wharf Building	Lourdes)					
	Strengthen linkages with partner LGUs and agencies at the city, municipal, provincial national international agencies	Site Specific as appropriate	✓			1.5M	CTO, DOT, OCPC,
	Biodiversity Program	Anepahan Area	✓			4.5M	CTO, DOT, OCPC, CITY ENRO
	Marine Protection, Rehabilitation and Conservation Program in Tourism Sites	Site Specific as appropriate	✓	✓	✓	4.5M	CTO, DOT, OCPC, CITY ENRO
	Mangrove Protection, Rehabilitation and Conservation Program in Tourism Sites	Site Specific as appropriate	✓	✓	✓	4.5M	CTO, DOT, OCPC, CITY ENRO
	Coordination with City Government Oplan Linis Program in Priority Sites	Heritage District and appropriate sites	✓	✓	✓	1.5M	CTO, DOT, OCPC, CITY ENRO
	Coordination with City Veterinary Office on Dog Impoundment Program in Priority Sites	Heritage District Area and appropriate sites	✓	✓	✓	1.5M	CTO, DOT, OCPC, CITY ENRO
<b>2.2.3 Establishment of Babuyan River Protected Area</b>	<ul style="list-style-type: none"> <li>- Formulation of Protection, Conservation, and Management Plan</li> <li>- Improvement of signages.</li> <li>- Development of road access. Assignment and development of parking area.</li> <li>- Construction of eco-organic rest rooms</li> <li>- Formulation of information and interpretation on sites.</li> </ul>	Bgy. Babuyan, Maoyon, Lucbuan, Buenavista, Tagabinet	✓	✓		12 M	PPCG-CTD, City ENRO, DENR Bgy. Maoyon Maoyon CBST
<b>2.2.4 Protection &amp; Conservation of the Endangered River Otter Sanctuary and Langogan River</b>	<ul style="list-style-type: none"> <li>- Formulation of Protection, Conservation, and Management Plan</li> <li>- Formulation of information and interpretation on sites.</li> </ul>	Bgy. Langogan	✓	✓		12 M	PPCG-CTD, City ENRO, DENR Bgy. Maoyon Maoyon CBST
<b>2.2.5 Binduyan Marine Protected Area</b>	<ul style="list-style-type: none"> <li>- Formulation of a Marine Sanctuary Management Plan.</li> <li>- Promotion of sports activities such as scuba diving and snorkeling.</li> </ul>	Binduyan	✓	✓		30 M	
<b>2.2.6 Regulation of Tour System</b>	<ul style="list-style-type: none"> <li>- System to address commission-based tours to ensure the low priority and non-revenue sites get their fair share of visitors</li> <li>- Address patronage system through proper policy interventions to attract more investors</li> </ul>	Specific Site	✓	✓		2M	DOJ-BUCOR, CGPP-CTD, NHI, NCCA
<b>2.2.7 Tour Package Incentives Program for new TREs</b>	<ul style="list-style-type: none"> <li>- Tax Holidays</li> <li>- Promotional Support</li> <li>- Financial assistance for tour package development</li> </ul>	City-wide	✓	✓	✓	9M	LEIPO, CTO, Investment Board, BPLO

**General Objective 3: To provide an enabling policy environment and infrastructure for a more competitive tourism sector in Puerto Princesa City**

**3.1 Public-Private Sector Partnerships for Effective Governance and Sustainable Tourism Development**

Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
3.1.1 Organizational development program for the City Tourism Department	Creation and Strengthening the Standards and Regulation Division (SRD)	Office-wide – Standards Division	✓	✓	✓	57M	CTO, OM, HRMO Department of Tourism
	Organizational Development within the City Tourism Department, Creation of New Plantilla positions for the CBST Program, Product Dev and Statistics Division	Office-wide; City-wide	✓			5M	Human Resource Management Office, City Tourism Office
	Capability Building for the Tourism Developments and for Tourism Officials and Staff to improve service Quality	City-Wide	✓	✓	✓	12M	CTO, OM, HRMO
3.1.2 Program to support and strengthen the Puerto Princesa City Tourism Council and other vehicles for public-private sector partnerships	Database Development	City-wide	✓			3M	CTD -TPPDD, PTO, DOT , DOST, GWatch
3.1.2 Program to support and strengthen the Puerto Princesa City Tourism Council, City Tourism Office and other vehicles for public-private sector partnerships in tourism development, destination marketing, and other concerns related to the sustainable and inclusive development of the tourism industry	Organize and Strengthen a Functional Tourism Master Plan Coordination and Implementation	City-Wide	✓	✓	✓	3M	City Tourism Office
	Intensify tourism promotions and investment board for PPC with stakeholder participation	City-Wide	✓	✓	✓	1M	City Tourism Office
	Monitoring and Evaluation for TMP Implementation. Establish public-private advisory group for business friendliness and tourism competitiveness.	City-Wide	✓	✓	✓	1M	City Tourism Office
	Organizational Strengthening for TRES	City-Wide	✓	✓		3.5M	CTO, OM, HRMO, DOT
	Review and updating of the PPC Tourism Code Amendment	Office-wide; City-wide		✓		1M	Sanggunian and City Tourism
3.1.3 Participatory, industry-driven development of enabling policies and programs for the PPC tourism sector	Regulations and Monitoring on Tourism-Related Enterprises	Office-wide; City-wide	✓	✓	✓	1M	Sanggunian and City Tourism
	Regulation and Standards on Transportation Costs	Office-wide; City-wide	✓	✓	✓	1M	Sanggunian and City Tourism
	Engaging the Puerto Princesa Tourism Council to	City-Wide	✓	✓	✓	4.5M	City Tourism Office, City Tourism Council

**PUERTO PRINCESA CITY**  
**Tourism Master Plan (2018 -2027)**



Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
	manage key Tourism Projects and Activities						
	<ul style="list-style-type: none"> <li>- Research and Development of a Monitoring and Tracking System on Tourist Arrivals from entry and exit points, city destinations and accommodation establishments</li> <li>- Staff trainings of staff on tourism statistics generation and analysis of Accommodation, CBST and MICE Statistics, Database development, Product Development and Market Research including Visitor Surveys</li> <li>- Staff trainings on Tourism Planning, Project Development and Management , Project Monitoring and Evaluation</li> </ul>	City-wide	✓	✓	✓	3M	CTD -TPPDD, PTO, DOT , DOST, GWatch
	<ul style="list-style-type: none"> <li>Tourism Regulatory Impact Assessment</li> <li>- Workshop on the Conduct of Regulation Impact Assessment</li> <li>- Formulation of RIA procedures manual</li> <li>- Inventory of TREs and areas of research</li> <li>- Coaching and mentoring</li> </ul>	Office-wide, City-wide	✓	✓	✓	300,000	Department of Tourism, City Tourism Office
	Food Security: Development of community-based supported agriculture, poultry and livestock	City-wide	✓	✓	✓	10M	DA, City Veterinarian
	<ul style="list-style-type: none"> <li>Support Facilities for SMEs</li> <li>- Construction of FabLabs for MSMEs</li> <li>- Establishment of Kitchen Incubation</li> </ul>	City-wide	✓	✓	✓	10M	BFAR, DTI, DOST
	Improving competency of PPC Tourism Council to handle crisis	City-Wide				4.5M	City Tourism Office, City Tourism Council
	SMED Council Establishment/ Reconstitution	City-Wide	✓	✓	✓	12M	DTI, LEIPO, CTO, CTC, Chamber of Commerce, Academe, DOST
	Establishment, Implementation and Utilization of Tourism Sustainability and Enhancement Fund and other revenue streams	City-wide	✓	✓	✓	12M	City Tourism Office
	Establishing and Development of Tourism Information Systems	City-wide	✓	✓	✓	6M	CTO, ICT
	Policy and Quality Standards Enforcement and Monitoring	City-wide	✓	✓	✓	2.8M	DOT, CTO
	Support to Tourism Standards and Regulations	City-wide	✓	✓	✓	1M	CTO, OM, DOT
	Support to Tourism Standards and Regulations - Database Information System	City - wide	✓	✓	✓	3.5M	CTO, OM, DOT

Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
	Support to Tourism Standards and Regulations – Monitoring and Enforcement Program	City - wide	✓	✓	✓	9M	CTO, OM, DOT
	Advocacy/Lobby for the Establishment of District/Field Offices for DOT, LTFRB & DOTR-LTO	City -Wide	✓	✓	✓	9M	CTO, OM and concerned offices
	Accreditation of Hotel and Resorts on Zero Carbon and Green Technology Standards for Competitiveness	City-Wide	✓	✓	✓	9M	City Tourism Office, DOT-MIMAROPA
	Landbanking. Enforce Beach Policy and Regulation on setbacks, right of way and sand quarrying.	Specific areas	✓	✓	✓	15M	CTO, Private Tourism Investors CGPP-CTD- CADCs- Barangays, Schools, NCCA, DOT
	Promotion and Adoption of Green Technology ISO Standards in Tourism Sites	Specific areas	✓	✓	✓	1.5M	City Tourism Office; City ENRO
<b>3.1.4 Coordination and harmonization of PPC social services and programs with tourism sector initiatives</b>	PWD Accessible Tourism Facilities: PWD, gender-sensitive and Senior Citizen structures and signages established for all sites (ramp, guard rails, comfort rooms)	All sites	✓	✓	✓	10M	
	Conduct of Gender Sensitivity Trainings for all Tourism Frontliners. Educate CBST and TRES on the rights of children and women. - Designing/updating of training modules to make it more gender responsive. Distribution of primer, info materials in the CBST and TRES. - Inclusion of GAD concerns/concepts in the conduct of tourism-related trainings.	Industry-wide	✓	✓	✓	3M	City Tourism Department, Tourism Related Associations
<b>3.1.4 Coordination and harmonization of PPC social services and programs with Tourism sector initiatives</b>	Coordinating Peace and Order, Safety and Security Management in and for Tourism Areas	City-wide /specific Tourist Sites	✓	✓	✓	9M	CBSTs, City PNP-TOPCOP, DRRMO, DOT TOPCOP, WESCOM, Barangay Tanods, CTO, PNP
	Coordination on Emergency, Disaster Risk Reduction and Management for Tourism	City-Wide	✓	✓	✓	20M	OCD, DOH, Bureau of Fire, CTO
	Coordination with Traffic Management Group for Ease in Traffic and Ensuring Road Safety in Tourism Destinations	City-Wide	✓	✓	✓	20M	Traffic. DOTR, PNP, CTO, DOH, Barangays, DRRMO, BFP
	Coordination for a Safety and Infectious-Disease Free Tourism	City-Wide	✓	✓	✓	9,000	DOH CTO, barangay, CBSTs
	IEC Program on Anti-prostitution and Child Trafficking within Tourism Sites	City-wide	✓	✓	✓	9M	CSWD, CTO, barangay, CBSTs, DOT
	Coordination for Seamless Travel		✓	✓	✓	9M	DOTR, DPWH, DILG, CTO
	Coordination with Agri-Stakeholders for Food Security in Tourism Areas	City-Wide	✓	✓	✓	9M	CTO, CAO, City Veterinary, Agri, BFAD, BFAR
	Coordination with Oplan Linis and SWM	City-wide	✓	✓	✓	5M	SWM, Oplan Linis, CTO, barangay, CBSTs
	Coordination with on review and amendment of Revenue Code	City-wide	✓	✓	✓	1M	CTO, BPLO, CBO
	Coordination w/ the City Housing for resettlement	City-wide	✓	✓	✓	5M	City Housing, CSWD, City Engineering and CTO





Sub-Activity	Programs, Projects and Activities	Location	Timeframe			Cost	Responsible
			Short Term	Medium Term	Long Term		
	of Informal Settlers affecting tourism						

### 3.2 Enabling Infrastructure for Sustainable Growth

Sub-Activity	Programs, Projects and Activities	Location	Time Frame			Cost	Responsible
			Short Term	Medium Term	Long Term		
3.2.1 Coordination with NGAs and partners for the expansion and improvement of transportation infra for improved accessibility	Coordination for Improvement of Transportation and Terminal Infrastructure	Site specific	✓	✓	✓	1.5M	CGPP-CTD, CED, DOT, DPWH, DILG, private sector
	Coordination for Improvement of Air Land and Sea (Include Maritime and Port) Transportation Infrastructure and Facilities	Site specific	✓	✓	✓	3M	CGPP-CTD, CED, DOT, DPWH, DILG, private sector
3.2.2 Coordination with NGAs and development partners for the construction, expansion, and improvement of water, electricity, and telecommunications infrastructure	Coordination with NGAs and development partners for the construction, expansion, and improvement of electricity infrastructure	City-Wide	✓	✓	✓	1.5M	PALECO and POWER CO.
	Coordination with NGAs and development partners for the construction, expansion, and improvement of water infrastructure	City-Wide	✓	✓	✓	1.5M	PPCWD , CGPP
	Expansion of Level III Water Supply System and Improvement of existing supply.						
	Coordination with NGAs and development partners for the construction, expansion, and improvement of drainage waste water infrastructure	City-Wide	✓	✓	✓	1.5M	PPCWD, CGPP
	Coordination with NGAs and development partners for the construction, expansion, and improvement of telecommunications / ICT infrastructure	City-Wide	✓	✓	✓	1.5M	PLDT, SMART, GLOBE and other companies



## **V. COMMUNICATIONS PLAN**

Puerto Princesa City has adopted a tourism brand that clearly expresses the city’s remarkable characteristics– Pristine, Adventurous and Breathtaking – to attract both local and international markets.

The branding strategy will focus on promoting and creating interest on the naturally and culturally diverse city. It will capitalize on these natural and cultural endowments as sites worth discovering and refuge to the city-bustle.

In its efforts to increase tourism revenue and expand tourism volume, Puerto Princesa City will strive to:

- Differentiate Puerto Princesa from other destinations in the Philippines and in the Southeast Asian region;
- Provide easy access and a number of practical information on how to get to the city and how to maximize your visit through social media or online travel guides;
- Communicate various tourism products in sun and beach destinations, heritage/cultural, nature, adventure, MICE, as well as communicate opportunities for social activities;
- Work in partnership with key tourism and business partners from planning to booking. This also includes collaboration with key airlines like Philippine Airlines, Air Juan, Cebu Pacific Air, Air Asia and shipping lines such as the Montenegro Shipping Lines.; and
- Strengthen partnership with the private sector as partner and future investor in the city.

### **A. Key Message**

Puerto Princesa City’s branding strategy can enhance the performance of tourism in the city through high-quality advertisements, interactive websites, direct marketing, press releases and regular tourism exhibitions.

- Tourism brand – Where nature begins and never ends
- Investment brand – Come, grow and invest with us

### **B. Key Audiences**

The communication plan has been designed to implement its strategy focusing on enticing key markets both domestic and foreign tourists, specifically:

- Families - includes parents, grandparents, young adults, couples, clans who loves to travel, would like to experience nature and mark new and special occasions in life.
- Group of friends – appropriate for groups (barkada tours) who are familiar and proficient in online and internet.

At the same time, identify its potential secondary audiences.



### C. Communication Tools and Channels

Puerto Princesa City will use a wide range of communication tools and channels that will aggressively market the city. These are:

- **The Internet** is a powerful channel to disseminate a great deal of informational and educational materials to the target audience and its activities; upload photo stories and, announcements and other activities to keep them informed. Harnessing online presence can be through websites, social media campaigns using Facebook Page, Twitter, Instagram and You Tube. A great vehicle of information can also be through collaboration with interactive website and online booking sites, and through creating E-mail groups.
- **Mainstream Media** is another way to get a wider reach through the production of news and features, and photo stories from the media coverage of local events or from press releases. Furthermore, newspaper advertisements, radio campaigns, press conference, news and travel stories in in-flight magazines and dissemination through other media events are also important to consider.
- **Direct Online or Offline Mail** of tourism-related brochures, posters, banners and/or backdrops, including flyers or leaflets
- **Brand Identity Stationery** in folders, business cards, letterheads, envelopes
- **Sponsorships** such as organized and sponsored familiarization tours and hosting
- **Promotions and advertisements** through the installation of billboards, maps, markers, signage and tarpaulin with sites, travel information, transportation, food and hotels, directory as well as calendar of events.
- **Partnership Building** is vital in strategic partnerships with national and international tourism agencies (particularly the Department of Tourism and Tourism attaches), local community, civil organizations, business groups, and corporate institutions with CSRs.
- **Exposition or exhibition** which translates to participation in trade, tourism and investment mission, expositions and fairs
- **Feedback:** Develop feedback mechanism and post activity follow up response to complete visitor experience.

### D. Monitoring and Evaluating the Communications Plan

An assessment of the communication plan will evaluate the exposure and publicity of Puerto Princesa as a distinct tourism destination in the Philippines. Key indicators will be determined to measure the effectiveness of the communication strategy.



## **VI. MONITORING AND EVALUATION PLAN**

The City Government of Puerto Princesa will take the lead in reporting the progress and performance of programs, projects and activities identified in the tourism development plan.

To mobilize private and public investments in order to accelerate development of the tourism sector, the City Tourism Office will foster closer collaboration with the Tourism Council, Local Economic Investment Promotions Office, the Department of Tourism, Chamber and the local and regional development finance institutions as well as commercial banks with tourism desks or tourism specific portfolios.

The city and key departments are jointly responsible for ensuring regular monitoring and evaluation of the implementation plan for efficient utilization of project resources and accountability. The city will also collaborate and work with existing or created mechanisms such as the Puerto Princesa Investment Board or Tourism Board to take the lead in implementing key actions such as fostering business linkages.

### **A. Monitoring and Evaluating the Implementation of Tourism Development Plan**

Monitoring at the programming level is important to track milestones using built-in systems to strengthen accountability for delivering agreed outputs and outcomes and provide pertinent information on performance. The City Tourism Office conducts this process during the implementation stage that will assist the department to recognizing potential obstacles and develop measures to mitigate them before possible project derailment.

Measurable indicators needs to be defined at the start of the project as benchmark against PPA progress overtime. Where feasible, CTD will collect monitoring data at the beginning and completion of each activity. After the first year of implementation, CTD will review and modify performance indicators. This will also enable the CTD to monitor whether milestones have been missed and signal possible bottlenecks in the regulatory structure, deficiencies in skills levels or budgetary shortfalls.

Meanwhile, it is recommended that projects be evaluated at every 3 years interval or at the completion of the plan period to reinforce a culture of accountability for delivering results. Evaluations are critical platforms for learning about successes and shortcomings from which follow-up or modification of programs, projects and activities can benefit. This will ensure the continuing relevance of the priority projects, and their alignment with the relevant National Development Plan at that intermediate year. The evaluation component intends to express and incorporate the lessons learnt from previous experiences into the decision making process of future development of PPAs.

Examples of indicators are the state of conservation of heritage values, determine the volume of visitors, determine the concentration of visitors in site, seasonality, local community participation, water pollution, forest cover, compliance with land use and development controls. Economic indicators (investment, revenue, and employment and poverty reduction) will also be important to measure impact.



## **B. Reporting**

To ensure optimal implementation and compliance with the overall tourism development strategy, the City will continuously report to the Department of Tourism and conduct an Annual Tourism Forum.

The City Tourism Office will produce quarterly accomplishment report and annual report that describes progress made towards set milestones and performance indicators for each activity listed in the key action and priorities plan.

## **C. Developing the Tourism M&E System**

A tourism monitoring and evaluation system is therefore an essential element in the monitoring as well as evaluation process to ensure rigorous ex-ante and ex-post monitoring and evaluation. Part of the strategy of the CTD is to develop the M&E system.

Prior or immediately within the quarter of any new sustainable tourism development plan, a specific performance monitoring system should be designed and implemented. It should include quantifiable indicators that are easy to track. Develop the plan in conjunction with all key stakeholders of the region, including local communities as guide in monitoring and evaluating the success of the program on a periodic basis. ME system can be done at the project, site, circuit, sector and city level.

CBSTS, developers and operators of tourism facilities and activities should be required to report periodically to CTO, designated office and to the public on both compliance with conditions of previously established requirements.

Indicators identified will cover aspects of management on sustainable tourism, including socio-economic, cultural and environmental aspects.

Monitoring results depends largely on the appropriate set of data to be collected. Guidelines on how to collect data can be developed and used to evaluate change over time.

Local communities involved and affected by tourism, will have the opportunity to be involved in monitoring and evaluation. The monitoring and evaluation system will promote an active dialogue with all relevant stakeholders, including the developers or operators of tourism facilities and activities, communities affected by those facilities and activities, and other interested stakeholders. Participatory methodologies will be used in conjunction with other science-based decision making tools.



To give credibility and reliability to the ME process, external partners may do the evaluation exercise. Below is a sample ME plan:

**Table 7: Monitoring and Evaluation Plan (Sample)**

Project	Intended outcomes	Specific indicators	Responsible	Methods	Means of Verification	Schedule
<b>Interactive Information (Web) Kiosk</b>	Improve visitor information delivery	5 functional kiosks by the end of 2019. Number of users User feedback mechanism	DOT, CTO-MIS	Survey, Online survey and feedback Primary Data,	Reports generated	Monthly/ Quarterly

In developing indicators, the City will be guided by the UNWTO criteria for selecting sustainability indicators in tourism (2004), namely:

- Relevance of the indicator to the selected issue
- Feasibility of obtaining and analysing the needed information
- Credibility of the information and reliability for users of the data
- Clarity and understand-ability to users
- Comparability over time and across jurisdictions or regions

**D. Monitoring and Evaluation Steps**

1. Periodic gathering of information on program/project activity progress using survey forms and other participatory methods for project beneficiaries and focus group discussion for community.
2. Analyzing progress/aspects. This will involve looking deeper into the differences measured between monitoring periods, comparing with target yields/results, evaluating the causes of deviation to include externalities (factors or conditions outside the physical realm of the project or the project site, e.g., national and international terrorism, climatic conditions).
3. Identifying issues, risks and constraints. This will involve translation of the causes of deviation as deterrents or restraints in achieving the goals of ecotourism development, if left unchecked, unresolved, and/or not acted.
4. Defining appropriate responses to resolve issues, risks and/or constraints.
5. Developing the M&E (output, outcome, impact) report.

**Annex 1. Inventory of Existing Natural Attractions**

<b>Name of Attraction</b>	<b>Category</b>	<b>Barangay</b>	<b>Circuit</b>
Iwahig Firefly Watching	RIVERS AND LANDSCAPE (INCLUDING SUBTERRANEAN RIVERS)	Iwahig	
Iwahig Firefly Watching	RIVERS AND LANDSCAPE (INCLUDING SUBTERRANEAN RIVERS)	Sicsican	
Ugong Rock Spelunking and Summit Viewdeck	CAVES	Tagabinet	
Mangrove Paddleboat Tour	RIVERS AND LANDSCAPE (INCLUDING SUBTERRANEAN RIVERS)	Cabayugan	
Maoyon River Cruise and Rafting Tours	RIVERS AND LANDSCAPE (INCLUDING SUBTERRANEAN RIVERS)	Maoyon	
Puerto Princesa Subterranean River National Park	RIVERS AND LANDSCAPE (INCLUDING SUBTERRANEAN RIVERS)	Cabayugan	
San Carlos Floating Restaurant	RIVERS AND LANDSCAPE (INCLUDING SUBTERRANEAN RIVERS)	(San Carlos Bacungan - Circuit 3)	
Honda Bay	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Honda Bay area	
Arrecifi Island	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Manalo	
Cowrie Island	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Sta. Lourdes	
Pandan Island	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Manalo	
Luli Island	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Sta. Lourdes	
Starfish Island	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Manalo	
Dolphin and Whale Watching	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Bagong Asa, Luzviminda	
Pambato Reef	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Santa Lourdes	
Puerto Bay Cruise	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	PPC Bay area	
Puerto Princesa Bay	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Santa Lucia	
Scuba Diving	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Bagong Pag-Asa	
Hundred Caves	CAVES	Tagabinet	
Babuyan Twin Sandbars	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Babuyan	
Isla Felomina	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	New Panggangan	
Balsahan River	RIVERS AND LANDSCAPE (INCLUDING SUBTERRANEAN RIVERS)	Iwahig	
Nagtabon Beach	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Bacungan	
San Rafael Beach	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	San Rafael	
Concepcion Beach	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Concepcion	
Binduyan Beach	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Binduyan	
Sabang Beach	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Cabayugan	
San Manuel Beach	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	San Manuel	
San Pedro Beach	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	San Pedro	
White Beach	COAST AND LANDSCAPE (INCLUDING DIVE SITES, REEFS)	Bancao-Bancao	
PPUR Jungle Trail	NATURE TRAIL AND PATH	Cabayugan	
Palawan Ecological Adventure Trail	NATURE TRAIL AND PATH	Irawan, Simpocan	
Batak Trekking Trails	NATURE TRAIL AND PATH	Tanabag, Concepcion, Langogan	



**Annex 2. List of Existing CBST Sites**

<b>Name of CBST Destination</b>	<b>Name of Organization</b>	<b>Location</b>
1. Honda Bay Island Hopping Tour	Honda Bay Boatmen Association, Inc. (HOBBAI)	Honda Bay, Bgy. Sta. Lourdes
2. Pambato Reef Snorkeling	Pambato Boatmen Association (PBA)	Honda Bay, Bgy. Sta. Lourdes
3. Bacungan Mangrove River Cruise	Bacungan Mangrove Eco-tourism Service Cooperative	Sitio San Carlos, Bgy. Bacungan
4. Maoyon River Cruise & Rafting	Maoyon CBST Association, Inc.	Bgy. Maoyon
5. Babuyan Twin Sandbars	Babuyan Twin Sandbar Tourism Association	Bgy. Babuyan
6. Sabang Sea Ferry-PPUR	Sabang Sea Ferry Service Cooperative	Sitio Sabang, Bgy. Cabayugan
7. Mangrove Paddleboat Tour	Sabang Mangrove Paddleboat Tour Guide Association, Inc.	Sitio Sabang, Bgy. Cabayugan
8. Isla Filomena Diving Site	Nagkakaisang Samahan ng Isla Felomina Diving Site	Bgy. New Pangangan
9. Buenavista Viewdeck and Ulugan Bay Tour	Magayen It Buenavista Multi-Purpose Cooperative	Bgy. Buenavista
10. Iwahig Firefly Watching	Iwahig Community Ecotourism Multi-purpose Cooperative	Bgy. Iwahig
11. Olangoan Waterfalls	Binduyan Community Tourism Association	Bgy. Binduyan
12. Floating Fish Cages	Sustainable Agri-Tourism Aqua-Venture Association	Bgy. Tiniguiban
13. Nagtabon Beach	Nagtabon Beach Association	Bgy. Bacungan
14. Sabang Falls	Pyamaluguwan Sabang Falls Association	Sitio Sabang, Bgy. Cabayugan
15. Salakot Waterfalls	Salakot Waterfalls Association	Bgy. Bagong Bayan
16. Langogan Village-Arutayan Falls	Langogan Tourism Association – LATA	Bgy. Langogan
17. Hundred Caves	Tagabinet Neighborhood Association, Inc.	Bgy. Tagabinet
18. Taraw Cave	Taraw Cave Association	Bgy. San Rafael
19. Ugong Rock	Tagabinet Ugong Rock Tourism Service Cooperative	Bgy. Tagabinet
20. Jungle Trail	Jungle Trail Community Park Warden Association	Bgy. Cabayugan
21. Batak Cultural Village	Kultura Batak Tourism Producers Cooperative	Bgy. Concepcion
22. Plaza Cuartel	Liwanag sa Plaza Cuartel Association	Bgy. Liwanag
23. Palawan Ecological Adventure Trail	Simpocan-Irawan Ecotourism Community Association	Bgy. Irawan and Bgy. Simpocan

**Emerging CBST Sites**

<b>Name of CBST</b>	<b>Location</b>
1. Salakot Waterfalls	Bgy. Bagong Bayan
2. Tagkuriring Falls	Bgy. Simpocan
3. Wonder Paradise Cave	Bgy. Tagabinet
4. Manalo Mangrove and Marine Ecotourism	Bgy. Manalo
5. Kayulo Waterfalls	Bgy. Bahile
6. White Castle Falls	Bgy. Bacungan



**Annex 3. Inventory of Cultural Heritage Attractions**

<b>Name of Attraction</b>	<b>Type</b>	<b>Category</b>	<b>Classification</b>	<b>Barangay</b>	<b>Circuit</b>
1. Princess Eulalia Park	HISTORY AND CULTURE	HISTORIC MONUMENTS	EXISTING	Liwanag	CIRCUIT 4
2. Plaza Cuartel	HISTORY AND CULTURE	FORT	EXISTING	Mabuhay	CIRCUIT 4
3. Rizal Park	HISTORY AND CULTURE	FORT	EXISTING	Mabuhay	CIRCUIT 4
4. Immaculate Conception Cathedral	HISTORY AND CULTURE	CATHEDRAL	EXISTING	Maligaya	CIRCUIT 4
5. Mendoza Park	HISTORY AND CULTURE	HISTORIC MONUMENTS	EXISTING	Model	CIRCUIT 4
6. Palawan Heritage Center	HISTORY AND CULTURE	MUSEUM	EXISTING	Tanglaw	CIRCUIT 4
7. Palawan Museum	HISTORY AND CULTURE	MUSEUM	EXISTING	Model	CIRCUIT 4
8. Palawan State University Museum	HISTORY AND CULTURE	MUSEUM	EXISTING	Tiniguiban	CIRCUIT 4
9. WW II Memorial Museum	HISTORY AND CULTURE	MUSEUM	EXISTING	Bancao-bancao	CIRCUIT 4
10. Iwahig Prison and Penal Farm	HISTORY AND CULTURE	STRUCTURES AND BUILDINGS	EXISTING	Iwahig	CIRCUIT 4
11. Binuatan Creations-Weaving Center	INDUSTRIAL TOURISM	ARTS AND CULTURE	EXISTING	Santa Monica	CIRCUIT 4
12. Rurungan sa Tubod-Weaving Center	INDUSTRIAL TOURISM	ARTS AND CULTURE	EXISTING	Mandaragat	CIRCUIT 4
13. Batak Visitor Center	CUSTOMS AND TRADITIONS	LOCAL CULTURE AND TRADITIONS AND ETHNOGRAPHIC MUSEUM	EXISTING	Concepcion	CIRCUIT 2
14. Kalakwasan Batak Village	CUSTOMS AND TRADITIONS	LOCAL CULTURE AND TRADITIONS	EXISTING	Tanabag	CIRCUIT 2
15. Tagnaya Batak Village	CUSTOMS AND TRADITIONS	LOCAL CULTURE AND TRADITIONS	EXISTING	Concepcion	CIRCUIT 2
16. Mangggapen Batak Village	CUSTOMS AND TRADITIONS	LOCAL CULTURE AND TRADITIONS	EXISTING	Langogan	CIRCUIT 2
17. Damon Cultural Eco Village	CUSTOMS AND TRADITIONS	LOCAL CULTURE AND TRADITIONS	EXISTING	Sicsican	CIRCUIT 4
18. Balayong Festival	CUSTOMS AND TRADITIONS	FESTIVALS	<u>EXISTING</u>	San Isidro	CIRCUIT 4
19. Baragatan sa Palawan	CUSTOMS AND TRADITIONS	FESTIVALS	<u>EXISTING</u>	Tanglaw	CIRCUIT 4
20. Love Affair with Nature	CUSTOMS AND TRADITIONS	FESTIVALS	EXISTING	San Manuel	CIRCUIT 4
21. Pangalipay sa Baybay	CUSTOMS AND TRADITIONS	FESTIVALS	EXISTING	San Isidro	CIRCUIT 4
22. Pista na, Pasko Pa - City Fiesta and Christmas Celebration	CUSTOMS AND TRADITIONS	FESTIVALS	EXISTING	San Isidro	CIRCUIT 4
23. Pista y ang Kagueban	CUSTOMS AND TRADITIONS	FESTIVALS	<u>EXISTING</u>	Irawan	CIRCUIT 4
24. Tandikan Festival	CUSTOMS AND TRADITIONS	FESTIVALS	EXISTING	San Pedro	CIRCUIT 4



Name of Attraction	Type	Category	Classification	Barangay	Circuit
25. Kalag-Kalag Festival	CUSTOMS AND TRADITIONS	FESTIVALS	EXISTING	Sta. Monica	CIRCUIT 4
26. PPUR Day	CUSTOMS AND TRADITIONS	FESTIVALS	EXISTING	Cabayugan/ City Proper	CIRCUIT 1 / 4

**Annex 4. List of Hotels, Resorts and Tourist Inns with MICE Facilities**

Name	Contact No.	Address/Barangay	E-mail	Owner
<b>Hotels</b>				
A & A PLAZA HOTEL	434-2274; 434-1368/0917518274; 09209692780	SAN MIGUEL, PPC /Bgy.San Miguel	aaplazahotel@yahoo.com	Antonio T. Onghocgan
AZIZA PARADISE HOTEL	434 2405/09297766116	BM RD,SAN MANUEL /Bgy.San Manuel	azizapalawanfd.@gmail.com	BENEDICK D. TECKLO
CITYSTATE ASTURIAS HOTEL	434-3852/	South Natl Highway,Bgy.Tiniguiban,PPC /Bgy.Tiniguiban	info@asturiashotel.ph/asturiasfrontoffice@yahoo.com	Amb. ALC Holdings & Mngt Corp.
D GALAXY HOTEL AND RESTAURANT CORP.	09163973665, 09956350372//0905-523-9323	NATIONAL HIGHWAY, BGY. SAN JOSE /Bgy.San Jose	dgalaxyhotel@gmail.com	D GALAXY HOTEL AND RESTAURANT CORP.
DLI-BEST WESTERN THE IVY WALL HOTEL	048-716-5100/09077373307	RIZAL AVE. EXTN. /Bgy.Bancao-bancao		DATA LAND, INC.
FERSAL HOTEL	433-8000 ,433-0257 / 433-0100 / /09228572543 / 09228171583/09289 960500	Rizal Ave.Ext.Bgy. Bancao-Bancao, PPC /Bgy.Bancao-bancao	frontoffice.puerto@fersalhotel.com	Westfront Hotel Services Corporation./Elizabeth S. Fernando
HOLIDAY SUITES	433-0220; 433-2526; 723-0172/093999242756; 09175582990	National Highway,Bgy.Tiniguiban,PPC /Bgy.Tiniguiban	holidaysuitespalawan@gmail.com	Princesa Four A Corp/Amelita G. Lustre
HOLY TRINITY UNIVERSITY SIENATEL TRAINING HOTEL	433-0375/0917-878-1987/0949-990-6386	National Highway,Bgy.Tiniguiban,PPC /Bgy.Tiniguiban	sienatelreservations@gmail.com	Holy Trinity University Inc/Sr.Rosalinda V. Guerrero,OP
HOTEL CENTRO	434-1110/09175991912/ 09175991912/ 09499939752	Prk.Maligaya,National Highway,Bgy.San Pedro,PPC /Bgy.San Pedro	customercare@hotelcentro.ph	Green Mountain Phil.Corp./Patrick Francis Favoreal
HOTEL FLEURIS INC.	434-4338; 434-4339; 434-4340-42/	lacao Street, Bgy. Maningning /Bgy.Maningning	hotelfleurispalawan@yahoo.com/hotelfleurispalawan@yahoo.com	ARCHIBALD L. PO
MARIANNE HOTEL	433-0497/0917-8656-233/0939-5403-835	ABUEG ROAD /Bgy.Bancao-bancao	mariannehotel_palawan@yahoo.com	MA. LOURDES PELIM
MAX BOUNTY CORP-PALAWAN UNO HOTEL	433-9999/09175999666/	National Highway, San Pedro, PPC /Bgy.San Pedro	palawanunohotel@yahoo.com.ph/reservationspalawanunohotel@gmail.com	Max Bounty Corporation/ Gary F. Tan
ONE MANALO PLACE	434-1280/ 09175125111	Manalo Ext,Bgy.Bancao-bancao,PPC /Bgy.Bancao-bancao	onemanalo@gmail.com; mvaldez.onemanaloplace@gmail.com	One Manalo Land Devt Corp/Chester U. Lim

RODOLFO ROYALE HOTEL	434-2372; 434-2374; (02) 4041908/09175428625; 09175503000	Manalo Ext. Cor Diaz St.,Bgy.Milagrosa,PPC /Bgy.Milagrosa	rodolforoyalehotel@yahoo.com	PRAFEROSA, RODOLFO AMBAYEC
SKYLIGHT HOTEL	434-7176; 434-4872; 434-4596/	210-A Rizal Ave. Bgy.Manggahan,PPC /Bgy.Manggahan	operation@skylighthotelpalawan.com/admindexskylighthotelpalawan@yahoo.com/info@skylighthotelpalawan.com	Skylight hotel Group Inc.
SUNLIGHT GUEST HOTEL INC	434-2334; 434-2335; 434-2336/09204837256	3F UNITOP bldg,Malvar St,Bgy.Tagumpay,PPC /Bgy.Tagumpay	sghiacctrecpps@yahoo.com/reservations@sunlighthotelsandresort.com	Sunlight Guest Hotel Inc/Ricardo L. Brito
THE CANVAS BOUTIQUE HOTEL	0920422/0917-8236-884	SAN JUAN RD., BGY SAN MIGUEL /Bgy.San Miguel	reservations@canvasboutiquehotel.com/frontoffice@canvasboutiquehotel.com	OAK DRIVE HOTELS AND RESORTS INC.
THE LEGEND HOTEL PALAWAN	434-4270/09177022700	MALVAR ST,BGY.MANDARAGAT /Bgy.Mandaragat	lanie_r@legendpalawan.com.ph, fo@legendpalawan.com.ph, centralreservations@legendhotels.com.ph	LEGEND HOTELS INT.CORP/WYDEN KING
<b>Resorts</b>				
67th HEAVEN HOLIDAY RESORT	723-1483/09213271456; 09165906871; 09291302988	Km.67,National Highway, Bgy. Concepcion / Bgy.Concepcion	lydiavarala@hotmail.com	Lydia B. Varala
ASTORIA PALAWAN	048-723-0421/09178674662, 09088665759	KM 62 /Bgy.San Rafael	rm@astoriapalawan.com	BERNIE CORPUZ
ATREMARU JUNGLE RETREAT	09064571133/09155811336	Bgy. Buenavista, PPC, Palawan / Bgy.Buenavista	michael@atremaru.com	FRANKEN MARICRIS AGUHAYON
BLUE PALAWAN INC.	434-0531/	BM RD,SAN MANUEL / Bgy.San Manuel	info@bluepalawan.com/jessica@bluepalawan.com	BLUE PALAWAN INC
COOPERS BEACH RESORT	09478965097/09125411398//09125411398; 09157428571/09989834002	Sitio Katumbal, BGY.LUCBUAN, Puerto Princesa City /Bgy.Lucbuan	anabelzaragosa@yahoo.com	LYDIA Q. KESSNER
DALUYON BEACH AND MOUNTAIN RESORT	433-6379/09228542958; 09178269989, 09178926316	SITIO SABANG, CABAYUGAN, PPC /Bgy.Cabayugan	inquire@daluyonresort.com/brucetan@gmail.com	RATE HOLDINGS INC.
DOS PALMAS ISLAND RESORT INC.(RESORT)	434-3118/433-5140/	Bgy. Manalo PPC /Bgy.Manalo	cbo@dospalmas.com.ph	DOS PALMAS ARRECEFFI ISLAND RESORT INC.
EDIES BAHAY APLAYA	9128716643/09198427522; 639128716643	Bgy. Manalo,PPC /Bgy.Manalo	moorcroft_edie@yahoo.com	Ednilyn A. Moorcroft
LOVE AND PEACE JUNGLE RIVER RESORT	09771641564	PRK.EVERLASTING,MAOYON /Bgy.Maoyon	loveandpeaceresort@gmail.com	LOURDES F. BERMEJO
MARINA DE BAY	433-7345/	PUROK SANDIWA	marinadebay@gmail.com	PAULA NIKOLE Q.



RESORT & SPA		/Bgy.Tinguiban	m	PRADO
PALAWAN SEAVIEW RESORT	09175222421/	PUROK MASIPAG, BGY. SAN MANUEL /Bgy.San Manuel	palawanseaview@gmail.com	SUBIDA REAL ESTATE CORP.
PONCE DE LEON GARDEN RESORT POOL	09175691889/	- /Bgy.San Pedro	poncedeleongardenresort.com	Eva P. Ponce de Leon
PONCE DE LEON RESORT PALAWAN, INC.	433-0185/ 09175691889	#117 PONCE DE LEON, BGY. SAN PEDRO, PPC /Bgy.San Pedro		PONCE DE LEON RESORT PALAWAN, INC.
PRINCESA GARDEN ISLAND RESORT AND SPA	/0926-615-3726	Manalo Ext,Bgy.bancao-bancao,PPC /Bgy.Bancao-bancao		Modern Asia Hotel and Resort Inc
PUERTO BEACH RESORT INC.	723-0886/ 09186729313; 09166894870; 09206655000	65 National Highway, Concepcion, PPC /Bgy.Concepcion	puertobeachresort@gmail.com	Clarita B. Barcarse
SHERIDAN BEACH RESORT AND SPA	434-1448/	So.Sabang,Bgy.Cabayugan,PPC /Bgy.Cabayugan	contactus@sheridanbeachresort.com	JECO Devt Corp/Joseph T. Tan
VILLA LEONORA BEACH RESORT	-/09199910854	KM60, National Highway, Sitio Dacutan, Barangay San Rafael, PPC /Bgy.San Rafael	villaleonora@gmail.com	-
VILLABLANCA DEL MAR RESORT	09267215678/09159870210	BGY MANALO /Bgy.Manalo	dalisaywhite@hotmail.com	DALISAY PADILLA WHITE
<b>Tourist Inns</b>				
ALA AMID BED AND BREAKFAST	/09088857481	BM RD,SAN MANUEL /Bgy.San Manuel		DAN NEIL L. DIMA-ALA
ASIA NOVOTEL INC.	434-0423/	MALVAR ST., BGY. TAGUMPAY, PPC /Bgy.Tagumpay		HERMAN S. MORALES JR.
BALAY TUKO GARDEN INN	433-2239/ 09175510971	Prk. Bayanihan, Bgy. San Manuel, Puerto Princesa City /Bgy.San Manuel	info@balaytukogardeninn.com	MA. THERESA C. WALGRAEVE
BLUE LAGOON INN AND SUITES	433-0118/ 09399076007; 09178932223/0998-558-3227	RIZAL AVE.EXT,BANCAO-BANCAO /Bgy.Bancao-bancao	bluelagooninn@yahoo.com	KENNETH JAMES A. CAPULI
BULWAGANG PRINCESA TOURIST INN AND RESTAURANT	433-6079/ 434-3573/	South National Highway, Bgy. Sta Monica, PPC /Bgy.Santa Monica	fmarietorres@yahoo.com	Farah Marie C. Torres
CASA MILA INN	434-6598-434-3263/ 0928-503-4425	PRK.MASIKAP,JACANA RD,BGY.BANCAOBANCAO /Bgy.Bancao-bancao	casamilainn@yahoo.com	Theodore E. Zulueta
CIRCON BUSINESSMANS INN	433-2738 / 09088693421; 09175262008	Valencia St.Bgy.Masikap,PPC / Bgy.Masikap	circonhotel@yahoo.com	Gregorio D. Castro
CORAZON TOURIST INN	434-2195/09297412048/ 09054156203/09156803040	Junction 1 San Miguel PPC. /Bgy.San Miguel	info@corazontouristinn.net/corazon_pilapil@yahoo.com	Corazon N. Pilapil
D LUCKY GARDEN INN	723-3726/433-6576/09273423845	P.E.O. Rd., Bgy.Bancao-Bancao,PPC /Bgy.Bancao-bancao	luckygarden@yahoo.com/luckygardeninn@yahoo.com	Marianne Isabel M.Constantino
DEEP FOREST GARDEN INN	434-1702, 433-3877/ 09052823129; 09209467828	Abueg Rd,Bgy. Bancao-Bancao-PPC /Bgy.Bancao-bancao	deepforest_reservation@yahoo.com	Nancy E. Riccio

DOLCE VITA HOTEL AND RESTAURANT	434-5357/434-5358/723-3099/	VICTORIA ROMASANTA ST,WESCOM RD,SAN PEDRO /Bgy.San Pedro	info@hotels-palawan.com	ELSA L. JILG
HIBISCUS GARDEN INN	433-4108/434-1273/09088627403/09088627403	Manalo Ext,Bgy.Milagrosa,PPC /Bgy.Milagrosa	hibiscus garden@gmail.com	Joy S. Blasselle
HILLSIDE RESORT	433-7318; 723-3289/09178269123; 09167408192	Sandiwa, Bgy Tiniguiban, PPC /Bgy.Tiniguiban	hillsideresort@yahoo.com.ph	CONCEPTION J. USMAN
IPIL SUITES	434-2212/09088802867/	Rizal Ave.Ext,Bgy.Bancao-bancao,PPC / Bgy.Milagrosa	reservations@ipilsuites.com	Pablo Tagle
PALAWAN VILLAGE HOTEL	434-4436/09399242838	Rizal Ave.Bgy.Bancao-Bancao,PPC /Bgy.Bancao-bancao	Palvillagehotl@yahoo.com	<u>Ernesto V. Villaos</u>
PALO ALTO BED AND BREAKFAST	434-2159/09175952725; 09175692674	KAWAYANAN ST,LIBIS RD,SAN PEDRO /Bgy.San Pedro	paloaltotravel@gmail.com	<u>GUIDO A. YLAYA</u>
ST. EZEKIEL MORENO SPIRITUALITY AND DEVT CENTER	434-8914/	LOMBOY ST,SAN JOSE /Bgy.		<u>ST.EZEKIEL MORENO SPIRITUALITY AND DEVT CENTER</u>
TROPICAL SUN INN	723-1718; 433-6493/09178145687; 09296273030; 09228094224	Manalo St,Bgy.Tanglaw,PPC /Bgy.Tanglaw	tropicalsuninn@yahoo.com	<u>Tan Banzon Corp/Evelyn T. Banzon</u>
WE TRAVELLERS INN	434-0455/ 434-027/	MALVAR ST.COR.VALENCIA ST. BGY. MODEL /Bgy.Model	wetravellers@yahoo.com	<u>JIMMY ONG</u>

**Annex 5. Inventory of Health and Wellness Facilities**

Name	Contact Number	Address	Email	Owner
AJC MASSAGE WELLNESS SPA CENTRE	09153808322/	EASTVILLE CITY WALK, NATIONAL HIGHWAY /Bgy.San Pedro		AISA JARALES CANOY
ALS MASSAGE AND SPA	433-1561/09295851482	RIZAL AVE. EXT. /Bgy.Bancao-bancao	alreynematag88@gmail.com	MALATAG, ALEXANDER G.
ANGEL ESCAPE MASSAGE AND SPA	723-0704/	Jango Bldg.Blk.2,Manalo St,PPC /Bgy.Manalo		Rina T. Ticzon
BAAN KHUN THAI	723-2712/09176221702	G/F FERZAL HOTEL /Bgy.Bancao-bancao		GERMANA LUENGO
BEAUTY IN VEINZ GLUTA HOURS		RIZAL AVENUE BANCAO-BANCAO /Bgy. Bancao-bancao		IRENE CABALLERO MONTALDO
DALUYON BEACH AND MOUNTAIN RESORT - SPA	433-6379/	SITIO SABANG, CABAYUGAN, PPC /Bgy.Cabayugan	inquireddaluyonresort.com/brucetan@gmail.com	RATE HOLDINGS INC.
DOS PALMAS ISLAND RESORT & SPA(SPA)	434-3118/	MANALO /Bgy.Manalo	info@dospalmas.com	DOS PALMAS ARRECEFFI ISLAND RESORT INC./TEK SIM L. GO
ELISE KANG BEAUTY SALON	434-9977/	VRC BLDG., 2/F UNIT 8, PENEYRA RD. /Bgy.San Pedro		RAZIEL ANGELINE A. BOLITA



Name	Contact Number	Address	Email	Owner
Everlasting Salon & SPA	09175921962 / 09989561388/	Junction 1, San Miguel, PPC /Bgy.San Miguel	garadoty@yahoo.com	Albert Garado
EXZEL MASSAGE,SALON AND SPA	09089015841/434-0130/	PRK.DAGOMBOY,SAN MIGUEL /Bgy.San Miguel		MARIZEL D. RIVERA
F BY FELIZA SALON AND BODY SPA	0907-220-5904/0916717708	RENGEL CENTER /Bgy.Model		FELIZA L. WALKER
FLORITA LACSON VIBES MASSAGE CENTER	723-1759/	Capitol Commercial, Fernandez St. Brgy. Tanglaw, PPC, Palawan /Bgy.Tanglaw		Florita Patricio Lacson
HAPLOS NI MARIA SPA & WELLNESS CENTER	048-433-0141/	Prk. Matapat,Bgy. San Jose,PPC /Bgy.San Jose		Gina L. Lacson
HEALTH AND WELLNESS CENTER	-/	#117-F PONCE DE LEON RD., BGY. SAN PEDRO, PPC /Bgy.San Pedro		PONCE DE LEON RESORT PALAWAN INC./EVA P. PONCE DE LEON
HERMOSA BY L. GONZAGA SKIN CARE AND WELLNESS SPA	723-0175/0939-902-2210/0916-748-1591	LRC BLDG. /Bgy.San Miguel	hermosaspa@yahoo.com	LORNALYN G. GONZAGA
HONDA BAY MASSAGE CENTER	09076427586/	SANTA LOURDES, HONDA BAY /Bgy.Santa Lourdes		BAYLON NELYN B.
Ivy Wall SPA	048-716-5000/	Rizal Ave. Bancao-bancao, PPC /Bgy.Bancao-bancao		Data Land, Inc. c/o Phoebe Tumulac
JM FLORA MASSAGE CENTER	434-2223/09988839148, 09988866551	Rizal Ave.Extn.Bgy.Bancao-Bancao,PPC /Bgy.Bancao-bancao	msgarps@yahoo.com/jackiemusa1@gmail.com	Meriam D.Garpeza
JOY MASSAGE	/09309487956/09162320406	BGY. CABAGYUGAN, PPC /Bgy.Cabayugan		VILMA DADORES LAGAN
JULIEBERT SERENITY MASSAGE AND SPA	434-1013/09985339039	BALTAN ST. BGY. SAN MIGUEL, PPC /Bgy.San Miguel		JULIEBERT M. GOLORAN
KIM FRESH SALON AND SPA	09165919155/09176719905/	MALVAR STREET /Bgy.Model		BO TAN/KIM CO
LEY WANTHAI MASSAGE SALON AND SPA	09398015534/09194555508/	RIZAL AVENUE /Bgy.Magkakaibigan		JEFFREY MAYO LAURONILLA
MAYANA SPA	434-1111/09774566840	HOTEL CENTRO,NATIONAL HIGHWAY,SAN PEDRO /Bgy.San Pedro		MARILOU F. ESPANILLO
NATUA'S DIMMI SRI SPA	09197437016/09175333669	FERZAL HOTEL,RIZAL AVE.EXT. /Bgy.Bancao-bancao	NATUASCABIN@YAHOO.COM	NATALIE H. HERTLEIN
PINE TREE SPA	-/	UNIT 3, OLYMPIC LEASING CORP. NATIONAL HIGHWAY SAN PEDRO /Bgy.San Pedro		BACHMANN, JEN JEN LUCIS
PLUMBERRY SPA	433-8886/09156443300	Rizal Ave. Maningning, PPC /Bgy.Maningning	plumberryspa@yahoo.com	Darlyn Tan
PRINCESA GARDEN ISLAND RESORT	09985462496/	BANCAO BANCAO /Bgy.Bancao-bancao		CARAGIRAN
PURPLE BAMBOO MASSAGE AND SPA	434-6667/	RIZAL /Bgy.Bancao-bancao	mclacao@yahoo.com	MAY C. LACAO

**PUERTO PRINCESA CITY**  
**Tourism Master Plan (2018 -2027)**



<b>Name</b>	<b>Contact Number</b>	<b>Address</b>	<b>Email</b>	<b>Owner</b>
REMNERANT DETOX AND SPA	0977-681-4959 / 0998-895-0016/	BLOCK 1, APITONG RD. SICSICAN, PPC /Bgy.Sicsican		MARY JEAN EBUENGA ACERO
SHERIDAN BEACH RESORT & SPA-(SPA)	434-1448/	SO. SABANG /Bgy.Cabayugan	contactus@sheridanbeachresort.com	JECO DEVELOPMENT CORP./JOSEPH T. TAN
SPA TAGBAN	433-0940/09184822478	ROXAS ST. PPCITY /Bgy.Masigla		RUBIO, ANNABELLE
THAI MASSAGE RESORT SERVICES	09161936081/09052883725/	G/F Kreg Sq.bldg,National H-way,Bgy.San Pedro /Bgy.San Pedro		Cecille C. Villafuerte
THAI MASSAGE RESORT SERVICES(Manalo Ext)	09161936081/09052883725/ 433-0282/	Manalo Ext,Bgy.Bancao-bancao,PPC /Bgy.Bancao-bancao		<u>Cecille C. Villafuerte</u>
VENUS HEALTH SPA	434-9683/0929-374-7572	Escamilla Bldg. Riza Ave.,PPC /Bgy.Bancao-bancao	vpcheung108@yahoo.com	<u>Venus P. Cheung</u>