

R4B

2019



Republic of the Philippines  
 Department of Environment and Natural Resources  
**BIODIVERSITY MANAGEMENT BUREAU**  
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DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES  
**BMB**  
 21 OCT 2022  
 INCOMING       OUTGOING  
 DATE NO. \_\_\_\_\_

OCT 18 2022

**MEMORANDUM**

**FOR :** The Regional Executive Directors  
 DENR – Regions I to XIII, CAR, CALABARZON, MIMAROPA and NCR

**FROM :** The OIC, Director

**SUBJECT :** **INVITATION TO THE CONSULTATION WORKSHOP FOR THE UPDATING OF THE NATIONAL ECOTOURISM STRATEGY AND ACTION PLAN (NESAP)**

Section 4 of Executive Order No. 111 series of 1999 “Establishing the Guidelines for Ecotourism Development in Philippines” provides for the formulation of a National Ecotourism Strategy which will serve as guide for a comprehensive direction for the future of ecotourism in the country.

In 2002, the first National Ecotourism Strategy (NES) for the period of 2002-2012 was formulated by the National Ecotourism Steering Committee (NESC) and the Ecotourism Technical Working Group (ETWG) through the assistance of the New Zealand Agency for International Development (NZAID). It was launched during the 2<sup>nd</sup> National Ecotourism Congress at Tacloban City on 25<sup>th</sup> April 2002. The action plan for the ecotourism program was also identified in the short term (2002-2004), medium term (2002-2007) and long term (2002-2012).

In 2012, through a joint undertaking of the DOT and DENR during the 5<sup>th</sup> World Ecotourism Conference held in Cebu, the 2<sup>nd</sup> NES was jointly adopted by the DOT and DENR Secretaries. This covered the period of 2013-2022, and its action plan was also identified in the short term (2013-2016), medium term (2013-2018) and long term (2013-2022).

In this regard, the National Ecotourism Strategy and Action Plan (NESAP) is already due for updating. Hence, the Department of Tourism (DOT) together with the Biodiversity Management Bureau will be organizing series of Regional Consultation Workshops to solicit inputs from the Regional Ecotourism Committees (REC) and other stakeholders, identify strategic directions and programs to respond to the new normal, as well as support the domestic tourism thrust of the DOT. The workshop will be held on the following dates and venues:

CLUSTER	REGIONS COVERED	DATE	VENUE
Visayas Cluster	Regions 6, 7, 8	25-28 October 2022	Cebu
Mindanao Cluster	Regions 10, 11, 12 & CARAGA	8-11 November 2022	Cagayan de Oro, Misamis Oriental



Luzon Cluster	Regions 1, 2, 3, 5, CAR, NCR, CALABARZON, & MIMAROPA	15-18 November 2022	Clark, Pampanga
Zamboanga Cluster	Region 9	6-9 December 2022	Zamboanga del Norte

In view of the above and the RED as chair/co-chair of the REC, we are pleased to invite you and the other members of the REC to participate in the said consultation workshop. We have attached a draft invitation to the members of the REC for your reference in the invitation.

Food and accommodation will be shouldered by the DOT while transportation and other related traveling expenses of the participants during the consultation workshops shall be charged against their respective offices subject to the usual accounting and auditing rules and regulations. Attached is the tentative Program of Activities for your reference.

May we also request information on the Regional Ecotourism Profile and Situational Analysis through the attached matrix. You may access e-copy through <https://docs.google.com/document/d/16NZbmmtGWnQ-MgLPGI7zCo2PvgjfUdV-/edit#>. We would appreciate your inputs on or before 30 November 2022.

For coordination and other concerns, you may contact the DOT's Tourism Development Planning Division through Mr. Adrian Cruz and Ms. Lara Bagayan through email addresses [aecruz@tourism.gov.ph](mailto:aecruz@tourism.gov.ph) and [llbagayan@tourism.gov.ph](mailto:llbagayan@tourism.gov.ph) and Mr. Gabriel Anthony Ferrer of the Bureau's National Parks Division at [gabriel.ferrer@bmb.gov.ph](mailto:gabriel.ferrer@bmb.gov.ph).

For information and consideration.

  
**NATIVIDAD Y. BERNARDINO**



Republic of the Philippines  
 Department of Environment and Natural Resources  
 BIODIVERSITY MANAGEMENT BUREAU



**BMB202204414**

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\_\_\_\_\_  
\_\_\_\_\_  
Dear \_\_\_\_\_,

This is in relation to the updating of the National Ecotourism Strategy and Action Plan (NESAP). Section 4 of Executive Order No. 111 series of 1999 "Establishing the Guidelines for Ecotourism Development in the Philippines" provides for the formulation of a National Ecotourism Strategy which will be the guide for a comprehensive direction for the future of ecotourism in the country.

The Department of Tourism (DOT) together with the Biodiversity Management Bureau will be organizing series of Regional Consultation Workshops to solicit inputs from the Regional Ecotourism Committees (REC) and other stakeholders, identify strategic directions and programs to respond to the new normal, as well as support the domestic tourism thrust of the DOT. The workshop

In this regard, we are pleased to invite you or your representatives to participate in the said consultation workshop which will be held on \_\_\_\_\_, \_\_\_\_, 2022 in \_\_\_\_\_. Food and accommodation will be shouldered by the DOT while transportation and other related traveling expenses during the consultation workshop shall be charged against the respective offices subject to the usual accounting and auditing rules and regulations. Attached is the tentative Program of Activities for your reference.

For coordination and other concerns, you may contact the DOT's Tourism Development Planning Division through Mr. Adrian Cruz and Ms. Lara Bagayan through email addresses [aecruz@tourism.gov.ph](mailto:aecruz@tourism.gov.ph) and [llbagayan@tourism.gov.ph](mailto:llbagayan@tourism.gov.ph) and Mr. Gabriel Anthony Ferrer of Biodiversity Management Bureau's National Parks Division at [gabriel.ferrer@bmb.gov.ph](mailto:gabriel.ferrer@bmb.gov.ph).

We will highly appreciate your presence during the said event.

Our best regards.

\_\_\_\_\_  
DENR Regional Executive Director



## National Ecotourism Strategy and Action Plan (2023-2032)

*(Cluster Workshop)*

### Participants:

- Regional Ecotourism Committee
- Tourism-related enterprise representatives
- Community-based Tourism Organizations, CSOs, Academe
- Other line agencies supporting ecotourism
- Funding support agencies (DBM, Landbank, SB Corp)

### PROGRAMME

8:30 AM	Invocation National Anthem Introduction of Participants <b>Opening Message:</b>
9:00 AM	<b>Presentation of the Planning Process</b>
9:30 AM	<b>Presentation of the NESAP Review Report (2013-2022)</b>
10:00 AM	<b>Strategy Review and Action Planning Workshop (Breakout Session)</b>
12:00 NN	<b>Lunch</b>
1:00 PM	<b>Continuation of Workshop</b>
3:00 PM	<b>Presentation of the Action Plan per group</b> Each region will be given a maximum of 15 mins to present the highlights.
4:00 PM	<b>Next Steps</b>
4:30 PM	<b>Closing Message, Attendance, and Post-activity evaluation</b>

*The participants are expected to have pertinent data useful in the workshop such as, but not limited to:*

1. RECs - Ecotourism Profile and Situational Analysis
2. NGAs, TREs, CSOs, Academe, Funding Agencies - PPA Presentation/plans, programs, and projects relating to ecotourism



Notes:

1. Please see the link to the template here:  
<https://docs.google.com/spreadsheets/d/1Zy8xMjBO-D4KIuVvk49f25ITcpmhc7aUvyik7wYSvtDk/edit?usp=sharing>  
You can make a copy as a google sheet or download it as a Microsoft excel file to start populating the line items based on the regional ecotourism profiling and situational analysis you did prior to the workshop. For reference, you can use this link to the template:  
<https://docs.google.com/document/d/16NZbmmtGWnQ-MgLPgI7zCo2PvgjUdV-/edit#>
2. Those in red fonts are the proposed Strategies, objectives, and activities as stipulated in the NESAP review
3. To check the previous NESAP, please see this link:  
<http://extwprlegs1.fao.org/docs/pdf/phi179040.pdf>
4. You can also check the NESAP Review Report using this link:  
<https://drive.google.com/file/d/1jmS58Vd03YoZgixq1GkNDRduh5g5oH1I/view?usp=sharing>

**Facilitators/Consultants:**

*Danilo Intong*  
*Juliepearl Brion*  
*Joon Mier da Mienta*  
*Ogie Domingo*  
*Cheryll Basquina*



### Regional Ecotourism Profile & Situational Analysis Worksheet

Stakeholder: Region \_\_\_\_\_  
Group Members:

Name	Affiliation	Email address

## REGIONAL ECOTOURISM PROFILE

Ecotourism Profile of the Region

### A. ECOTOURISM SITES IN PROTECTED AREAS

Site/Attraction	Tourism Product	Location

### B. LGU-MANAGED ECOTOURISM SITES

Site/Attraction	Tourism Product	Location


**C. PRIVATELY-MANAGED ECOTOURISM SITES**

Site/Attraction	Tourism Product	Location

**Inventory of tourism facilities within/in the vicinity of the ecotourism sites (count in numbers)**

Ecotourism Site	PRIMARY TOURISM ENTERPRISES						
	Accommodation	MICE Facility/ Organizers	Transport (Air)	Transport (Land)	Transport (Water/Sea)	Travel And Tour Operator	Tourism Estate Management Services



Ecotourism Site	SECONDARY TOURISM ENTERPRISES						
	Accredited Restrooms	Restaurants/ F&B	Spa and other Health-related Facilities	Sundry Shops	Entertainment	Dive Shop	others

Inventory of Tourism Organizations managing/supporting the ecotourism site

Ecotourism Site	PRIMARY TOURISM ENTERPRISES		
	Community-based Tourism Organization	Tourism Cooperative/ association	Tourism Council

Inventory of Tourism Circuits including ecotourism site

Name of Circuit	Sites/Attractions included	Short Description



Inventory of existing ecotourism packages in the region

Name of Tour Package	Sites/Attractions included	Short Description

Top 5 Ecotourism Markets in the Region (geographically)

DOMESTIC MARKETS	2017	2018	2019	2020	2021	RANK

INTERNATIONAL MARKETS	2017	2018	2019	2020	2021	RANK


## SITUATIONAL ANALYSIS

A. Please describe industry issues, bottlenecks and gaps on program delivery and implementation of:

	Location (Please include as many areas as you deem necessary)	Concerned Agencies	Issue/Bottlenecks/Gaps
<p><b>Access</b> (how accessible existing and proposed tourism areas are)</p>			
<p><b>Connectivity</b> (by air, sea, land connectivity; telecom, wifi and electricity)</p>			



07 October 2022

**NATIVIDAD Y. BERNARDINO**  
OIC-Director  
Biodiversity Management Bureau  
Ninoy Aquino Parks and Wildlife Center  
1100 Diliman, Quezon City

Dear **OIC Director Bernardino**:

We are pleased to inform you that the Department of Tourism (DOT) will organize a Regional Consultation Workshop to formulate the National Ecotourism Strategic Action Plan (NESAP) 2023-2028. The workshop aims to solicit inputs from the Regional Ecotourism Council (REC) and private stakeholders, identify strategic directions and programs to respond to the new normal, as well as support the domestic tourism thrust of the DOT.

Inasmuch as the Department of Environment and Natural Resources (DENR) holds the chairmanship of the National Ecotourism Development Committee (NEDC), we would like to request your assistance in inviting the REC members to the above activity. Furthermore, we would like to invite two (2) representatives from the Biodiversity Management Bureau (BMB) to join us during the workshops to be implemented on the following dates with venues listed below:

Cluster	Date	Venue	DOT Region
Visayas Regional Workshop	25-27 October 2022	Cebu City	6, 7, and 8
Mindanao Regional Workshop	9-11 November 2022	Cagayan de Oro City	10, 11, 12, and 13
Luzon Regional Workshop and Ecotourism Technical Working Group (ETWG) Meeting	16-18 November 2022	Clark, Pampanga	NCR, CAR, 1, 2, 3, 4A, 4B, and 5
Mindanao Regional Workshop	7-9 December 2022	Dipolog City	9

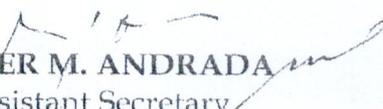
After the workshop, we would also like to request the assistance of your representative during the conduct of Site Validation of selected ecotourism sites.

The DOT-Office of Tourism Development Planning Research and Information Management will sponsor meals and accommodation of participants for the duration of the workshop.

Our Mr. Adrian E. Cruz and Ms. Lara L. Bagayan of the Tourism Development Planning Division will coordinate with your office regarding this project. For other inquiries, you may contact them through email: [tdpd@tourism.gov.ph](mailto:tdpd@tourism.gov.ph) / [aecruz@tourism.gov.ph](mailto:aecruz@tourism.gov.ph) / [lbagayan@tourism.gov.ph](mailto:lbagayan@tourism.gov.ph).

We look forward to your assistance and participation in this activity.

Thank you.

  
WARNER M. ANDRADA

OIC-Assistant Secretary

Tourism Development

Priority Site/product	Top 1: Why?



U. Leisure and Entertainment Tourism			
E. MICE and Events Tourism			
F. Health, Wellness and Retirement Tourism			
G. Cruise and Nautical Tourism			
H. Diving and Marine Sports			
I. Education Tourism			
J. Farm Tourism			
Services (accommodation facilities, F&B facilities, transport operator, tour operator, trade centers, etc.)			
Sustainability (economic, socio-cultural, environmental)			

B. Please describe your priority tourism markets and measures you have been doing to attract and retain them:

Target Market	Strategies employed in attracting and retaining target market
1.	
2.	
3.	

C. Please identify your top 3 priority tourism ecotourism sites/products and infrastructures for development and describe why it should be included in prioritization program of the region. You can use this matrix in assessing which sites to prioritize.

[https://docs.google.com/spreadsheets/d/1cCWbHML\\_vWT9tdDdipb6Ydvo\\_nOkGmMRJ/edit?usp=sharing&ouid=113041519511431014282&rtof=true&sd=true](https://docs.google.com/spreadsheets/d/1cCWbHML_vWT9tdDdipb6Ydvo_nOkGmMRJ/edit?usp=sharing&ouid=113041519511431014282&rtof=true&sd=true)

Please check the 'Site Evaluation Score Guide' to guide you in scoring each characteristic. You can start to input sites in the 'Site Prioritization' Sheet and the 'SPE Summary will autopopulate. Please make a copy as a google sheet or download the file as an excel file for your own reference.

Description