

FORMULATION OF THE TUBIGON TOURISM MASTER PLAN

A One Year Project

Submitted for Funding to:

Any Interested Local or Foreign Funding Institution

Submitted by:

The Municipality of Tubigon
Province of Bohol
Philippines

PROJECT BRIEF:

I. PROJECT DESCRIPTION:

a. **Project Title** : Formulation of the Tubigon Tourism Master Plan

b. **Project Type** : Development Administration / Governance

c. **Project Components** :

- Tourism Master Plan Framework Development
 - Environmental Scanning and Identification of potential tourist destination sites
 - Community consultations and feedbacking
 - Formulation of Tourism Master Plan
 - Enactment and adoption
- Local Government Tourism Development Capacity Building
 - Establishment of Tourism Office
 - Provide formal training and technical assistance
- Marketing and Linkages
 - Establish a network/partnership with groups/organizations in the tourism industry
 - Create a marketing mechanism to promote tourism development in Tubigon

d. **Project Location**

- The Municipality of Tubigon, Bohol, Philippines

II. PROJECT STATUS:

a. **Proposed Project:**

- The formulation of the Tubigon Tourism Master Plan as envisioned in the Executive–Legislative Agenda.

b. **Status of Project Operation**

- Project Concept

c. **Investment Programming**

- For Local or Foreign Funding

III. PROJECT JUSTIFICATION:

a. **Project Background and Rationale:**

The Municipality of Tubigon is a major growth center in northwestern Bohol and because of its strategic location, it is the main gateway of the province to Cebu City,

the regional center. The traditional farming and fishing with trade and commerce on the rise as well as cottage industry and micro enterprises are the economic activities in the municipality.

The new administration, in its effort to mainstream its development agenda with that of the province and national government, in its Executive-Legislative Agenda (2008-2010), identified Eco-Cultural Tourism and Agri-Industrial development as the fulcrum of its development thrust and slated to become the main economic drivers of the municipality.

But while the tourism industry in the province is on the rise and Bohol becoming the country's top tourist destination, the tourism industry in Tubigon has lagged behind contributing only a fraction to the entire industry in the province. Its role has been delegated as an entry and exit point providing transport services and facilities complemented by few support services such as lodging and accommodation. Hardly is there any tourist attraction or activity around town to give tourists a reason to stay, enjoy the hospitality and the place and discover its culture. Not that Tubigon lack the assets and potentials for a tourism destination. In fact, tourism assets and potentials are already in placed. What the LGU feels lacking is the framework and local policy that will encourage the investors to pour in capital to develop these assets and tourism potentials into real destinations for everybody to enjoy and appreciate.

The formulation of the Tubigon Tourism Master Plan will be the most appropriate respond to a particular LGU need. The Plan is envisioned to lay down the policy framework and mechanisms for the development of the Tourism Industry in the municipality mainstreaming it with the Provincial and national thrust. The Master Plan will be the catalyst to put into motion and eventual reality the vision of the Municipality to make tourism development as the anchor of its economic transformation.

b. Project Linkages

The Project will be linked with the Bohol Ecotourism Development Framework embodied in the Bohol Tourism Master Plan and the development thrust of the Department of Tourism under the Central Philippines "Tourism Corridor" of the super region framework.

c. Project Goal, Objectives and Strategies

GOAL:

To establish a development framework that will ensure the improvement and sustainability of a positive environment for orderly business and economic growth that will encourage investments, promote livelihood and employment opportunities;

OBJECTIVES:

- a. To formulate the Tubigon Tourism Master Plan
- b. To identify potential eco-cultural tourism destinations in the Municipality
- c. To develop capacities of the LGU and Communities to develop, manage, market and promote eco-cultural tourism sites in the LGU
- d. To promote community awareness relative to eco-cultural tourism development

- e. To establish linkages and network of development partners in the development of the tourism industry in Tubigon

STRATEGIES:

- a. The establishment of the Tubigon Tourism Office
- b. The engagement of the Bohol Provincial Planning and Development Office, the Bohol Tourism Office, the Department of Tourism and other stakeholders in the development and formulation of the Plan
- c. Mainstream the development strategies with that of other development frameworks of the Province and National Government

d. **Sectoral Objectives**

The proposed project will contribute to the attainment of the objective of the local government to make tourism development as one the anchor of its economic transformation.

e. **Regional and National Objectives**

The project is contributory to the regional and national agenda of the Central Philippines "Tourism Corridor" of the super region framework.

IV. PROJECT FINANCING

a. **Funding Requirement**

1. **Funds Needed** – The Project Cost is Seven Hundred Thousand (PhP700,000.00) Philippine Pesos to cover institutionalization and implementation.
2. **Project Financing** – Release of funds will be on quarterly basis based on the submitted workplan
3. **Funding Source and Counterpart Funding** - Seventy (70) percent of the total fund required will be solicited from possible project donors while twenty (30) percent will come from the proponent, the MLGU, implementing agency.

Indirect equity in the form of technical assistance and trainings from other government agencies like the PPDO, DOT, and BOT and partner NGOs will also be tapped.

V. PROJECT BENEFITS AND COST

a. **Beneficiary:**

The main beneficiary of the Project will be the Municipality of Tubigon, which will use the Master Plan as its legal framework for the promotion and development of the tourism industry in the Municipality. Indirect beneficiaries will be the communities

where tourism potential sites are located as well as private investors and entrepreneurs.

b. Social Benefits:

The project is expected to create a positive environment for orderly business and economic growth that will encourage investments, promote livelihood and employment opportunities.

c. Economic Benefits:

The major benefit of the project will be its contribution to the attainment of the objective of the local government to make the tourism sector as one the main anchor of its economic transformation. The completion of the tourism development framework will open the gateway for more investments in the industry, which will redound to more employment and economic opportunities for the constituency and additional local revenue for the local government.

d. Social and Economic Cost:

The project has positive benefits both socially and economically hence no potential opposition of negative impact is expected.

VI. PROJECT IMPLEMENTATION

a. Responsible agency:

The Municipal Government of Tubigon through the office of the Municipal Planning and Development Coordinator in collaboration with the Sangguniang Bayan, PPDO, BOT, DOT, the barangays governments and POs will be responsible in implementing the project.

Partnership with accredited NGOs in the Municipality is a possible option.

b. Implementing schedule:

The project will be implemented in one year :

c. Administrative Feasibility:

The Municipality of Tubigon has had adequate experience in implementing similar projects both funded internally and externally. It has a number of successfully implemented project funded by foreign donors such as;

Name of Project	Funding Institution	Partner Agency/NGO	Year Implemented
1. Coastal Resource Mgt. Project	USAID	CRMP/DENR	1997-2001
2. Tubigon Mariculture Project	KAS-EU	LOGODEF	1999-2004
3. BIARSP	Rep. of Belgium	ARC/DAR	2000-Present
4. ARCDP2	WB	ARCDP/DAR/ARC	2004-Present
5. ECD Project	WB	DSWD	1999-Present
6. PACAP-FOCAS	PACAP/AusAID	PACAP/FTC/FCB	2005- Present
7. ecoBudget Asia	EU	ECLIE	2005-present

d. Legal and Political Feasibility:

The Project is one of the priority measure identified in the just adopted Executive-Legislative Agenda (2008-2010) of the local government. It has identified tourism development as one the anchor of its economic transformation.

The Project is also in line with the Provincial Development Framework and the Central Philippines Tourism Corridor under the Super Regions development framework of the President.

e. Social Acceptability:

The Municipal Development Council of the Tubigon has strongly endorsed this initiative, which guarantee the acceptance of the Project down to the community level.

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Noted:

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