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Preparation of a Tourism Action Plan for Negros Occidental: Mission Report

May 2005



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Technische Zusammenarbeit (GTZ) GmbH

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Sustainable Employment Program (SMEDSEP)**

A DTI-TESDA-GTZ Program

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**Preparation of a Tourism Action Plan
for Negros Occidental: Mission Report**

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**Small and Medium Enterprise Development for
Sustainable Employment Program (SMEDSEP)**

***Preparation of a Tourism Action Plan
for Negros Occidental***

Mission Report

May 2005

Gottfried Hilz-Ward

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1. FRAMEWORK AND CONDUCT OF MISSION

The objective of the mission was to assist the Negros Tourism Core Group represented by the Alliance of Travel Trade Associates in Negros (ATTAIN) to come up with a Tourism Action Plan for Negros Occidental to enhance the position of the Province as a tourism destination”. (Terms of Reference from April 21, 2005. TOR attached)

The Consultant carried out the mission in the Philippines from April 28 – May 13, 2005. During a field visit to the main tourism regions, he met with representatives from the Provincial and local Governments and stakeholders from the tourism trade. His findings and the recommended plan of action was presented at a workshop in Bacolod on May 10, 2005. The mission programme and a list of contacted persons are attached to this report.

After the SMEDSEP Programme had selected the tourism sector as the priority sector for assistance, a study titled “Subsector Analysis of the Tourism Industry in Negros Occidental” was prepared. The study provides a detailed, analytical overview on tourism-related operations, identifies fields of change and proposes selected programme interventions. The study not only greatly facilitated the conduct of the consultant’s mission, it also contains a vast range of useful observations for the stakeholders concerned.

The focus of the Consultant mission was to propose a viable action plan for immediate implementation. Furthermore, the mission was intended to initiate the practical implementation and prepare the conditions for the SMEDSEP Programme intervention.

2. ASSESSMENT OF THE TOURISM SECTOR IN NEGROS OCCIDENTAL – KEY ISSUES

Tourism is a relatively recent business activity in Negros Occidental, where the economic character has been shaped over centuries by the sugar industry. The decline of the sugar industry coupled with an improving transport infrastructure significantly spurred tourism development. Negros is one of the larger islands in the Visayas and the Philippines, with a dynamic economy that has been stimulating trade, business and tourism.

Negros possesses attractive and high quality natural and man-made tourism resources. The natural resources cover a large variety of landscapes ranging from sandy beaches and islands to upland forests and an active volcano. The colonial and Philippino heritage contributes to interesting historical sites and cultural traditions, which give the destination a colourful and diverse appearance. Within the past twenty years, the Masscara Festival has become one of the most popular events in the country. Sugarcane plantations, historical locomotives from olden-day cane harvesting and modern sugar processing provide a special character to Negros, setting it apart from other typical island destinations that offer little more than beaches and diving grounds. Negros Occidental seems to be rather well known in the Philippines and more importantly, holds a positive and esteemed image in the country. Due to sugar farming, game hen breeding and an outstanding local handicraft business, the Province has built up a distinct profile which could help in promoting it as a tourism destination.

Clearly, Negros possesses tourism resources superior to many other Philippine provinces. The tourism entrepreneurs and the public administration seem to be aware of this opportunity and tourism appears the rational choice as the sector for cooperation with the SMEDSEP Programme.

In fact, the tourism sector has gained a completely new dimension in the last decade: Bacolod developed into a regional convention destination, many new hotels and tourism services appeared in Bacolod and a large number of new beach and inland resorts were constructed. With eight daily flights to Manila and one to Cebu, as well as ferry services to neighbouring islands, Bacolod is well connected in terms of tourism transport.

Tourism in Negros Occidental is based on two prime products:

- **MICE Tourism (Meetings, Incentives, Conventions, Events).** All components of a MICE product are available in good quality: convention facilities, numerous meeting rooms, accommodation in all segments, entertainment (casino, spa), sport facilities (stadium, golf courses), high profile cultural events
- **Beach and Nature Leisure Tourism.** Attractive sites, diving sites, accommodation in simple and medium-quality resorts, improving infrastructure, service level needs further improvement

The following secondary tourism products produce significant revenues for the industry, but their growth potential is more limited and more difficult to exploit. These include: Visiting friends and relatives, business tourism and educational tours for employees in the public administration.

One asset of Negros is the large variety of tourist attractions that it can offer. Although many opportunities are currently only marginally or not at all exploited, the province could make full use of these resources in the future: cultural sightseeing, island discovery, ecotourism, volcano trekking, sailing, surfing, nature discovery sports and various theme tours.

Currently 86 accommodation establishments (hotels and guest houses) are registered, offering an estimated total of 2000 rooms. Furthermore, 65 beach, mountain or inland resorts provide an estimated 600 – 700 rooms. All resorts seem to be small enterprises, managed by their owners and employing usually not more than 10 people. 48 travel agencies and tour operators conduct business, mainly out of Bacolod.

Only about three of them are engaged in incoming tourism. Tourism-related services such as restaurants and local transport abound. Negros enjoys an excellent reputation for its cuisine and many restaurants offer a broad choice of specialties at a high level of quality.

While the accommodation capacity all over the Province is still expanding, the number of visitor arrivals have been modestly growing in recent years. Approximately 22,000 foreign tourists and 290,000 (234,000 in DOT figures) domestic tourists have been registered in 2004. This puts Negros Occidental in the group of the more important tourism destinations in the Philippines (14th rank). Despite its location, Negros attracts a relatively large number of foreign tourists which sheds light on the market potential.

One of the key problems of Negros tourism is the seasonal fluctuation of tourist arrivals. Leisure tourist business is relatively strong between February and May (80% occupancy rates) but collapses in the months thereafter. Conventional tourism is spread more evenly throughout the year but suffers from irregular and highly fluctuating occupancy. The Convention Hall as well as the meeting facilities of the hotels need more small-scale events to bridge the sometimes long gaps between national conventions.

Seeing on one hand, the growth opportunities and on the other hand, the relatively small market gains, many stakeholders seem to be disappointed with the current performance of the industry. Several industry associations have been founded (Hotel and Restaurant Association, Resort Association, Travel Agency Association, ATTAIN) with the objective of stimulating tourism development. Both the Provincial Government and the Bacolod City Administration maintain tourism marketing and information offices. The many initiatives, however, have not led to an effective tourism marketing, but to a dissipation of funds and energies. It is this discrepancy that is causing the industry to further withdraw from a joint tourism marketing and to focus on individual promotion.

The state of the tourism sector has been subject to several analytical studies and planning documents of which The Regional Tourism Master Development Plan for Region 6 by the Department of Tourism and the above mentioned Sub-Sector Analysis of the Tourism Industry in Negros Occidental are the most important.

Stakeholders seem to agree, however, that the proposals and recommendations have not yet led to concrete actions although everybody has been aware of the major problems.

It can be concluded that Negros Occidental does not currently conduct any systematic and effective destination marketing. Without destination marketing, it is not possible to mobilise potential customers on a larger scale. Product suppliers suffer from the divided market appearance and have to spend disproportionate funds on selling their products.

Destination marketing is handicapped by the fact that Negros Island is split into two provinces: Negros Oriental and Negros Occidental. A single Negros destination would greatly facilitate tourism promotion because the island could build a clear unified image. Consumers may often find it confusing to receive conflicting or competing messages from tourism destinations which they perceive as one entity. It is doubtful, however, if a joint destination marketing of the two provinces would get enough support from the industry and from politics. A model destination marketing in Negros Occidental will probably generate more appeal for a larger destination marketing in the long run.

The stakeholders agree about the necessity of engaging in a destination marketing and are also aware of the unorganised state of the industry. The number of stakeholders grows every year with the opening of new hotels and resorts. There is already a critical mass of entrepreneurs to develop an industry identity and cohesiveness despite still many diverging interests.

3. MAJOR FINDINGS

- Negros Occidental possesses strong nature and man-made tourism resources and a tourism infrastructure very competitive in quality and capacity.
- Bacolod has developed a convention centre tourism product of superior standing outside of the capital region. Meeting and accommodation facilities can handle almost any meeting event usually conducted in the country.
- A leisure tourism product is dynamically gaining ground. In the last ten years, a large number of small and medium-sized tourism establishments were created. Investors have set out to different rural and coastal areas for building resorts and other tourism services with the effect that the tourism industry is now present all over the Province.
- Tourist arrivals, however, have not kept pace with the growing supply and operators have come under increasing pressure to fill their capacity and achieve profitability levels.
- Only the beach resorts currently attract foreign tourists. The convention centre product aims primarily at the Visayas and Philippine markets.
- The industry is conscious of missed opportunities and the under-exploitation of its facilities. The Administration wishes to improve the industry's performance in order to create more jobs. All stakeholders feel that the tourism potential of Negros is not adequately used. In fact, there is a real opportunity to increase the significance of tourism in the Negros' economy.
- Tourism marketing in Negros Occidental can be described as a series of ad-hoc and divided activities undertaken by individual and groups of stakeholders. Lacking any significant destination marketing, hotels and other product suppliers market their individual products on a more or less professional level. Smaller resorts have very limited means for promotion campaigns.

- The lack of a professional destination marketing is due to the absence of an organisation with the mandate, the resources and the competence to conduct tourism marketing. Currently, no organisation exists which would meet these requirements.
- Branding, destination marketing and product marketing are the most important bottlenecks that need to be tackled by the industry. It is recommended that the stakeholders direct all their attention to these problems putting other issues such as product development, improvement of infrastructure, quality improvement further down the agenda.
- The stakeholders appear motivated in launching an effort for an effective tourism marketing. With the backing of the public administration key stakeholders from industry associations seem prepared to initiate a marketing agency.
- The SMEDSEP Programme can effectively lend support to the sector by actively mentoring the organisation build-up and transferring know-how in the following operational marketing phase. Technical support shall focus on hands-on advise in implementing recommendations approved by stakeholders.

4. RECOMMENDATIONS FOR FURTHER ACTIONS

4.1 Establishment of a Negros Occidental Tourism Marketing Agency

The establishment of a Tourism Marketing Agency is not an objective per se, but an instrument to tackle the main obstacle for the industry – the professional marketing. This is a necessary and indispensable requirement which shall enable the recipient to implement the recommendations towards a destination and product marketing. The proposal to found a marketing agency has been taken only after careful consideration of all the issues which accompany such a step. No existing office or organisation currently meets all the requirements for this task. And, the stakeholders themselves expressed the wish to found an organisation. It seems rather important for them to pursue cooperative action with as much neutrality as possible.

In a workshop held in Bacolod on May 10, 2005, the Consultant presented the findings of the mission and the recommendations for further actions to the stakeholders and representatives from the public administration .¹ The stakeholders agreed to a concerted action on establishing a destination marketing agency. A Preparatory Committee composed of 5 representatives of industry associations will prepare a technical proposal for the General Assembly in August. The Committee shall draft and discuss alternatives models or programmes, which would allow the General Assembly to take a decision on the appropriate organisational scheme.

¹ Workshop presentation document attached

The following 5 areas shall be examined:

- The legal form of the organisation
 - Topics: Membership-based organisation, open or restricted membership, mandated services, private-public model (to allow public co-financing), pros and cons of different legal forms practised in the Philippines, flexibility and transparency, mission and mandate.
- The organisational structure
 - Topics: organs of organisation, their rights, functions and responsibilities: Executive board, supervisory board, general assembly, special committees, advisory council; also determining the number of posts, elective procedures, assignment periods; categories of members and their rights.
- The financing scheme
 - Topics: Membership or project financing model; calculation basis (overnights, turnover, flat rate, flat rate categories); form of Government co-financing; sponsoring members; estimates of revenues from different models, development of revenues in 5 year forecast; financing of start-up phase, sponsoring campaign.
- A work programme for 1 or 2 years with investment and operating costs
 - Topics: Basic/extended work programme and output, required resources, initial start-up costs, investment in equipment and office space, personnel costs, operating costs for two years, cost prognosis for 5 years.
- The practical set-up (personnel, logistics, synergies, etc)
 - Topics: Definition and profile of management posts, recruitment procedures, management/control of set-up phase; office location, cooperation with similar

agencies if existing (trade promotion, chamber of industry), time-plan for set-up, coordination with main partners from industry and governments, DOT.

4.2 Operational Phase of the Negros Occidental Tourism Marketing Agency. Recommended tasks for 1st and 2nd year of operation

1		Branding
1a	Task	Creation of a strong common brand for the destination
	Purpose	Improves industry cohesion in destination Convincing and lasting client contact, reinforces product sales
	Sub-Tasks	Define and agree on Unique Selling Propositions Define future regional destinations within the Province (i.e. South Coast, Highland, Bacolod, North Coast) and identify their typical character Formulate and visualise branding slogan and logos Put results to discussion and achieve approval Test branding elements with some tourist groups
1b	Task	Implement a brand-based corporate identity
	Sub-Tasks	Develop a corporate identity for the Marketing Agency and other contact points/agents Disseminate CI to stakeholders for multiplier effects Test CI elements amongst stakeholders
2		Destination Marketing
2a	Task	Tourism Portal/Website
	Sub-Tasks	Draft information elements Creation of emotional experience Establishment of contact with suppliers and marketing agency Examine sales/distribution element; reservation tool News message board Reflect brand of destination Ensure proper functioning and visitor friendliness

2b	Task	Tour operator Manual
	Purpose	Provide compact information package to tour operators to assist their product packaging and sales
	Sub-Tasks	<p>Design and produce folder which can take inserted documents</p> <p>Prepare (low cost) set of general information for insert: Main attractions with entrance fees, transport modes with schedules and costs, travel times and distances, accommodation establishments with prices and contact details, transport and incoming operator contacts, selected tour proposals, main entertainment facilities with prices, main handicraft and shopping outlets given personalised contact with Marketing Agency</p> <p>Prepare (low cost) set for frequently changing information for insert: calendar of cultural and sports events, calendar of conventions and meetings, new hotel/resort projects</p>
2c	Task	Publication of Image Brochure
	Purpose	Hand-out material to potential clients to build positive attitude towards destination and guide to travel decision
	Sub-Tasks	<p>Prepare brochure profile for intended target groups: language, size, print/photo ratio, information content, emotional experience, number of copies</p> <p>Build up photo archive for publications</p> <p>Design presentation of destination, sub-regions, recreation activities, leisure opportunities</p> <p>Professional brochure design, best photo and print quality</p> <p>General map with main sites</p> <p>Examine sponsoring by strategic partners</p>
2d	Task	Publication of practical information guide
	Purpose	Travel Planner for individual tourists before and after their arrival on Negros
		<p>Prepare brochure profile for intended target groups: language, size, print/photo ratio, information content, emotional experience, etc</p> <p>Draft text on all practical information for visitors: Main sites and attractions with opening hours and entrance fees, transport modes, distances, schedules and prices, shopping and handicraft, selected hotels/resorts (alternative all hotels/resorts</p>

		<p>or a separate accommodation guide can be published), travel agencies, special restaurants and delicacies, police/doctor/hospital contact details</p> <p>Distance travel map and selected city maps</p> <p>Examine financing through commercial advertisements</p>
2e	Task	Publication of event calendar
	Sub-Tasks	<p>Establish early information system on event announcement</p> <p>Set up and maintain event data bank with event organiser contact details</p> <p>Publishing of event calendar (cultural and sport events) every 6 months</p> <p>Examine commercial financing through advertisement</p>
3		Product Marketing
3a	Task	Competition analysis
	Purpose	Improvement of competitive position, learning from best practices
	Sub-Tasks	<p>Identification and SWOT of main competing destinations for key products</p> <p>Analysis of comparative opportunities (both convention and leisure)</p> <p>Identification of best practises</p> <p>Database on past conventions and respective clients</p> <p>Analysis of TO catalogues on comparable leisure packages and pricing</p>
3b	Task	Marketing strategy related to prime products
	Sub-Tasks	<p>Detailed identification of target groups for existing main products</p> <p>Proposal on target group approach and instruments</p> <p>Cooperation with product suppliers on joint marketing</p> <p>Timetable of proposed actions</p> <p>Introduction of success criteria and benchmarking</p>
3c	Task	Establishment of target group database
	Sub-Tasks	Database of Tour-Operators (leisure travel and special interest, such as diving) in Philippines, Southeast Asia, Europe, US, Australia

		<p>Database of Associations and relevant corporate clients in the Visayas, Philippines and gradually neighbouring countries</p> <p>Database of Professional Congress Organisers in the Philippines and SE Asia</p> <p>Database of media and journalists who publish tourism features/articles</p>
3d	Task	Publication of a Convention Planner
	Purpose	Support associations and corporate clients in the preparation of meetings and conventions
	Sub-Tasks	<p>Establish a profile of the publication</p> <p>Collect relevant information on: meeting facilities (location, capacities, equipment, contact details, etc), accommodation (capacity, class, prices, contact details), catering firms, transport companies (transport modes, prices, contact, etc.) entertainment facilities, pre- and post-meeting arrangements and organizers, travel agencies and PCO's</p> <p>Arrange a highly professional publication of outstanding quality</p>
3e	Task	Implementation of selected marketing actions in addition to above
	Sub-Tasks	<p>Preparation of a Marketing Action Programme that is gradually put into practice (depending on the human and financial resources of the Marketing Agency in the first two years of operation;</p> <ul style="list-style-type: none"> - Media PR campaign (familiarisation trip for journalists, publication of travel articles) - Participation in trade forums and fairs (relatively expensive, selected fairs only) - Tour Operator networking campaign (proposal of model packages, announcement of new products, familiarisation trip)

4.3 SMEDSEP Support Function

It is strongly recommended that the SMEDSEP Programme provides mentoring and technical support in building up the capacity for tourism marketing and the implementation of activities afterwards. This is for several reasons:

- The neutral position of SMEDSEP helps in brokering necessary compromises between stakeholders
- An outside moderator keeps the process intact and can set agenda and time planning
- Technical know-how will be needed both for the preparatory and the implementation phase
- SMEDSEP/GTZ position facilitates removing obstacles on the political level and rallies support from decision-makers
- Business sponsors are more open for an engagement if a competent mentoring organisation provides assistance
- The SMEDSEP Programme can flank the intervention with a series of training programmes, particularly in marketing and vocational training for the resorts
- A replication model (for provincial destinations or larger regions) can be developed during the support period

ANNEX 1: TERMS OF REFERENCE FOR MISSION

Short term mission to the Small and Medium Enterprise Development for Sustainable Employment Program (SMEDSEP) on Tourism Subsector Development Planning in Negros Occidental

Time: End of April, 2005

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1. Background/Rationale

The SMEDSEP Program is an integrated approach for the development of the private sector in the Philippines with a regional focus on the Visayas. Its overall objective is: "State-run and private institutions create general business conditions in the Philippines, particularly in the Visayas, to harness entrepreneurial potential and encourage competition". The Program comprises of four (4) components, namely:

- 1.) SME Policy/Enabling Environment for SMEs,
- 2.) Business Development Services (BDS) for SMEs,
- 3.) Access to Financial Services for SMEs,
- 4.) Demand-driven training programs for the workforce.

Components 2 & 4 are using the Subsector Business Service (SBS) approach to enterprise development for the priority provinces of Cebu and Negros Occidental. In Negros Occidental, the Tourism subsector was selected as the priority sector during a workshop held last May, 2004. As a next step, a Tourism Subsector Analysis was prepared in order to gain greater understanding of the sector. Different fields of change and improvement were proposed. These fields of change are now part of the 2005 Tourism Operational Plan for Negros Occidental. One of the fields of change is Technical Assistance to the Tourism Core Group.

2. Objectives of the Mission

The objective of the Mission is to assist the Negros Tourism Core Group represented by Alliance of Travel Trade Associates in Negros (ATTAIN) to come up with a Tourism Development Action Plan for Negros Occidental to enhance the position of the Province as a Tourism destination.

3. Scope of Work

The Consultant shall study all the required documents of the project particularly the Negros Tourism Subsector Analysis and other available tourism data and information of Negros Occidental. He shall meet with relevant stakeholders (SMEDSEP Team, DTI, TESDA, Provincial Governor, Bacolod City Mayor, Tourism Staff, Negros Tourism Organizations, BDS & HRD providers). More specifically, the consultant shall:

- Assess the capability and resources of the province to host tourism related activities. Identify a Unique Selling Proposition (USP) of Negros as a destination in terms of existing products and market potentials.
- Draft a Tourism Action Plan for Negros Occidental Present findings and recommendations to the Tourism Core Group and other stakeholders
- Draft Tourism Development Plan of Negros Occidental

4. Expected Output

Two weeks after completion of the mission to the Philippines, a draft report will be sent to the Senior Adviser BDS. The draft report shall comprise the activities as stated under point 3, and results/recommendations thereof.

One week after receiving the comments, the final version of the report will be submitted.

5. Team Composition

Team shall be composed of:

One International Tourism Expert with specific knowledge on tourism marketing

Rita Pilarca, Adviser, Business Development Services, SMEDSEP

Lorenzo Templonuevo, Program Officer, SMEDSEP

6. Budget

International expert days required: tentatively 18, thereof 4 in Germany for preparation and report writing.

ANNEX 2: MISSION PROGRAMME

Date	Time	Organisation, meeting
Thursday, April 28, 2005	14h	Arrival Manila
	16h	Department of Tourism, Rolando Canizal, Chief of Tourism Development Planning
	19h	Briefing with SMEDSEP consultants
Friday, April 29	10h	GTZ Office Manila, mission programme
	17h	Departure Bacolod
	19h30	Attain Meeting at Aboy's Kamalig
Sat. April 30	10h	ANP Showroom
	13h	Visit of Bacolod tourism sites
	19h	Bacolod Convention Plaza, Meeting with Management
Sun. May 1	10h	Visit Bacolod Hotels: Royal Am Rei, Circle Inn, Business Inn, Alhambra Inn, Prominence Inn
	15h	Pasamalat Festival, La Carlota
	19h	Casino Filipino Hotel
Mo. May 2	10h	Workshop with Attain et al. at L'Fisher
	15h	Visit Mambukal Mountain Resort
	19h	L'Fisher Hotel Meeting with Management
Tue. May 3	9h	Visit Silay City, Tourism Office
	11h	Office of Protected Areas, Bacolod
	12h30	Nature Village Resort
	15h	Golf course and club, Bacolod
	16h	Bacolod City Tourism Secretary
	19h	Palmas del Mar Resort
Wed. May 4	8h	Visit of VICMICO
	12h	Sagay City, Visit of Sagay tourism sites
	13h30	Visit of Marine Sanctuary
	16h	Meeting with Escalante Tourism Office
	19h	The Whispering Palms Resort

Thu. May 5	9h	Meeting with Interim Manager Whispering Palms Resort
	11h	Return to Bacolod
	16h	Meeting with members of Resort Association at the Provincial Tourism Office
Fri. May 6	8h	Rural Tourism, La Carlota
	11h	Departure for Sipalay City
	16h	Meeting Sipalay City Tourism Office
	18h	Nataasan Beach Resort, Meeting with Owner
		Visit of Artistic Diving Resort and Easy Diving Resort
Sat, May 7	10h	Visit of Danjugan Island, Marine Sanctuary
	15h	Visit Punta Bulata Resort
	19h	The Quiet Place Farm Resort, Bago City
Sun, May 8		Preparation Workshop
Mon, May 9		Preparation Workshop
	15h	Meeting with Joseph Maranon, Province Governor
	16h30	Meeting with Evelio Leonardia, Mayor of Bacolod City
Tue, May 10		Workshop on Action Plan in Bacolod
Wed, May 11	8h30	Travel to Cebu City
		Drafting Report
	15h	Meeting Mr. Riethmueller, Geoplan, Cebu
Thur, May 12		Drafting Report
	17h	Travel to Manila
Fri, May 13	9h	Debriefing GTZ, Manila
	15h30	Return travel Germany

ANNEX 3: LIST OF CONTACTS

<i>Person</i>	<i>Organisation</i>	<i>Tel:</i>
Markus Ehmann	SMEDSEP/GFA, Cebu	6332 412 2256
Martina Vahlhaus	Programme Manager, GTZ, Manila	6328123165
Christian Widmann	Component Manager, GTZ, Manila	6328938297
Rita Pilarca	SMEDSEP/GFA, Cebu	6332 412 2256
Lorenzo Templonuevo	SMEDSEP, Manila	
Arwin de la Cruz	SMEDSEP, Manila	
Rolando Canizal	Department of Tourism, Director Tourism Development Planning, Manila	632 525 2928
Ruth Minerva G Cruz	Attain/The Quiet Place	63347310100
Joseph Maranon	Governor, Province of Negros Occidental	
Evelio Leonardia	Mayor, City of Bacolod	
Dr. Rogelio Balo	Secretary to the Mayor, Bacolod	4335425
Jennylynd Corduo	Prov. Tourism Office, Bacolod	
Aboy Evaristo	Owner/Aboy's Kamalig, Hrano	
Augusto Sison	General Manager/Sugarland Hotel	34 435 2690
John Lizares	President, Pacific Shores	433 5653
Imogene Karenan	Tourism Office, Bacolod City	
Mey Santos	General Manager, Association of Negros Producers, Bacolod	6334 4338833
Renato Uy	President/General Manager, Bacolod Convention Plaza Hotel	6334 434 4551
Joji Lacson	Front Office Manager, Bacolod Convention Plaza Hotel	6334 434 4551
Raimund Gatuslao	Marketing Manager, Casino Filipino Hotel, Bacolod	34 434 8901
Ver Pacete	Tourism Officer, Silay City	495 5145

Angelo Bibar	Office of the Protected Area, DENR	
Hernano Malabor	DENR	
Sonia Sarrosa	Owner, Nature Village Resort, Talisay City	34 495 0808
Melanie Uyamat	Nature Village Resort, Talisay City	34 495 0808
Barbara Sevilla	Tourism operations officer, Bago City	4610 540
Bobby Magalona	President, Café Bobs	34 709 1091
Leny Fabul	Travel Solutions Alliances, Hong Kong	63 2733 3760
Robert Balde	Resident Manager, L'Fisher Hotel	63 34 433 3731
	Tourism Officer, Sagay City	
	Marine Sanctuary	
	City Councilwoman, Escalante	
Interim Resident Manager	Whispering Palms Resort, San Carlos	
Evalyn & Arthur Mueller	Owner, manager Artistic Diving Resort, Sipalay City	0919 409 55 94
Freddy Zayco	Punta Bulata Resort	344335160
Bob Jerza	Punta Bulata Resort	344335160
Managing Director	Buenos Aires Mountain Resort	
Nathanial Zaragoza	Tourism Officer, Sipalay City	
Joel & Marchell Peerboom-de la Piedra	Owner Nataasan Beach Resort	0919 365 78 63
Owner, Manager	Easy Diving and Beach Resort	63 985407716
Gerardo Ledesma	President, Philippine Reef & Rainforest Conservation Foundation	6334 4410855
Jun Lizares	Pacific Shores	
Aliza Doneso	Negros Occidental Tourism Officer	
Edwin Trompeta	Dep. of Tourism, Reg. Director	033-3375411
Florassa May Castro	DTI	

Lilibeth Iao	Lasal Ecopark	
Greg Flores	Filipiniana Tours & Travel, Bacolod	34 432 3061
Marie Theres Jochigo	University of St. La Salle, Bacolod	34 435 2594
Lilibeth Cordova	University of St. La Salle, Bacolod	34 435 2594
Jocelyn Aragon	University of St. La Salle, Bacolod	34 435 2594
Noli Puentevella	Sea Breeze Hotel, Bacolod City	34 7081150
Robert Riethmueller	Geoplan, Cebu	
Carmenzita Puentevella	Silay Heritage Museum	

**ANNEX 4: SMEDSEP WORKSHOP
TOURISM NEGROS OCCIDENTAL**

SMEDSEP Workshop

Tourism Negros Occidental

Tuesday, May 10, 2005

Work Programme and Objectives:

- o Resuming Focus Group meeting
- o Brief sector analysis
- o Preparation Tourism Action Plan



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Focus Areas



Products



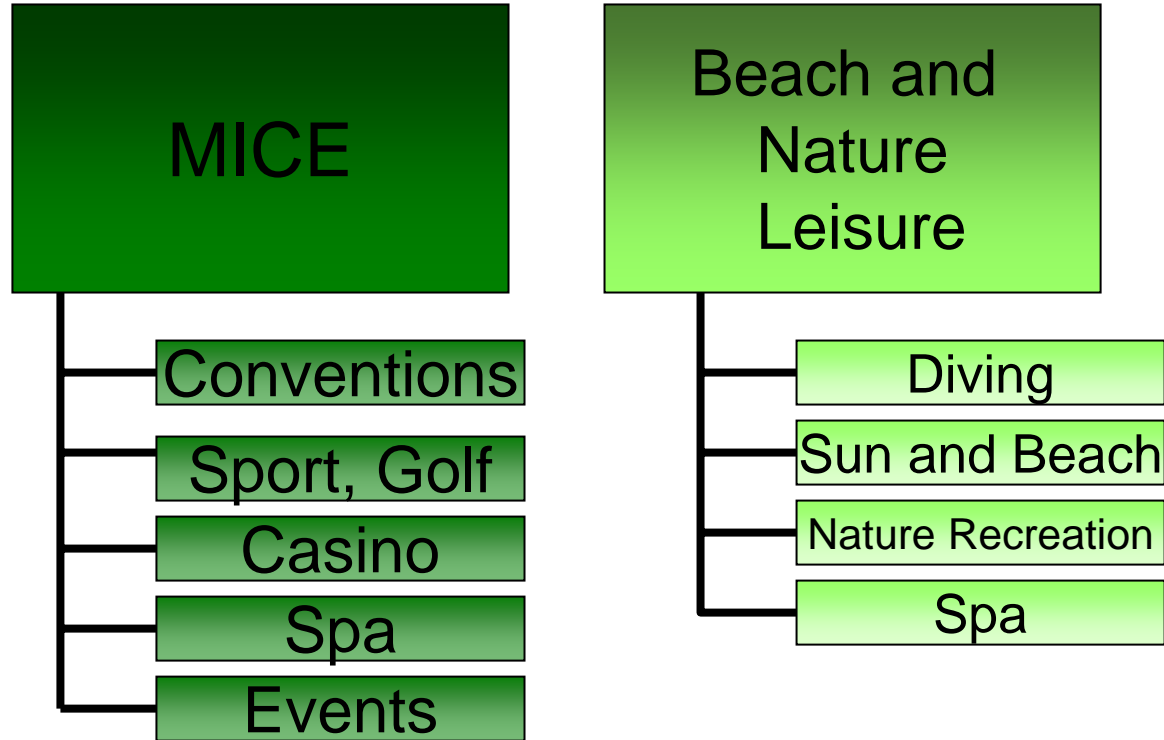
Marketing



Organisation


Tourism Products Negros Occidental

Primary products



Tourism Products Negros Occidental

Secondary products



Visiting friends
and relatives



Business



Educ. Tours

Potential (Niche) Products

- Cultural Sightseeing
- Island Discovery
- Ecotourism
- Trekking
- Language classes
- Sailing, windsurfing, horseback riding, mountain biking, etc
- Theme products: Sugar farms, gamefowl breeding, volcano experience

Significance and Potential of Key Products

MICE

**Beach and
Nature
Leisure**

	MICE	Beach and Nature Leisure
Room Capacity	Up to 1.800	400 - 600
Availability	Compact product	Indiv. product
Quality level	Competitive	Heterogeneous
Markets	Regional, national	Local, reg., int.
Growth Potential	Immediate	Gradual
Needs	Filling capacity	Filling capacity, Quality improvement
Reg.Significance	Bacolod	Entire Province

Tourism Marketing

Branding

Destination
Marketing

Product
Marketing

Branding

- Image of Destination in Main Markets
- Unique Selling Proposition
- One destinations – three regions
- Corporate Identity

Tasks:

- Create elements of corporate identity
- Disseminate corporate identity
- Apply branding and corporate identity

Branding

Criteria for successful branding:

- Reflect the USP
- Harmonize with product
- Attract attention
- Be creative and different
- Touch emotions
- Express hospitality

Spice in Sugarlandia The City of smile

Sugar and more...

The sugar barons invite

The sugar barons invite

**The sugar barons
invite**

THE SUGAR BARONS INVITE

Destination Marketing - Goals

- Approach your markets
- Present destination: facts and emotions
- Create desire
- Lead to products
- Lead to suppliers

Destination Marketing - Actions

- Website
- Tour Operator Manual
- Image Brochure: Destination, Regions, Products
- Practical Information Guide
- Event Calendar

Product Marketing - Goals

- Provide product information
- Create desire
- Establish distribution network
- Provide direct sale channel
- Sell product
- After sale customer care

Product Marketing - Actions

- Marketing strategy-efficient use of resources
- Market analysis
- Competition research
- Association and corporate client data base
- PCO Network campaign
- Convention planner
- Participation in trade forums/fairs
- Media PR campaign
- Tour Operator network campaign

Marketing Organisation

- Role of existing organisations and associations
- Does Negros need a Tourism Marketing Agency ?

Tourism Marketing Agency Purpose

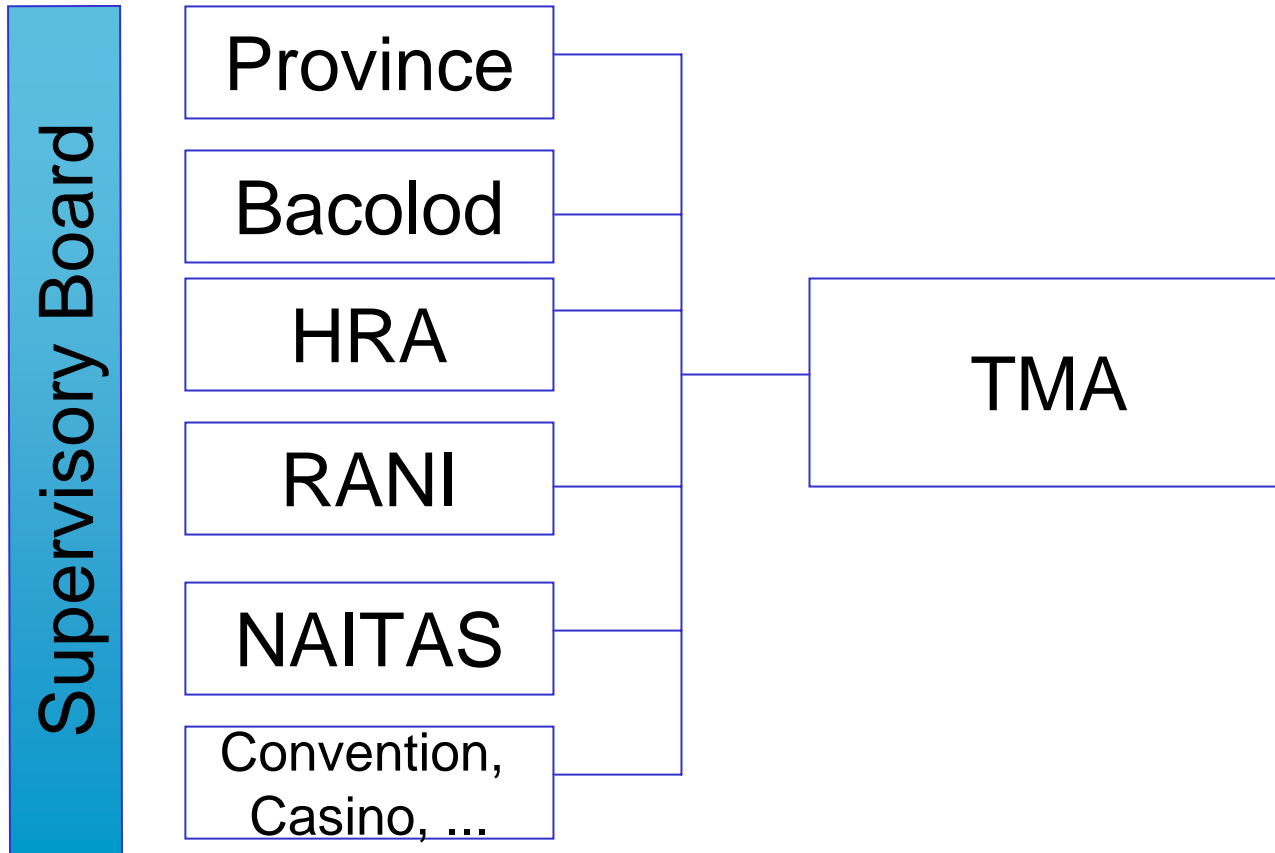
- *Prepares ground for product sale*
- *Connects product and client*
- *Commercializes tourism management*

- Conducts market research
- Destination/Product Marketing
- Guides sector/Internal marketing
- Leads innovation
- Develops new products

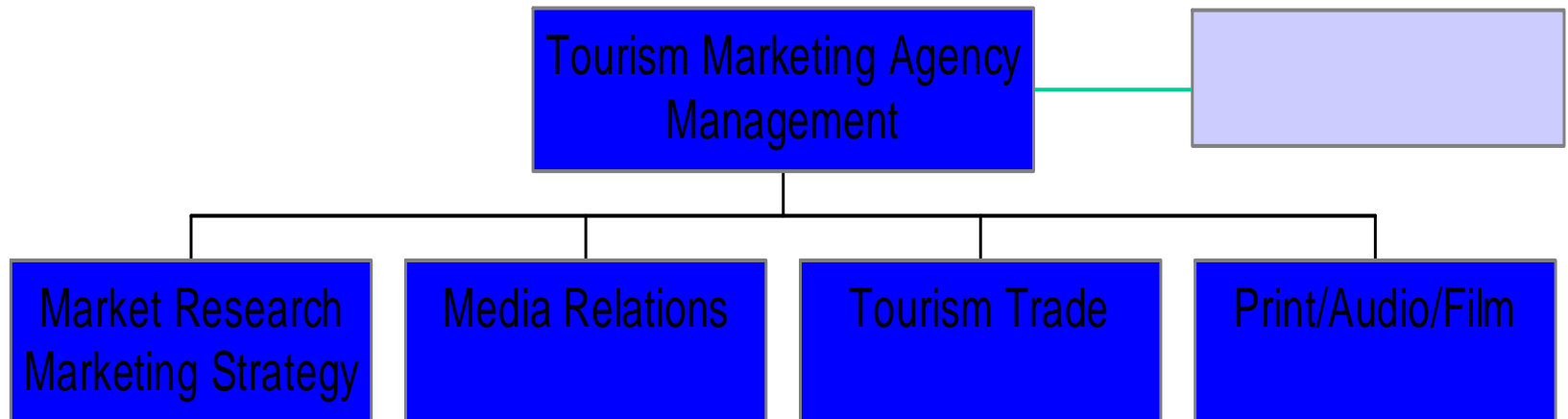
Tourism Marketing Agency Setup

- Public-Private Partnership
- Legal Form
- Name
- Membership Financing – Project Financing
- Guidance and Control
- Role of Stakeholders

Tourism Marketing Agency Structure



Tourism Marketing Agency- Organigramme



Tourism Marketing Agency Next Steps.....

- Define mission and legal/organisational setup
- Draft initial work programme and budget
- Propose financing scheme
- Obtain stakeholder support

Who ?

Timing?

Validation ?

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