



PROJECT PROPOSAL:

Keeping the benefits of tourism in the Philippines



PROJECT OBJECTIVE

The project aims to bring poor communities of mainland Aklan Province into the tourism supply and value chain by enabling them to benefit from the significant tourism flows to Boracay Island, the Philippines' most popular beach tourism destination. This is to be achieved by building the capabilities of the mainland coastal communities, in particular women weavers and local farmers, and by linking them with the resort and restaurant owners of Boracay. The latter could bring their guests to the mainland province for day trips; source fruit and vegetable supplies and employ the pineapple fibre (pina) cloth woven by women in furnishings and handicrafts to sell to tourists.

THE CONTEXT

One of the poorer provinces in the Philippines, Aklan is notable for its unique and colourful Ati-atihan festival (which every January pays tribute to the infant Jesus), delicately hand-woven pineapple fibre cloth and the distinctive white sand beaches of Boracay Island. ITC's Inclusive Tourism project for the Aklan Province aims to enhance these exceptional products by improving community skills in design, management and marketing and to draw tourists beyond the island to other areas of the province. It also aims to raise the income of rice-growing farmers in nearby Nabas town, by enabling them to plant high value vegetable crops such as lettuce and asparagus to supply Boracay's resorts and restaurants.





Most of the food supplies of Boracay Island, including vegetables and fruit, are from outside Aklan Province. A further goal of the project is to give local farmers the opportunity to supply the vegetable requirements of Boracay at close-to-farmgate prices, thereby earning additional income.

ACTIVITIES

ITC has prepared an Opportunity study in partnership with the local government of Aklan Province, (United Services and Welfare Assistance Group), the United Services and Welfare Assistance Group (an Aklan-based NGO) and the Department of Tourism of the Philippines.

A Memorandum of Understanding has been signed between ITC and the Department of Tourism for capacity building in inclusive tourism for the agency's officials and technical staff. Under the agreement, the Aklan Province Inclusive Tourism Project would serve as a case study that can be replicated in other ecotourism destinations in the country.

IMPACT ON THE POOR

Impact on the poor expected to result from this project includes awareness of the potential income of tourism. The project would deliver technical assistance and capacity building interventions so as to link the poor to tourism markets. It will increase the income of poor men and women and improve their livelihoods through active participation in value chains.



Contact person: Robert Skidmore
Chief, Sector Competitiveness
E-mail: skidmore@intracen.org
Telephone: +41-22 730 0222

Street address: ITC, 54-56, rue de Montbrillant, 1202 Geneva, Switzerland
Postal address: ITC, Palais des Nations, 1211 Geneva 10, Switzerland
Internet: www.intracen.org