

# **Comprehensive Project Profile**

# **1.0 PROJECT DESCRIPTION**

- 1.1 Project Title : BIAD 5<sup>1</sup> ECO-TOURISM CLUSTER DEVELOPMENT PROJECT
  - Sub-project : A Development Plan For An Integrated Community Development Approach To Biodiversity Conservation And A Viable Ecotourism Enterprise In The Identified Tourist Ecocultural Sites Of BIAD 5 Municipalities
- **1.2 Project Type** : > Capital Forming Construction and Acquisition of Equir
  - Construction and Acquisition of Equipment, including the conduct of Feasibility and other Studies
  - > Technical assistance

Institutional and Human Capability Building Activities

# **1.3** Project Proponents

BIAD 5 Municipalities, Bohol Province

(Municipal Governments of Batuan, Bilar, Carmen, Dagohoy, Danao, Pilar, Sagbayan and Sierra Bullones)

# 2.0 PROJECT BACKGROUND

Bohol Province has been identified as a major ecocultural tourism destination of the country with majority of its tourist sites being nature-based

(i.e. beaches, reefs, caves, hills and mountains, springs, rivers and waterfalls, and many more). BIAD 5 hosts most of





<sup>&</sup>lt;sup>1</sup> See Annex 1 for BIAD 5

these eco-sites and is blessed with high ecological biodiversity and rich cultural heritage. It boasts of its own ecological wonders that have the potential to become major eco, agro and cultural tourism destinations ranging from caves,<sup>2</sup> hills (most popular is the Chocolate Hills in Carmen town), mountain ranges, butterfly and tarsier sanctuaries in Bilar town, springs and rivers, and more. Present ecotourism activities in the area include trekking, mountain biking. rock climbing. spelunking/cave exploring. photography, kayaking/canoeing, camping, wildlife observation, water tubing, horseback riding, rappelling, bird watching, cultural interaction with a tribal minority (the Eskaya Tribe<sup>3</sup>) and many more.

BIAD 5 is the home of one of the cultural minorities in Bohol, the Eskaya Tribe. It is also within two critical watersheds of Bohol, the Inabanga Watershed and the Loboc Watershed. Most of the eco-sites of the BIAD are within the Rajah Sikatuna Protected Landscape<sup>4</sup>, a protected forest zone in the interior part of Bohol.

Population growth and economic activities, however, have created pressures on these natural resources, thereby, threatening the long-term sustainability of these resources. Conflicts arise between the short-term economic gains and long-term interest to conserve and protect the ecological resource base of the area in order to achieve a more sustainable future.

The anticipated results of the project are an enhanced protection of biodiversity/eco-system through a communitybased eco-cultural tourism strategy, improved capacity of participants/ stakeholders and established/strengthened networks of key ecotourism sites both in product development and marketing thereby maximizing the economic gains of the host communities while protecting/ conserving the environment.

# 2.1 Key Stakeholders

The key stakeholders of the project are the residents of

<sup>&</sup>lt;sup>2</sup> Among the popular explored caves in BIAD 5 are found in Batuan (Behind the Clouds), Carmen (Kokok & Nueva Vida Sur Caves), Danao (Francisco Dagohoy Cave, Kamira Cave, Baliho and Lahug Caves), and Sierra Bullones Caves

<sup>&</sup>lt;sup>3</sup> The Eskaya is an indigenous tribe found in the hinterland towns of Duero, Guindulman, Pilar and Sierra Bullones, Bohol's southeast interior. The community was awarded a Certificate of Ancestral Domain Claim (CADC) in 1996 consisting of 3,173 hectares of land in Taytay (Duero), Biabas (Guindulman), Lundag (Pilar), Canta-ub (Sierra Bullones), and Cadapdapan (Candijay).

<sup>&</sup>lt;sup>4</sup> This is a national biodiversity hotspot with a total area of 12,336 hectares. It is listed as of extremely high importance for biodiversity conservation for arthropods, amphibians and reptiles, birds and mammals as well as an inland water area of biological importance.

BIAD 5 municipalities, government agencies and the general public who are affected by the lack of technical support in terms of the protection and conservation practices they can provide to this part of Bohol's environment. Other civil society organizations (CSOs) particularly in Bohol have similar challenges and it is hoped that this project will provide leadership for other CSOs in the country.

In particular, the following are identified as key stakeholders of the project:

- Municipal Governments of Bilar, Batuan, Carmen, Dagohoy, Danao, Pilar, Sagbayan and Sierra Bullones
- Department of Tourism (DOT)
- Department of Environment & Natural Resources thru the • Provincial/Community Environment & Natural Resources Officer (PENRO/CENRO)
- Protected Area Management Boards (PAMB)
- Residents of the communities affected

## 2.2 Definition of Terms<sup>5</sup>

For the purpose of this proposal, the following definitions of terms apply:

*Agro-tourism* is a form of tourism in agricultural areas such as orchards, agroforestry farms, herbal farms and animal farms, which have been prepared in some way for tourists. Tourists watch or take part in agricultural practices such as working with animals or harvesting crops without disturbing the ecosystem or the productivity of the host areas.

*Bio-diversity* means the variability among living organisms from all sources, including, inter alias, terrestrial, marine and other aquatic ecosystems, and the ecological complexes of which they are a part. This includes diversity within species, between species and of ecosystems"<sup>6</sup>.

*Community-based tourism* implies that the community has substantial control and involvement in the eco-tourism project and that the majority of benefits remain in the community. Three main types of community-based enterprises have been identified:

- The community owns and manages the enterprise; all community members are employed by the project using a rotation system; profits are allocated to community projects
- Enterprise involves family or group initiatives within communities; based on voluntary participation

<sup>&</sup>lt;sup>5</sup> Definition of the terms used here were taken from the proposed Ecotourism and Biodiversity Conservation Framework of Bohol

<sup>&</sup>lt;sup>6</sup> 1992 United Nations Earth Summit in Rio de Janeiro); http://en.wikipedia.org/wiki/Biodiversity

• A joint venture between a community/family and an outside business partner<sup>7</sup>.

Cultural heritage means:

- monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, art or science, groups of buildings: groups of separate or connected buildings, which, because of their architecture, their homogeneity or their place in the landscape,
- sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view<sup>8</sup>.

*Cultural tourism* embraces the full range of experiences that visitors can undertake to learn what makes a destination distinctive - its lifestyle, its heritage, its arts, its people and the business of providing and interpreting that culture to visitors<sup>9</sup>.

*Ecosystem* means a dynamic complex of organisms and their living and non-living environment, interacting as a functional unit.

*Eco-tourism* means a form of sustainable tourism within a natural and cultural heritage area where community participation, protection and management of natural resources, culture and indigenous knowledge and practices, environmental education and ethics, as well as economic benefits are fostered and pursued for the enrichment of host communities and the satisfaction of visitors."<sup>10</sup> Ecotourism is based on the principles of biodiversity conservation, community and stakeholder participation, social and cultural sustainability, local economic benefits and quality of visitor experience<sup>11</sup>. The guiding principles of eco-tourism are<sup>12</sup> the following:

- Sustainable management of natural/cultural resources: To pressure and conserve biodiversity particularly endangered species of flora and fauna by ensuring that activities and physical development are low-impact and low-density thus promoting awareness and understanding of an area's natural and cultural systems.
- Ecotourism/ Ecological /ventures are business undertakings that make use of the natural resources of the area operated or managed by the government, community or private entities.
- *Ecotourism resources* are natural and cultural assets that attract visitors but not limited to landscapes, endemic or rare flora and fauna, cultural festivals and historical monuments.

<sup>&</sup>lt;sup>7</sup> Eppler Wood (2002): Ecotourism: Principles, Practices and Policies

<sup>&</sup>lt;sup>8</sup> Australian Natural Heritage Charter for the conservation of places of natural heritage significance 2002; UNESCO 1972: Convention concerning the protection of the cultural and natural heritage

<sup>&</sup>lt;sup>9</sup> <u>http://www.nla.gov.au/creative.nation/tourism.html</u>

<sup>&</sup>lt;sup>10</sup> Department of Tourism 2002: National Ecotourism Strategy

<sup>&</sup>lt;sup>11</sup> National Ecotourism Framework Development Workshop Report 1999, p 4

<sup>&</sup>lt;sup>12</sup> Ecotourism: Principles, Practices & Policies for Sustainability, UNEP

- *Ecotourism activities* are passive and active forms of events including but not limited to bird watching, nature photography, hiking, diving, kayaking, mountaineering, and caving.
- *Ecotourism facilities* are accommodation, lodging facilities, and related amenities which blend with the natural and cultural environment of the area.
- *Ecotourism services* are basic services for tourism activities including but not limited to transportation, food, guiding, and interpretation services.
- Ecotourism product is a combination of ecotourism resources, facilities, activities and services resulting in enhanced commitment to protect the natural and cultural heritage areas.
- *Ecotourism* strategy is a coordinated set of planned actions for the development, promotion, and management of ecotourism destinations.

*Heritage* is a broad concept of the natural and the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. It is a dynamic reference point and positive instrument for growth and change. The particular heritage and collective memory of each locality or community is irreplaceable and an important foundation for development, both now and into the future<sup>13</sup>.

*Natural heritage* are natural features consisting of physical and biological formations or groups of such formations, which demonstrate *natural significance*, both aesthetic or scientific.

- geological and physiographical formations and precisely delineated areas that constitute the habitat of indigenous species of animals and plants from the point of view of science, conservation or natural beauty; and/or
- natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty<sup>14</sup>.

*Protected Areas* refer to identified portions of land and water set aside by reason of their unique physical and biological significance, managed to enhance biological diversity and protected against destructive human exploitations (NIPAS Act of 1992).

*Protected Landscape/Seascape* are areas of national significance which are characterized by the harmonious interaction of man while providing opportunities for public enjoyment thru recreation and tourism within the normal lifestyle and economic activity of these areas.

<sup>&</sup>lt;sup>13</sup> International Cultural Tourism Charter (Mexico, October 1999)

<sup>&</sup>lt;sup>14</sup> UNESCO 1972:Convention concerning the protection of the cultural and natural heritage

*Rural tourism* is a segment of the tourism industry that makes use of its attractive cultural landscape with small villages, springs, rivers and lakes, combined with traditional hospitality, are able to offer pleasant experiences to the tourists who are looking for relaxation and recreation in a calm setting.

Sustainable development is meeting the needs and aspirations of the present generation without compromising the ability of future generations to meet their own. Sustainable tourism is tourism that improves the quality of life of the host community, provides quality experience to visitors and maintains the integrity of the natural and cultural resources.

*Tourism* are activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes except for those activities that will be remunerated within the area visited. The usual environment of a person consists of a certain area around his/her place of residence plus all other places he/she frequently visits.

*Village-based tourism* is where tourists share activities in village life, and rural villages gain economic and other benefits from tourist activities. Villagers provide accommodation like the home stays in which tourists stay in village houses, often together with a family

#### 3.0 PROJECT OBJECTIVES

The project was conceptialized to provide technical support in the preparation of a proposal for an integrated community development approach to biodiversity conservation and a viable eco-cultural tourism enterprise in the BIAD 5 area. The project also offers the opportunity to provide a model for integrated tourism development.

The project will work-out a well-planned, integrated approach to sustainable community development in the BIAD 5 municipalities that other organizations/Local Government Units (LGUs) can adopt. Specifically, this will involve the following outputs:

- a) Organizational Management Plan
- b) Business/Enterprenuership Development Plan
- c) Eco-tourism Feasibility Study
- d) Market Analysis
- e) Participatory Approach Mechanism
- f) Conservation and Sustainability Management Strategy
- g) Fundraising Strategy
- h) Monitoring and Documentation Process/Procedures

The project will address the need for an integrated ecosystem management of ecocultural sites of BIAD 5. It aims to address eco-tourism in the broadest way possible, i.e. including research, education and sustainable natural resource management and a viable business that would address income opportunities and poverty alleviation in the communities of BIAD 5.

## 4.0 THE PROJECT ACTIVITIES

- **4.1 Deliverables**/activities to be undertaken by the project include the following:
  - a) Design and begin implementation of an Organizational Management Programme.

This would include developing

- 1. Terms and Reference (TOR) for a consultant,
- 2. Work Plan,
- 3. Monitoring and Evaluation Criteria, and
- 4. Administrative Costs (office manager and staff) for 1 year, equipment (computers, telefax printers, video and still camera, etc.), basic furniture and fixtures (desks, chairs, cabinets, etc.), literature (books and other publications), etc.
- b) Preparation of a Business Plan including an Eco-tourism Feasibility Study and Market Analysis

During the feasibility study, the needs of the tourism enterprises in the field of sustainable tourism will be mapped out and a long-term working model will be established. It will be determined how the strategy can be applied in the small and medium-sized enterprises as well as establishing the operational and financial preconditions. The assessment of the feasibility of eco-tourism as a means to generate income for the community in BIAD 5 while enhancing their management of natural resources will be the focus of this activity.

- c) Conduct of a community/public consultations and meetings once the information above is available to discuss results and decide which enterprises they will engage and phase it according to agreed priorities. These activities should be broken down into manageable "projects" (i.e., campsite, trails, information center, biodiversity assessments, etc.). Each project has a sub-committee or task force assigned to oversee implementation.
- d) At the same time, a **Conservation and Sustainability Strategy** for the area is required. This would include:
  - Inventory of Current Conditions and Forecast Future Conditions
  - Assess Problems and Opportunities to provide solutions to those problems
  - Formulate Alternative Plans which may provide a solution/s
  - Evaluate the Effects of these Alternative Plans
  - Compare Alternative Plans
  - Select a Recommended Plan

The planning and development of the eco-cultural sites require the implementation of guidelines for the maximum use of natural resources

with minimal negative impact on the environment. This calls for specific measures that control the type of infrastructure in a specific zone, the regulation of pollutants that may disturb the ecological conditions and the protection of existing flora and fauna.

The Conservation Management Plan is envisioned as a mechanism that could prevent the physical deterioration of these sites.

e) **Monitoring and documentation** of the process/procedures. A monitoring system and documentation or reporting process should be established from the start of the project to its completion for future replication to other sites.

## 4.2 Proposed Support Activities

Support activities for the project involve the following:

- a) Technical expertise for capacity-building in community organization structure, management and operations;
- b) Technical expertise and training in community-based micro-enterprise development and implementation with particular reference to eco-tourism; and
- c) Technical expertise and training in biodiversity inventorying and conservation.

The project needs to hire a consultant(s) to complete the feasibility study, business plan, marketing plan, conservation and sustainability management plan to assess the viability for a community eco-tourism venture in BIAD 5 as well as the project's support activities. The consultant(s) will work in partnership with the municipal governments of BIAD 5 municipalities.

## 5.0 PROJECT FINANCING

Total Project Budget Estimate:	Php8.50.00 Million
Local Contribution :	10% peso counterpart;
Other local counterpart :	In-kind -manpower (support staff)

Project Activity	Budget Estimates
Organizational Management	250,000.00
Business Plan, Eco-tourism Feasibility and Market Studies	2,750,000.00
Enterprise Identification and Development	3,500,000.00
Conservation & Sustainability Management Strategy	1,500,000.00
Monitoring,Evaluation and Documenation/ Reporting (Progress Reports & Final Report)	500,000.00
Total	8,500,000.00

## 6.0 PROJECT LINKAGES

The project supports community initiatives aimed at protecting the environment as well as in promoting ecologically sustainable development. It will provide technical support in a holistic manner promoting linkages and skills.

The project also supports and links with the Bohol Ecotourism and Biodiversity Conservation Framework towards the development of sustainable tourism.

## 7.0 PROJECT IMPLEMENTATION

## 7.1 Project Schedule

The project will commence once funding is confirmed and available. Proposed duration of the project is one (1) year. The schedule of activities is as follows:

Project Activity	Months (Yr 1) J F M A M J J A S O N D
Organizational Management	
Business Plan, Eco-tourism Feasibility and Market Studies	
Enterprise Identification and Development	
Conservation & Sustainability Management Strategy	
Monitoring,Evaluation and Documenation/Reporting (Progress Reports & Final Report)	

## 7.2 Project Monitoring, Evaluation and Reporting

An overall monitoring system will be designed and implemented to control and address environmental, socio-cultural and impact of economic tourism.

A Monitoring and Evaluation Team will be organized to monitor the project's progress as well as prepare the needed reports i.e., Progress Reports and Final Report.

The project's documentation will be carried out by the consultant as one of its tasks.

# 8.0 Sustainability

Funds generated from donations and ultimately from the services of tourism products/ventures will help sustain the project.

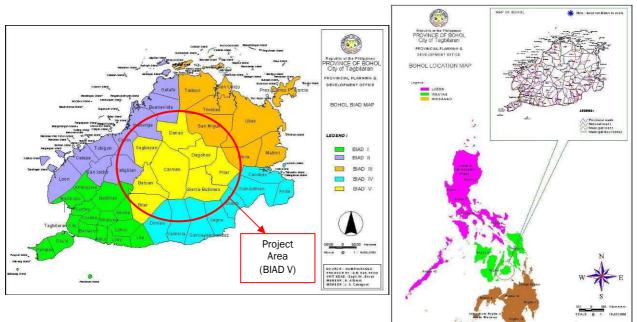
CONTACT DETAILS: ENGR. JOSEPH R. ANANIA BIAD 5 Chairperson

> Cell #: (+63) 0920-510-4125 Office Telefax #: (+63) 038-523-2026

# THE PROJECT SETTING

#### 1.1 **Geographic Location**

The Bohol Integrated Area Development (BIAD) 5 comprises of eight (8) municipalities located in central Bohol, namely Batuan, Bilar, Carmen, Dagohoy, Danao, Pilar, Sagbayan and Sierra Bullones.



#### 1.2 Land Area

BIAD 5 occupies a total land area of 91,719

hectares representing 23 percent of Bohol's total land area. Thirty (30) percent of this is classified as timberland area. Shown in Table 1 is the distribution of land area by type and by municipality of BIAD 5.

Location	Land Area (hectares)	Timberland (hectares)	Alienable & Disposable (A&D) Land Area (hectares)
Bohol Province	411,726	101,271	310,455
BIAD 5	91,719	30,205	61,514
Batuan	7,815	2,715	5,100
Bilar	13,315	5,125	8,190
Carmen	24,804	7,178	17,626
Dagohoy	9,101	2,400	6,701
Danao	9,786	3,146	6,640
Pilar	6,248	589	5,659
Sagbayan	9,675	4,940	4,735
Sierra Bullones	10,975	4,112	6,863

Table 1.01 Land Area by Type and by Municipality: BIAD 5

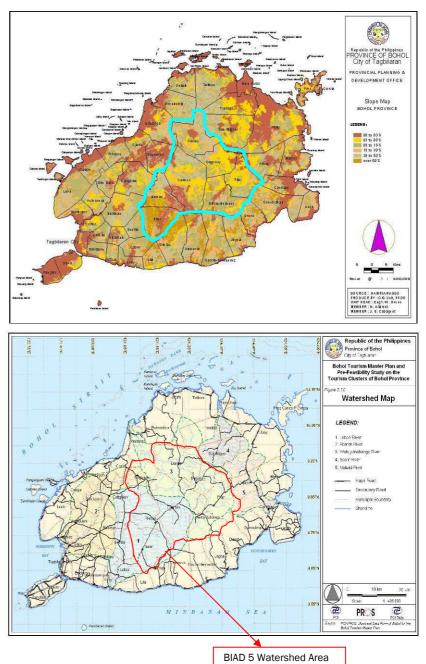
Source: DENR, 1999

#### 1.3 Slope & Topography

The slope and topographic characteristics of BIAD 5 is best shown in the map. A large part of the area is characterized as hills steep and mountains with slope 30-50%.

#### 1.4 Watershed Profile

BIAD 5 is within two critical watersheds, namely Inabanga Watershed with a total land area coverage of 63,747.70 hectares and Loboc Watershed with an area of 64,945.86 hectares. Both watersheds have been found to have high erosion rates as reported the bv Department of Environment and Natural Resources (DENR).



#### 1.3 Population

Historically, the population of the 8

municipalities of BIAD 5 has steadily increased from 89,607 in 1970 to 181,468 in 2007as shown in the Table below.

These municipalities are among the fastest growing areas of Bohol in terms of population growth with an average annual growth rate of 1.49 percent from 1995 to 2007. Records from NSO show that the municipality of Carmen in BIAD 5 had the biggest population size while the municipality of Dagohoy had the fastest growth rate at 2.31 percent among all municipalities of Bohol.

By 2015, the population of most of BIAD 5 municipalities is projected to double.

	Census Year								Annual Population Growth Rate			
MUNICIPALITY	1970 6-May	1975 <b>1-May</b>	1980 <b>1-Ma</b> y	1990 <b>1-May</b>	1995 <b>1-Sep</b>	2000 1-May	2007 1-Aug	1995- 2000	2000- 2007	1995- 2007		
Bohol	682,228	756,734	804,421	943,643	994,813	1,139,130	1,230,110	2.36	2.04	2.16		
BIAD 5	89,607	104,331	114,165	143,124	151,125	172,226	181,468	2.77	0.68	1.49		
Batuan	8,712	9,940	9,833	11,438	11,898	11,835	12,137	-0.11	0.35	0.17		
Bilar	11,154	12,226	12,715	14,926	16,029	16,628	17,078	0.79	0.37	0.53		
Carmen	19,571	23,580	26,359	34,573	36,797	40,713	43,153	2.19	0.81	1.35		
Dagohoy	7,291	8,578	9,451	13,121	13,943	16,845	18,311	4.13	1.16	2.31		
Danao	7,362	8,447	10,298	12,671	14,042	17,265	17,716	4.53	0.36	1.97		
Pilar	10,888	13,928	14,902	19,930	21,141	25,095	27,276	3.74	1.16	2.16		
Sagbayan	10,822	12,500	12,703	15,364	16,488	18,346	19,399	2.31	0.77	1.37		
Sierra Bullones	13,807	15,132	17,904	21,101	20,787	25,499	26,398	4.47	0.48	2.02		

# Table 1.03. Population Census & Annual Population Growth Rate<br/>by Municipality: 1970-2007

Source: National Statistics Office

# Table 1.04. Projected Population & Households, BIAD 5: 2008-2015

	Projection									
MUNICIPALITY	, 2008		2009		2010		2012		2015	
	Population	House- holds								
Bohol Province	1,247,455	244,750	1,261,196	249,653	1,275,214	254,678	1,304,107	265,106	1,349,704	281,743
BIAD 5	84,027	36,659	185,369	37,386	186,723	38,127	189,466	39,654	193,670	42,062
Batuan	12,308	2,680	12,351	2,734	12,394	2,789	12,481	2,901	12,613	3,079
Bilar	17,319	3,381	17,383	3,436	17,447	3,493	17,577	3,609	17,772	3,790
Carmen	43,761	8,571	44,116	8,733	44,473	8,898	45,197	9,237	46,304	9,770
Dagohoy	18,569	3,629	18,785	3,702	19,002	3,776	19,446	3,930	20,131	4,171
Danao	17,966	3,597	18,030	3,686	18,095	3,777	18,226	3,966	18,423	4,268
Pilar	27,661	5,295	27,981	5,405	28,306	5,518	28,967	5,750	29,986	6,118
Sagbayan	19,673	4,292	19,824	4,374	19,977	4,458	20,285	4,630	20,758	4,901
Sierra Bullones	26,770	5,215	26,899	5,316	27,028	5,418	27,288	5,630	27,683	5,964

Source: National Statistics Office

# 1.4 Poverty Situation

Poverty incidence for all municipalities in BIAD 5 increased for families in 2006 compared to 2003 with largest increase reported in Dagohoy at 23%. Income shortfall of the poor and severity of poverty likewise increased between 2003 and 2006.

Municipality Poverty Incidence			Poverty Ga	ар	Severity of Poverty				
municipanty	2003	2005	Inc/Dec	2003	2005	Inc/Dec	2003	2005	Inc/Dec
BIAD 5, Average	37.43	52.08	14.65	11.32	17.19	5.87	4.7	7	2.3
Batuan	30.51	48.75	18.24	8.39	15.16	6.77	3.21	6.35	3.14
Bilar	23.64	39.87	16.23	6.05	11.91	5.86	2.22	0.49	-1.73
Carmen	39.84	54.63	14.79	11.88	18.12	6.24	4.86	7.97	3.11
Dagohoy	38.17	60.94	22.77	11.25	21.54	10.29	4.57	9.87	5.3
Danao	57.21	65.38	8.17	20.61	24.34	3.73	9.62	11.55	1.93
Pilar	45.5	57.36	11.86	14.2	19.31	5.11	6	8.56	2.56
Sagbayan	34.59	44.83	10.24	9.97	13.52	3.55	3.97	5.57	1.6
Sierra Bullones	29.95	44.85	14.9	8.17	13.63	5.46	3.16	5.66	2.5

Table 1.05. BIAD 5 Poverty Statistics: 2003 & 2005

Source: 2003 Intercensal Small Area Poverty Estimates/Nov 2005 Estimation of Local Poverty in the Philippines, National Statistical Coordination Board-World Bank

# 1.5 Functional Role of BIAD 5

BIAD 5 is considered as the rice granary of the province with a larger percentage of rice land in Bohol located in the area. It accounted for most of the rice production in Bohol.