

# **E-MOTIVE LEARNING VISIT**

**PLACE OF VISIT : PHILIPPINES (PUERTO PRINCESSA AND TAGBILARAN - BOHOL)**

**DATE OF VISIT : 3 MAY - 12 MAY 2018**

## **BACKGROUND**

Empower Youth for Work (EYW) is a 5-year project of Oxfam Novib, funded by the IKEA foundation. Within the EYW project the learning approach of E-Motive is used to bring in new knowledge and inspiration for fighting against urgent challenges. The EYW-project aims to create jobs and opportunities for entrepreneurs that are suitable for young people who are living in the rural areas of Pakistan, Bangladesh, Indonesia and Ethiopia through developing rural hub. Rural hub is a place, located in coastal area; to support young people to looking for job. In this term, to promote and encourage the growth of young entrepreneurship to established companies, raising funds, creating jobs and making a substantial change. Rural hub concept itself is a new idea and promote it as creative space for entrepreneurs (both women and men) with innovation and creative thoughts.

## **OBJECTIVES**

1. To enhance the understanding and broader the knowledge of Community Groups, Local Governments and, Oxfam and Partners from learning visit on community-based tourism.
2. As benchmarking, by learning good practices and inspiring things from the development of Community Based on Tourism in Philippines; to be adopted and adapted in three targeted Provinces.
3. Know more on how to engage young people in community based tourism programs.

## **PARTICIPANTS FROM INDONESIA**

1. Program Manager of EYW (Ms. Heriza Leni)
2. Project officer of EYW (Mr. Faqih Aulia Akbar Rasyid)
3. Field Assistant of EYW (Ms. Ima Eka Sari)

4. Program Manager of Aliansi untuk Desa Sejahtera (Ms. Ida Pardosi)
5. Expertise of Community Based on Tourism (Mr. Ary Suhandi)
6. Head of Agency Planning in Pangkajene and Kepulauan (Mr. Abdul Gaffar)
7. Staff of agency Planning in Barru (Ms. Andi Ika Syamsu Alam)
8. Staff of Tourism Office in Barru (Mr. Supriono)
9. CBT Practitioner in Wakatobi (Mr. Kasman)



## (1) TAO EXPEDITION

Tao Expedition is a social business based company in the field of tourism. Managing 1 marketing office in El-Nido city, 3 ships with capacity of 20 and 24 people, 12 camps from a total of 15 camps visited for the tour (the camp is a region on certain islands with simple accommodation facilities for sleeping, bathing and eating). Managed by the founder and owner of the company who is also the chief executive who heads the entire operations of Tao Expedition, comprises several divisions, such as communications and reservations division, finance and administration division, tourism service division (accommodation, ships, kitchen) and security.

In addition to bridging the relationship with the community, because workers as much as about 200 people the majority come from the local community around the camp. For that reason, since 2012, the company has established a Foundation to handle several social activities such as educational support for local communities, local economic activities.

Managers apply Standard Operating Procedures (SOPs) to each division, especially for the SOP's service implementation division looks very strongly emphasized to obey every employee. This reflection is clearly visible where TAO Expedition prioritizes visitor satisfaction, by prioritizing information and interpretation as part of excellent service. Each food dish, for example, is mandatory for employees to explain what food is served by the cook. On cruise ship vessels that become chefs must take a photo of the dish to the guest and sent to the main leader chef in the camp, then the garnish or appearance improvement can be done if it is less.

The Tao Expedition Manager acknowledges that the foundation of the Foundation is not as smooth as expected, managing relationships with the community requires great effort and absorbs great energy to

manage it. Currently the implementation strategy mostly given to senior workers who come from the local community.

This is reflected in social activities that directly get in touch with local communities, where the presence of Tao is not optimal in influencing lifestyle changes in the community, in order to pay more attention to environmental sanitation, and cleanliness.

## **(2) PUERTO PRINCESSA SUBTERRANEAN RIVER NATIONAL PARK**

Tourism management in the Park area is implemented by involving community groups. PAMB (Protected Area Management Board) is the agency that regulates all policies within the Park, including tourism and influences tourism investment policies around the Park area. Currently PAMB is assisting 7 community-based tourism development sites (CBTs) and 4 locations of which are visited by the team to be studied.

The engaging is to promote community-based tourism management through a partnership with the management of the Park. Through this pattern, the National Park management expects the community to benefit from the existence of conservation areas, so that the community participate and has an active contribution in preserving the natural resources within the Park.

The lessons learned in the institutional aspects here are the PAMB policy and the involved stakeholders including the community to put in place the local institutions that manage the tourism activities at the location agreed with the National Park. Underground river is the main attraction for this National Park, then strategically, PAMB develops some supporting tricks and designs it in the tourism mechanism. It is very good to share or rotate the tourists who piled up during the high visiting season to the main attraction, as well as to increase the number of beneficiaries and distribute the benefits of tourism to many communities living in the conservation areas.

## **(3) UGONG ROCK ADVENTURE**

Tourism activities are packed to enjoy karst of adventure as well as information about this karst, managed by non-governmental organizations. The Ugong Rock group consists of 74 local communities, who previously carried out many destructive activities, such as logging trees and hunting animals in the National Park. Now, Ugong Rock committee become active communities in the effort to carry out the

conservation of natural resources in Karst. Members of community groups involved from ages 22 years to over 60 years old are divided into different tasks and roles.

The entire team are divided into divisions, such as finance and administration, guidance, divisions on activities such as trekking, flying fox, hanging bikes, eating and drinking. The group conducts regular meetings every month and every Monday performs flag raising ceremonies. This community



institution also cooperates and in the guidance of the National Park. Besides cooperation is also done with citizens, because access to the location of tourism activities that are through community land.

#### **(4) MANGROVE PADDLE BOAT TOUR**

Mangrove areas that are managed for tourism are included in the National Park area. Tourism activities are managed directly by community groups that cooperate and are nurtured by the National Park itself. Non-governmental organizations that manage mangrove forest tourism with boating is not as strong as other groups. Despite being initiated in the 2000's, the institute experienced ups and downs, although it still survives and lastly revamped in 2012.

Institutional of mangrove group has legally qualified and often receive donor grants, including UNDP-SGP program coordinators for some programs for non-governmental groups that are legally incomplete to submit proposals.

#### **(5) CAMBUHAT RIVER AND OYSTER FARM**

Community-based institutions that initially focus on "Oyster farming", in the next phase are also developed as a tourist attraction. Institutions that began in 2000 remain solid, although the number of tourist visits to the region is not too high. This is because tourism is only a point of oyster cultivation activities.

The positive impact of this activity, people have full awareness to change the level of behavior and maintain the river to be clean, from always throwing waste into the river. The group also featured excellent food dishes and good flavors as well. It also displays dances and singing and see the daily life of village communities, such as making brooms, palm leaves weaving, making the roof san so forth.

## **(6) ABATAN RIVER FIREFLY WATCHING EXPERIENCE**

Abatan River is managed by community groups, experience Abatan river to watch fireflies in mangrove trees on the. The guides of mostly young children and the governance system used are using rotation as well as shift work hours. When guests come to be greeted by a young lady with a welcome dance and then served a drink. The group can also provide meals and drinks, as it has an open-air hall facility that can be used as a restaurant that accommodates many guests.

## **(7) DALARICH CHOCOLATE**

Dalarich is a family business based on social-entrepreneurship, where companies conduct business partnerships with cocoa farmers. Partnership is done so that both parties are equally receive the added value of the cooperation. The company ensures that the cocoa that people sell comes from their own gardens managed according to an agreed pattern. Companies provide incentives by purchasing farmers' raw material products higher than the market.

## **(8) BOHOL BEE FARM**



Bohol Bee Farm is a successful family business to build 3 hectares of land into a tourist attraction, now the area has grown to 8 hectares. Institutionally this company we can said managed well. What is interesting is that more than 200 employees are the surrounding community and the products sold are also local products, where tourists are invited to see raw material and also the way they produce goods that are sold as an attraction for tourists. This provides educational value for tourists, as well as assuring customers that the products they sell are always new and fresh. All this increases in value when the guide gives a story. The owner is also quite observant in arranging the area for visitors to enjoy, because in every corner can be used to photograph the image without being impressed provided for it.

Bohol Bee Farm prioritizes the target of tourists in groups and families, so the restaurant becomes one of the main focus, in addition to the demonstration of products made and selling. Bohol Bee Farm business continues to expand to various attractions on tourism.