

ALAMINOS 2015

Strategies

GOAL 2: Tourism is fully revived providing gainful employment and revenues for large segments of the city

STRATEGIES

- 1. Reposition the Hundred Islands as an eco-adventure and family oriented tourism destination and undertake massive marketing and multi-media promotion.**

The Hundred Islands will be repositioned versus other sand and sea destinations such as Boracay because it is no longer competitive as such. But it is unique in that the islands are very close to each other offering a wide variety of adventure options such as inter-island kayaking, swimming and tyrolean traversing aside from the usual sea based adventure sports. It also has diverse caves by the sea as well as an underwater life that is slowly regenerating. Its shores are shallow and ideal for family weekend swimming. Thus the park will be repositioned in the market as the ideal, accessible and affordable eco-adventure and family oriented tourism destination. This new positioning has to be promoted massively through multi-media to attract traffic once more to the area. Information centers and kiosks will be established strategically in Alaminos and in Manila.

- 2. Conduct various high profile tourism activities year round in partnership with private sector and grassroots organizations.**

To constantly put the Hundred Islands and Alaminos in the mind map of travelers and events organizers, high profile tourism events such as sea-based sports and recreation activities, ecological awareness activities, cultural and entertainment events, trade fairs, visits and tours by dignitaries, photo-contests, etc. will be mounted year-round and projected widely in media.

3. Develop a tourism master plan for the Hundred Islands Natural Park and its surrounding areas.

A tourism master plan for the Hundred Islands will be developed taking into account its status as a protected area its new positioning in the market and the participation of the people in tourism development. It will also be based on a careful study of the preferences and habits of the target market. The physical, ecological, market, financial and social and organizational dimensions of the plan will be spelled out. A “marine theme park”, inter-island floating connectors or walks, submerged rooms, and cottages in secluded areas between islands would be considered. A zoning plan for park development will be included.

4. Construct directly, or through the private sector additional tourism facilities and other physical developments consistent with the tourism master plan and protected area statutes.

The city government and its partners as well as private investors will be tapped as financiers or developers of physical facilities to be constructed under the master plan. All developments shall follow the master plan as well as provisions of the National Integrated Protected Areas Act.

5. Rehabilitate and undertake regular maintenance of existing tourism facilities.

Rehabilitation and regular maintenance of tourism facilities will be done by the concerned parties to ensure the competitiveness of Alaminos as a tourism destination and to safeguard the safety of visitors.

6. Ensure the standardization of tourism related facilities and activities

National tourism standards will be enforced through city ordinances that shall provide for their strict implementation. Guidelines, sanctions and responsible parties shall be designated for this.

7. Enhance capabilities of front liners

Critical to the success of the repositioning and re-marketing effort for the Hundred Islands is the training and capability building of tourism officials, tour guides, hotel and restaurant personnel, public transportation drivers and operators, information and promotion officials and other front-line and marketing personnel involved in tourism. "Lakbay Aral" programs may be part of the capability building process.

8. Promote conservation & protection of the ecological and biological resources of the Hundred Islands Natural Park.

A key to the long term success of the new positioning of the Hundred Islands is the maintenance and enhancement of its ecological and biological attributes which constitute a big part of its natural attractiveness. Programs to conserve the biodiversity of the islands and the integrity of habitats therein will be implemented.