



COMMUNITY TOURISM AND SOCIAL LICENSE

FROM FISHERS TO BIRDERS:
ALOGUINSAN RIVER TOURISM

BY JOSELITO COSTAS



WINNER 2015



THE PHILIPPINES



Some of Cebu's endemic species



Cebu Hawk Owl



Cebu Mistletoe

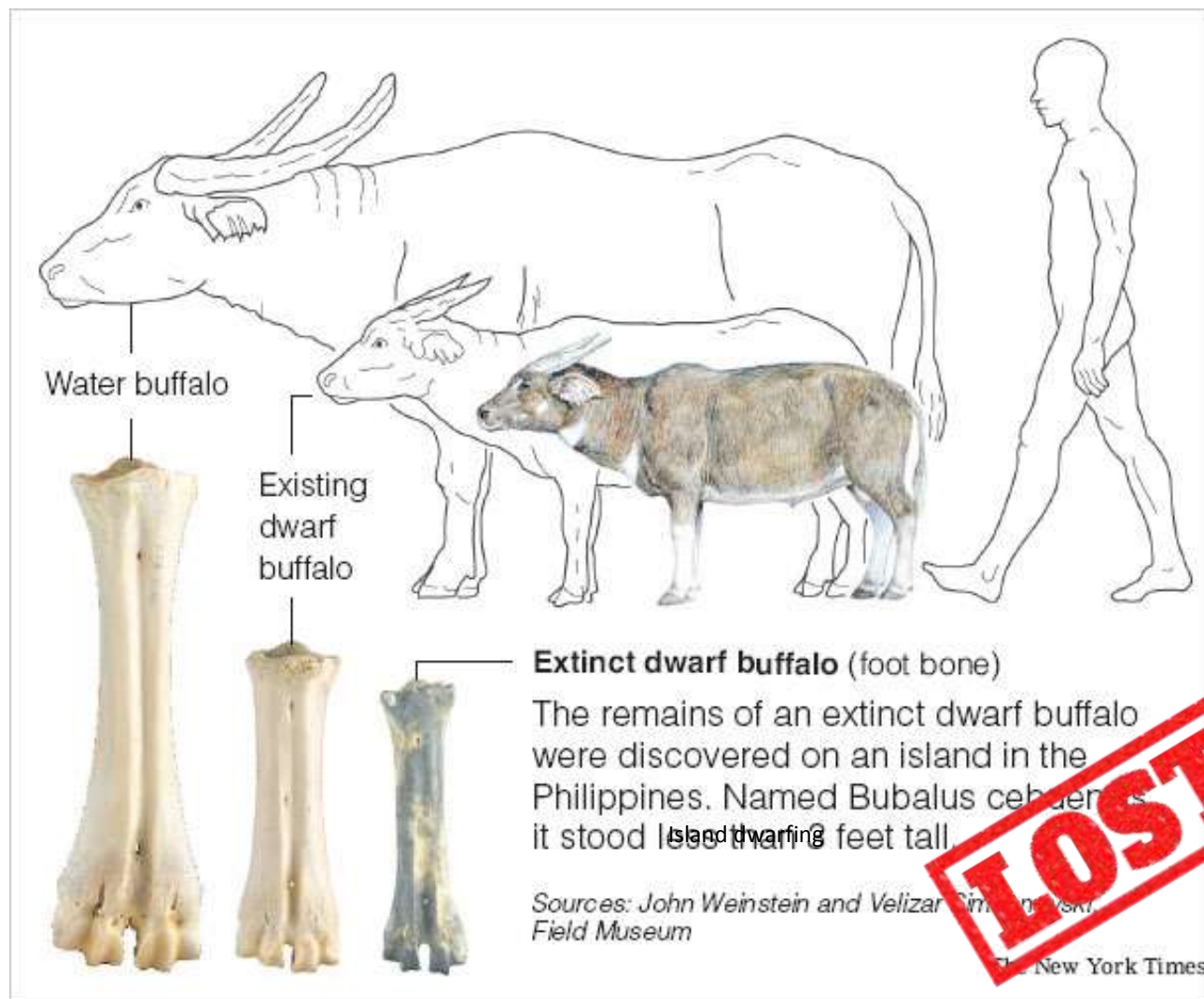


Cebu cinnamon



Cebu warty pig





Cebu Pygmy Buffalo

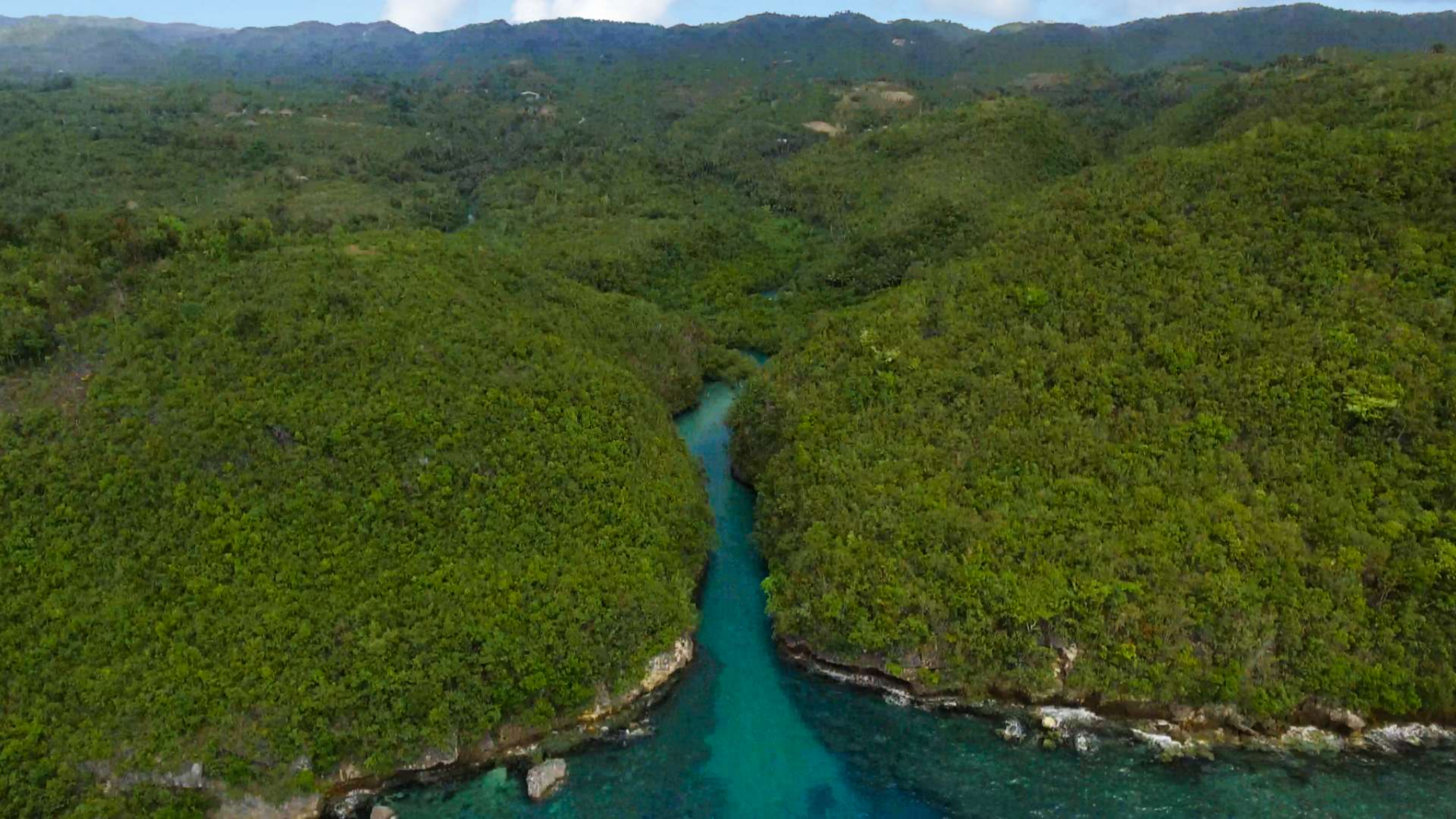
THE PHILIPPINES





MUNICIPALITY OF **ALOGUINSAN**

- 73 KILOMETERS SOUTHWEST
OF CEBU CITY
- 6TH CLASS TO
4TH CLASS MUNICIPALITY
- POPULATION:
26,000
- LAND AREA:
7,421 HECTARES











Timoteo Eks

Fisherman who was into blast fishing



Rosanna Suelto

Housewife and single parent

Jerry Bansiloy
Fisherman and young father





Natural heritage inventory and assessment:
river, seagrass, corals, mangrove and beach
forest ecosystems





61 bird species, 23 mangrove species, 5 dolphins species and 7 seagrass species



Cultural traditions like fishing rituals, weaving, and the waterway's important role in village history





Team Building and
Communication Seminar



Community-based Bird Guiding
Seminar



Coastal ecosystem
seminar



Housekeeping Seminar



History and Culture
Tour Guiding Seminar



Bookkeeping Seminar

Capacity-building

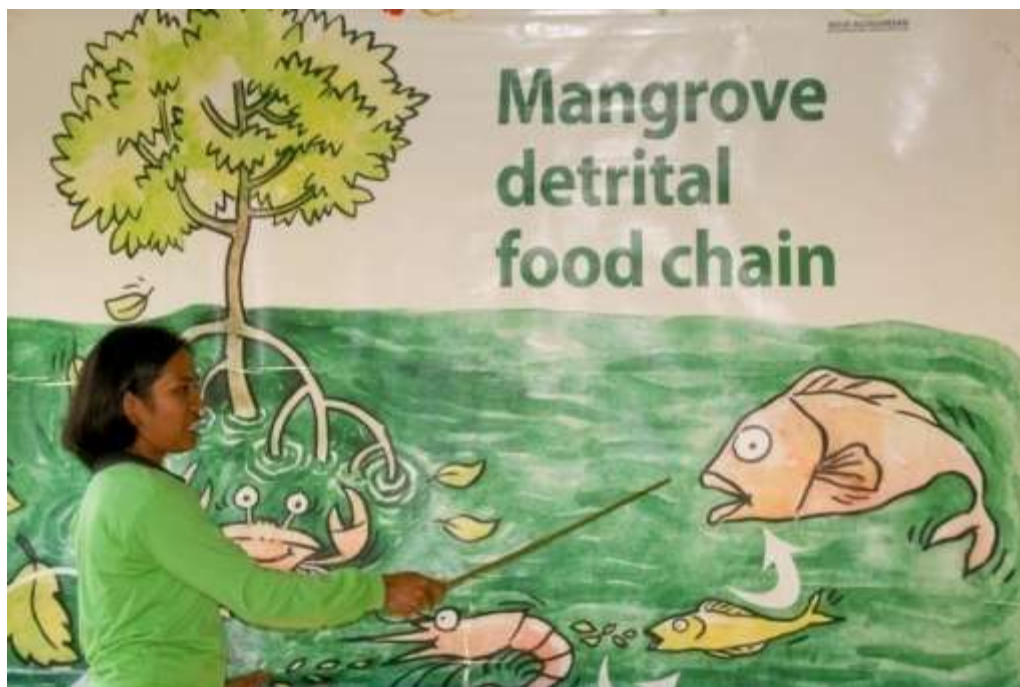
Implementation





Tour package development











interpretation

















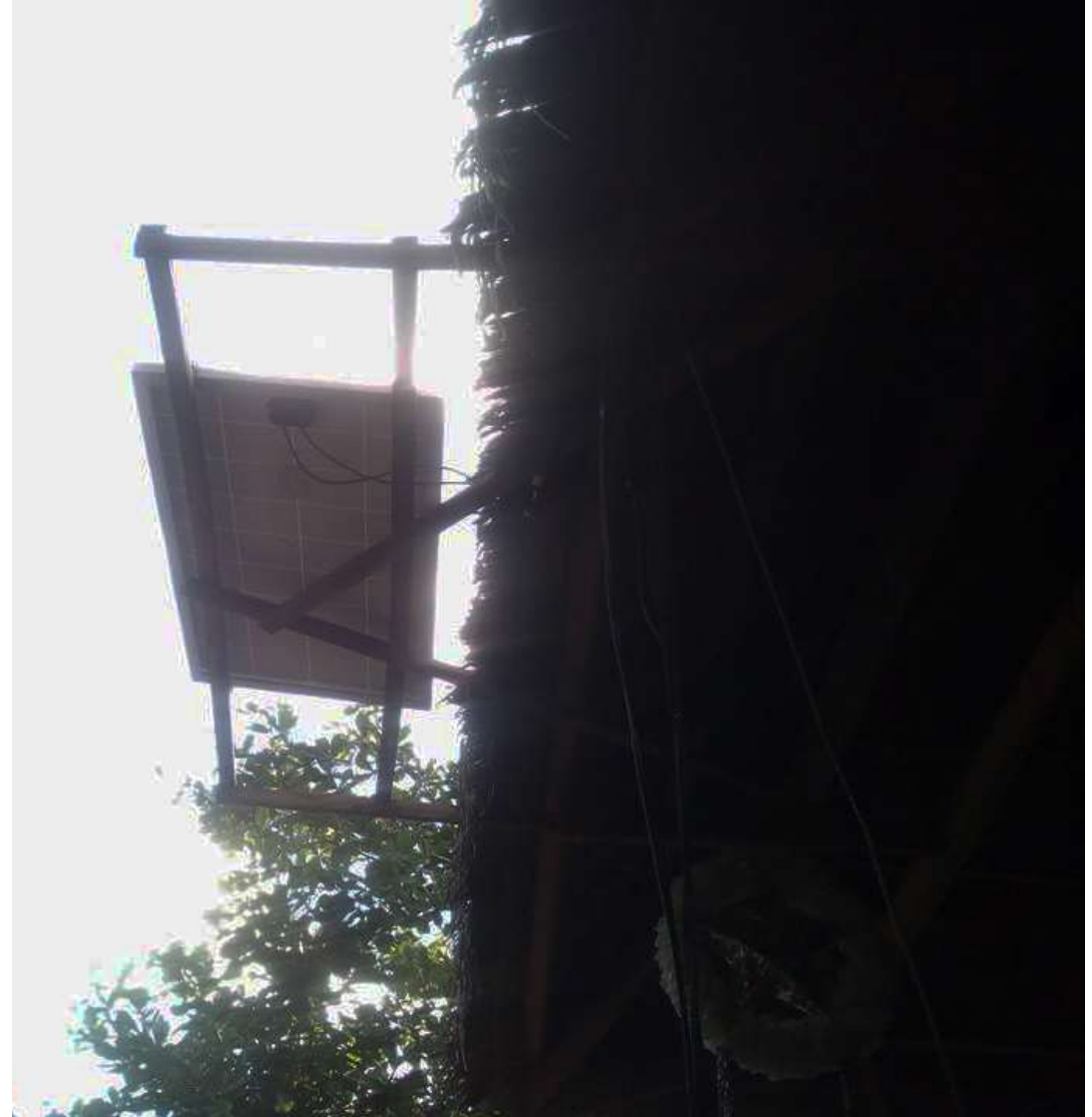
Locally sourced materials for visitor facilities and services: palm boards, repurposed wood, stones, bamboos



Rainwater catchment in the kitchen and
toilet



Solar powered and off the grid





Locally handmade souvenir items: woven baskets and frameable artworks from the kids



Employment of locals

Fund for community projects





Disaster Risk Reduction Management

The day before Typhoon Haiyan struck, our DRRM-trained local interpreters were already on the frontline, helping the DRRM team, the police and the fire crew as first responders!





**Water Search and Rescue and
Basic Life Support System Training**



Senior citizens food and blanket donation



Supplemental feeding



Medical Mission

Pay-It-Forward Projects

River clean up



Environment advocacy projects



Public Art Display using Recycled Materials and LED lights



Electoral reform: Sponsoring a candidates' forum



Planning sessions



Meeting with Oversight Committee and Tourism Council



Reporting to the local chief executive



Environmental education for kids



Scholarship program for elementary students



Regular coastal clean up, water quality and ecological monitoring



Regular dialogue with transport drivers



Expansion of facilities

Construction of facilities with local carpenters using local materials



Tourism Office Management

Tourism office is run seven days a week from 8 am to 5 pm by PO reps







UN PATA INSPIRE AWARD
Philippines, 2015



ASEAN AWARD
Singapore, 2017

FOUR INTERNATIONAL AWARDS



**2016 GLOBAL TOP 100 SUSTAINABLE
DESTINATION AWARD**
Slovenia, September 2016



**2017 GLOBAL TOP 100 SUSTAINABLE
DESTINATION AWARD**
Portugal, September 2017

AFTER 8 YEARS:

- 3 organized, accredited and functioning people's organizations
- 135 active family members spread in four villages
- 5 ecotourism products that capitalize on natural and cultural heritage
- Increased social capital and wider participation of local communities in resource conservation and management
- Improved economic well-being of locals



THE FARMHOUSE IN ALOGUINSAN









the odysSea tour





**Investment on
boat fabrication**



**Training on guiding
interpretation**

Glass-bottom boat tour



Packaged tour

ALOGUINSAN TOURISM BY NUMBERS

JUNE 2009 TO NOVEMBER 2017

TOURIST ARRIVALS



260,500

TOTAL INCOME FROM TOURISM



PHP 26.6 M

LOCAL GOVERNMENT UNIT SHARE



PHP 6.7 M

LOCAL VILLAGE COUNCIL SHARE



PHP 500,000

INFRA INVESTMENT



PHP 2 M

NUMBER OF PROJECT BENEFICIARIES



2,000 INDIVIDUALS

INVESTMENT ON COMMUNITY PROJECTS



PHP 500,000

HOUSEHOLD INCOME



PHP 8,000 / MONTH
(FROM PHP 3,000 / MONTH IN 2009)



Timoteo is now a local naturalist interpreter and is the Chair of the Committee on Interpretation



Rosanna is now a Reef Ranger, snorkeling guide and a dolphin-watching interpreter





Jerry is now a Reef Ranger/
First Responder/
Naturalist Interpreter, Certified SCUBA diver and a
Mangrove Tourism Trainor



Jerry has built a house for his family!

We replicated the model in the whole province:

- 192 trained ecowarriors
- 24 towns out of the 51 towns in the province
- 23 training programs conducted
- 5 towns grouped into one cluster launched



CEBU MIDWEST COMMUNITY-BASED ECOTOURISM PROJECT



CEBU SOUTH COMMUNITY-BASED ECOTOURISM PROJECT



CEBU NORTH COMMUNITY- BASED ECOTOURISM PROJECT





The background of the entire image is a vibrant sunset sky with hues of orange, red, and purple. In the foreground, the silhouettes of four people—two adults and two children—are captured in mid-air, jumping joyfully with their arms outstretched. The sun is a bright orange circle on the horizon, partially obscured by the silhouettes. The overall mood is one of happiness and community.

**SUPPORT LOCAL TRAVEL.
SUPPORT LOCAL COMMUNITIES.**



Aloguinsan Community Bulletin
Aloguinsan River Eco-Cultural Tour