



The Coron Initiative ©

**SHARING BEST PRACTICES ON
CONSERVATION, SOCIAL RESPONSIBILITY
& SUSTAINABLE TOURISM**

“ Calamianes Community Based Ecotourism “

**Society for Sustainable Tourism & Development
Calamianes EcoTourism Cooperative
Calamianes Conservation & Cultural Networks Inc
Calamianes Expeditions & Ecotours**

Al B. Linsangan III
Social Entrepreneur & Ecotourism Advocate



CORON, CALAMIANES, PALAWAN

World's Best Islands 2013-2015

Voted by Travel + Leisure

Calamianes Islands

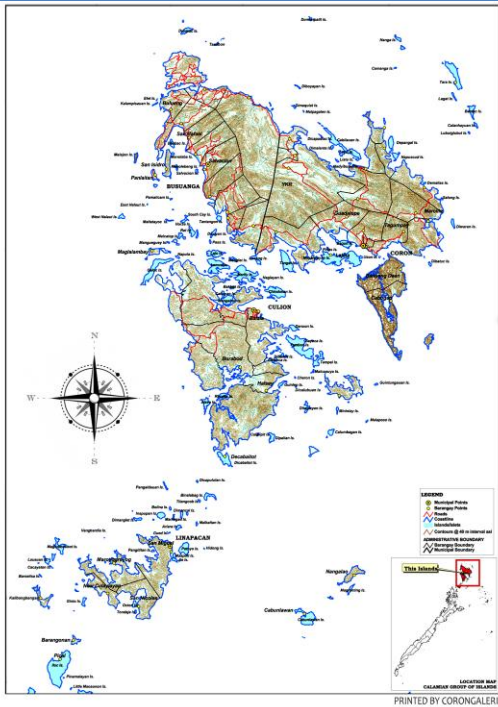
BUSUANGA CORON CULION LINAPACAN



PALAWAN PHILIPPINES



The Calamianes Group of Islands



Cluster Municipalities of **Busuanga, Coron, Culion and Linapacan** in Northern Palawan with Magnificent Natural Tourism Attractions



BUSUANGA ISLANDS

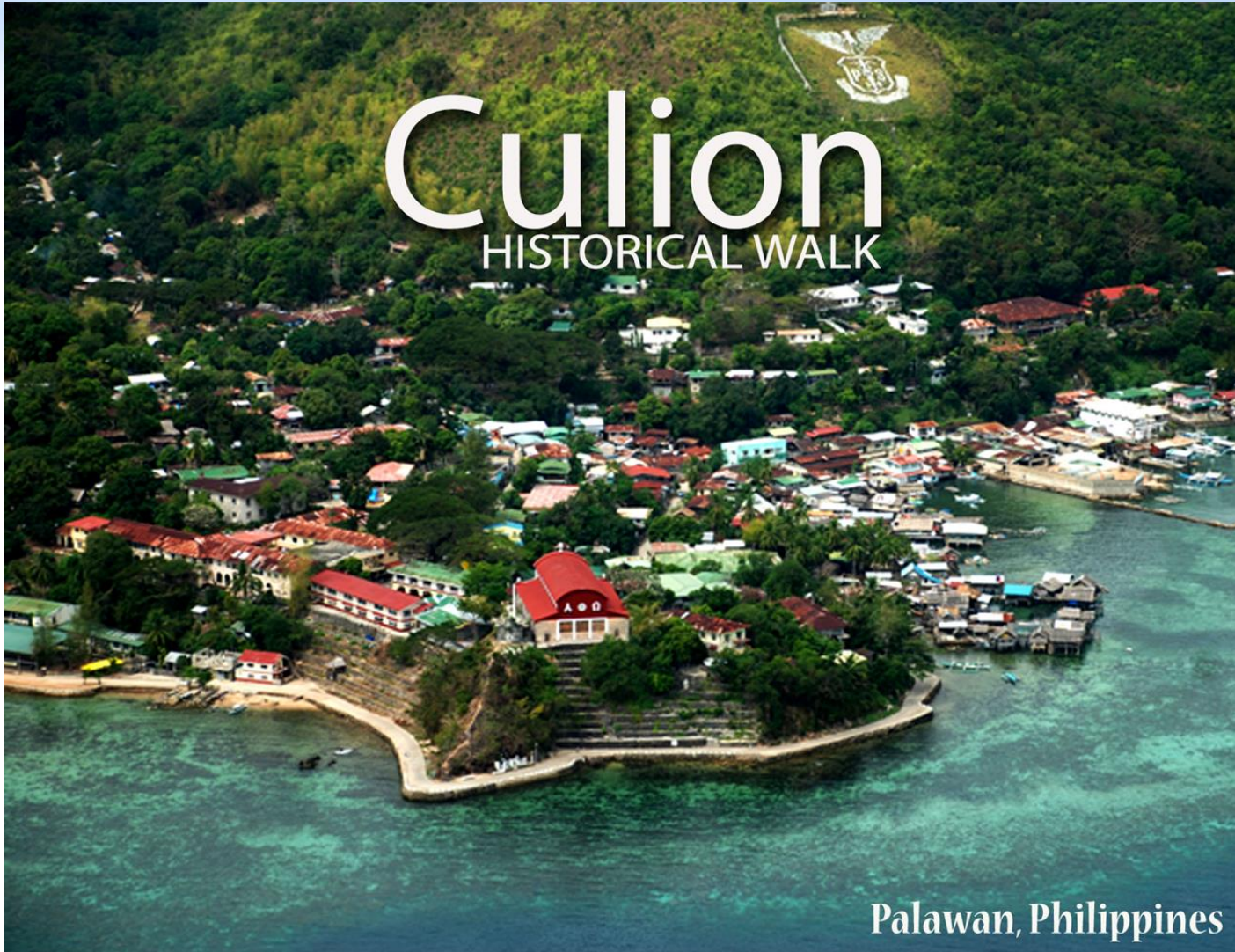
PALAWAN PHILIPPINES





Kayangnan Lake





Culion

HISTORICAL WALK

Palawan, Philippines



Linapacan Islands





TOURISM is the top industry in Coron and Calamianes due to its pristine beaches, dive sites, and other nature-oriented activities.



Current Tour Products

- Island Hopping Tours
- Kayaking Tours
- Reef & Wreck Snorkeling
- Wreck Diving
- Town Tour
- Expedition Trips
- Safari Tour
- Educational Tours
- Beach Camping
- Live Aboard Trips
- Lake Diving

KAYAKING & NATURE TREKKING
WHOLE DAY TOUR AT KINGFISHER PARK (KP)

CALAUIT SAFARI PARK
WHOLE DAY LAND BASED TOUR

CORON ISLAND ECOTOURS
WHOLE DAY TOUR ISLAND GETAWAY

REEFS & WRECKS MARINE TOUR
WHOLE DAY TOUR ISLAND GETAWAY

EXPEDITION ISLAND ESCAPEDE
WHOLE DAY TOUR ISLAND GETAWAY

EXPLORE CORON TOWN
HALF DAY LAND BASED GUIDED TOUR

CALAMIANES TOURISM PRODUCTS MENU www.corongaleri.com.ph



Emerging Tourism Products



- **Birdwatching**
- **Macro Diving**
- **Dugong Watching**
- **Nature Trekking**
- **Sea Pearl Tours**
- **Beach Weddings**
- **Sportshooting**
- **Fireflies Tour**
- **Biking Tours**
- **M.I.C.E**





13th Century: Edible Birds Nests “Balinsasayaw “ Trade
between Chinese Traders & Tagbanwa Tribes of Coron Island



Coron Island Ancestral Domain of Tagbanwa Tribes



Mountain Brackish Lakes, Limestone Towering Cliffs,
Pristine Beaches and Lagoons



World War II at Coron Bay





The aquatic views of a dozen sunken Japanese warships at depths between 10 and 40 meters (33 and 130 ft) off Coron Island, listed in **Forbes Traveler Magazine's** Top 10 Best Scuba Diving Sites in the World



10 KYOKUZAN MARU
Navy Auxiliary Supply Ship
LOA 135.9 m Beam 17.8m
Depth 28-43 meters

1 TERU KAZE MARU
"Sangat Gun Boat"
Sub-Hunter LOA 35m Beam 7m
Depth 3-18 meters

2 OLYMPIA MARU
"Sangat Wreck"
Army Auxiliary Supply Ship LOA 128m Beam 16.7m
Depth 22-30 meters

9 NANSHIN MARU
"Black Island Wreck"
Civilian Tanker LOA 45m Beam 8m
Depth 21-32 meters

10

3 IRAKO
Navy Refrigerated Provision Ship
LOA 147m Beam 19m
Depth 30-45 meters

**Coron Bay
World War II Shipwrecks**

8 OKIKAWA MARU
Navy Auxiliary Oiler
LOA 160.5m Beam 20m
Depth 10-26 meters

4 KOGYO MARU
Navy Auxiliary Supply Ship
LOA 130m Beam 18m
Depth 22-36 meters

7 AKITSUSHIMA
Navy Sea Plane Tender
LOA 118m Beam 15.7m
Depth 22-36 meters

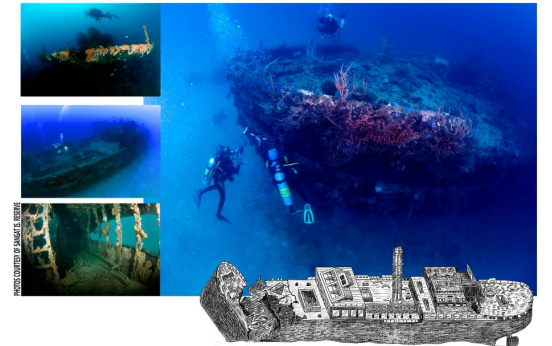
6 LUSONG GUNBOAT
LOA 25m Beam 6m
Depth 0-10 meters

5 MORAZAN MARU
(Formerly Olympia)
Civilian Cargo Ship LOA 112m Beam 13m
Depth 12-26 meters



US NAVY MARK V DIVE HELMET

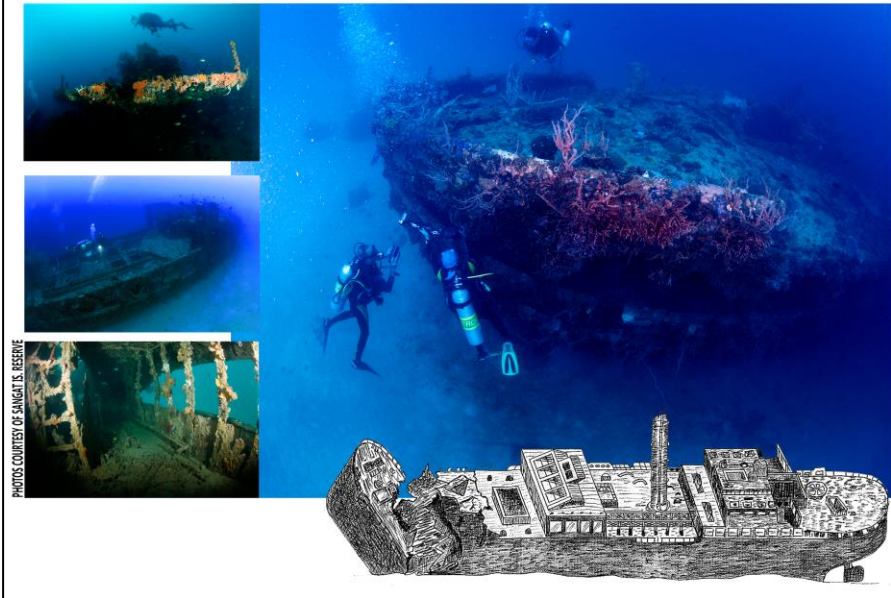
WRECK DIVING IN THE CALAMIANES





Wreck Diving Capital in the Philippines

WRECK DIVING IN THE CALAMIANES



The aquatic views of a dozen sunken Japanese warships at depths between 10 and 40 meters (33 and 130 ft) off Coron Island, listed in Forbes Traveler Magazine's top 10 best scuba diving sites in the world



Macro Dive Site in the Philippines



1ST Philippine Seafari by the Department of Tourism





Birth of Community Ecotourism Enterprise



- 2000** – Corong Galeri promotes arts and crafts by local artists and IPs
- Start to run a referral based tour operations

Identify Threats

- Tourists are also a threat
- Local communities are the biggest threat
e.g. dynamite and cyanide fishing

Engagement with community

- Immersion with local people
- Seek potential partners
- Empower local people
- Organize and build system

Test the water

2008

Birth of Our Grassroots Based & Ecotourism Operations initiated by Calamianes Expeditions & Ecotours





Shift from Traditional Tour Agency Model to Community Based Set Up



1 Boat Represented by 7 Direct Families





Direct Beneficiaries



- 15 Boats Operators**
- 15 Boat Captain**
- 15 Boat Crew / Tour Assistants**
 - 5 Food Preparers (Women Sector)**
- 25 Entrance Fee Recipients**
- 10 Tour Guides**
- 50 Tricycle Drivers**
- 10 Van Operators**
 - 3 Meat Suppliers**
 - 5 Seafood Suppliers**
 - 3 Fruit Vendors**
 - 5 Vegetable Vendors**
- 2 Drinking Water Supplier**
- 2 Rice Dealers**
- 3 Office Staff**
- 2 Field Staff**
- Plus Accommodation Sector Partners**

168 Families



CSR

VS

SE & CE

CORPORATE SOCIAL RESPONSIBILITY vs SOCIAL ENTERPRISE / COMMUNITY ENTERPRISE



Ecotourism Principles



Ecotourism is about *uniting conservation, communities, and sustainable travel*. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

- Minimize impact
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people

Ecotourism is defined as "responsible travel to natural areas that conserves the environment and improves the well-being of local people."
(TIES, 1990)



THE
INTERNATIONAL
ecotourism
SOCIETY



PPP Paradigm

People Planet Profit



Sustainable Tourism refers to the **environmental, socio cultural** and **economic** aspects of tourism development with a suitable **balance** established among these three vital elements to guarantee its long-term **sustainability**.



Meeting Targets: 10% of the Total Arrivals 80% Referrals



Year	Tourist Arrivals from MTO-Coron	Total Guests of Our Social Enterprise
2008	13,849	3,045
2009	38,497	4,788
2010	50,134	5,355
2011	67,306	7,748
2012	84,669	7,988
2013	91,580	8,014
2014	102,000 +	9,364



The Story of Siete Pecados Marine Park Municipal Marine Protected Area



A Conservation & Tourism Project of the Municipal Government of Coron



Expanding the Initiative Through Partnership

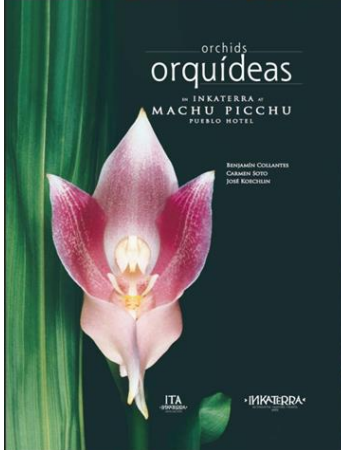


***Ms. Susan Santos Cardenas, SSTDI CEO & President** has been working with **INKATERRA**, Peru's ecotourism pioneer and conservation leader. From this experience, she believed this can be a replicable model for sustainable tourism practices that can be adopted in the Philippines and in Coron and Calamianes*



**ECOLOGICAL
RESEARCH AND
CONSERVATION
FUNDED BY
TOURISM**





ITA
> INKATERRA <
ASOCIACIÓN





Community Development



Community Development

- Cooperative projects with the local community (Gamitana Farm), a comprehensive model farmhouse that manages nurseries, agro forestry, apiaries (bee farms), a pilot program for animal farm breeding, dried bananas processing (eco-business model), among others.
- Hacienda Concepcion, a community house restored for volunteers and education programs for local and international researchers.
- Training, orientation and productivity programs are conducted for the native communities regularly with self-generating resource ventures such as Fish Culture, Bee Keeping and domestic livestock breeding.



Conservation Projects

- **STUDY OF THE ECOSYSTEMS:**
Habitats, Biodiversity, Carbon Sequestration
- **INVENTORY OF FLORA & FAUNA**
- **BEHAVIOR OF LIVING THINGS & THEIR INTER RELATIONSHIPS**
- **CONSERVATION STATUS**
Species in Critical Danger; Endangered, Vulnerable, Threatened
- **POTENTIAL SPECIES FOR USE:**
Bio Trade, Direct Usage
- **SOCIOLOGICAL STUDIES**
Natives, Customs, Cultures, Archaeology, etc.

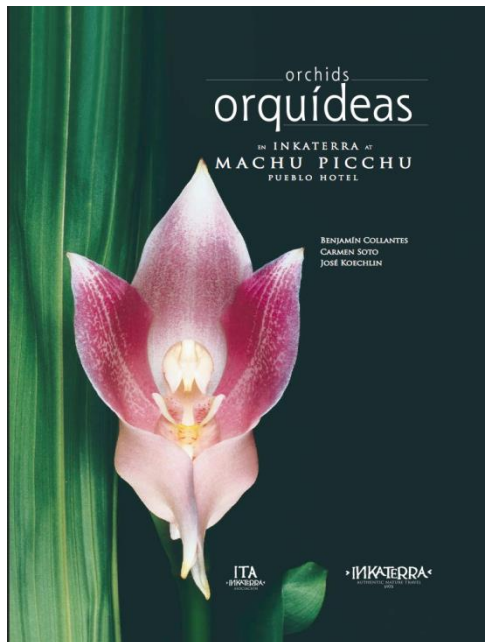


Best Green Practices

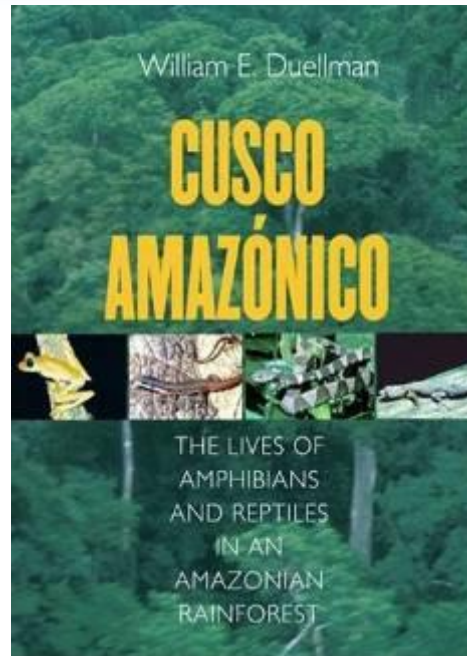
- Lodges infrastructures were constructed in keeping with the local nature and culture so as not to alter the scenery
- Over 17,000 hectares of reforestation
- Ecological measures are ensured in the daily operations:
 - Proper use of water resources,
 - Water waste management,
 - Solid waste management,
 - Air quality maintenance, purchasing, noise reduction,
 - Information & training of staff, and
 - Prevention of environmental accidents.



Research - Publications



Inkaterra



Cornell University



Missouri Botanical Garden & Inkaterra Asociacion



Field Materials



BIRD CALLS CDs



FIELD GUIDES





Learning from Experience...
Learning from Doing....



The Coron Initiative ©

Framework for CONSERVATION,
SOCIAL RESPONSIBILITY &
SUSTAINABLE TOURISM

In CORON & CALAMIANES ISLANDS
A UNEP-APFED SHOWCASE
PROGRAM



Calamianes Conservation Network Inc
Society for Sustainable Tourism & Development Inc



Supporting Agencies





Why is it Important?





Why is it Important?





And This?



Calamianes After HAIYAN “Supertyphoon Yolanda”

Calamianes →



P 2Billion Worth of Damages

- Properties
- Lifeline Facilities
- Communication Facilities
- Agriculture
- Aquaculture
- Livestock
- Fishing Vessels
- Fruit Trees
- Tourist Boats

- > 20,000 Affected Families
- >80,000 Affected Individuals
- > 5,000 Displaced

Officially Reported

- 15 Casualties
- 4 Missing
- 116 Injured

MDRRMC



ACTIVITIES/EVENTS



✓ First Environmental Forum

TRAINING TOPICS:

- Coron Resource Situation
- Biodiversity & Conservation
- Philippine Environmental Laws & Updates
- Climate Change
- Sharing of Best Practices in Sustainable Tourism
- Mapping out Issues & Concerns on Environmental Socio Cultural & Economic Development for Coron





ACTIVITIES/EVENTS



✓ Sustainable Tourism Development & Stewardship Conference Workshop

TRAINING TOPICS:

- Environmental Status Report
- Review- Presentation of Sustainable Ecotourism Management Plan- Northern Palawan –SEMP-NP
- Carrying Capacity for Sustainable Ecotourism & Ecotourism Guiding Basics
- Role & Importance of Interpretation in Ecotourism Development
- Department of Tourism- Standards & Regulations for Lodgings
- Tour Guiding Skills Techniques for accreditation by Department of Tourism
- Renewable Energy
- Green Fins – Sustainable Diving & Snorkeling





ACTIVITIES/EVENTS



GREEN LEADERS FORUM 2013

**TOPICS: Green Hotels, Design & Construction,
Eco Lodges Best Green Practices,
Eco (Green) Guiding & Interpretation**

DATE: July 1 & 2, 2013

VENUE: Coron Westown Resort

The Coron Initiative



Society for Sustainable Tourism
& Development Inc
SSTDI



Calamianes Conservation
and Cultural Networks, Inc.
CCCNI



**A SHOWCASE PROGRAM OF UNITED NATIONS ENVIRONMENT PROGRAM
AND ASIA AND THE PACIFIC FORUM FOR ENVIRONMENT AND DEVELOPMENT
(UNEP-APFED)**



**Organizers: Calamianes Conservation & Cultural Networks Inc. - CCCNI
and Society for Sustainable Tourism and Development Inc. - SSTDI**

In Cooperation with



CSTC
CORON SUSTAINABLE
TOURISM COOPERATIVE





ACTIVITIES/EVENTS



Training Topics:

- Eco Guiding & Interpretation
- Tourism Standards for Lodgings & Establishments
- Eco Solid waste Management
- Zero Carbon Resorts
- Sustainable Design & Construction
- Sustainable Food & Dining, Buying & Supporting Local



ACTIVITIES/EVENTS





MILESTONES

“ Pabilogon ”

Fullmoon Festival

Community Based Cultural Event



Recognized by Coron LGU thru a Municipal Resolution as Tourism & Cultural Event in 2011

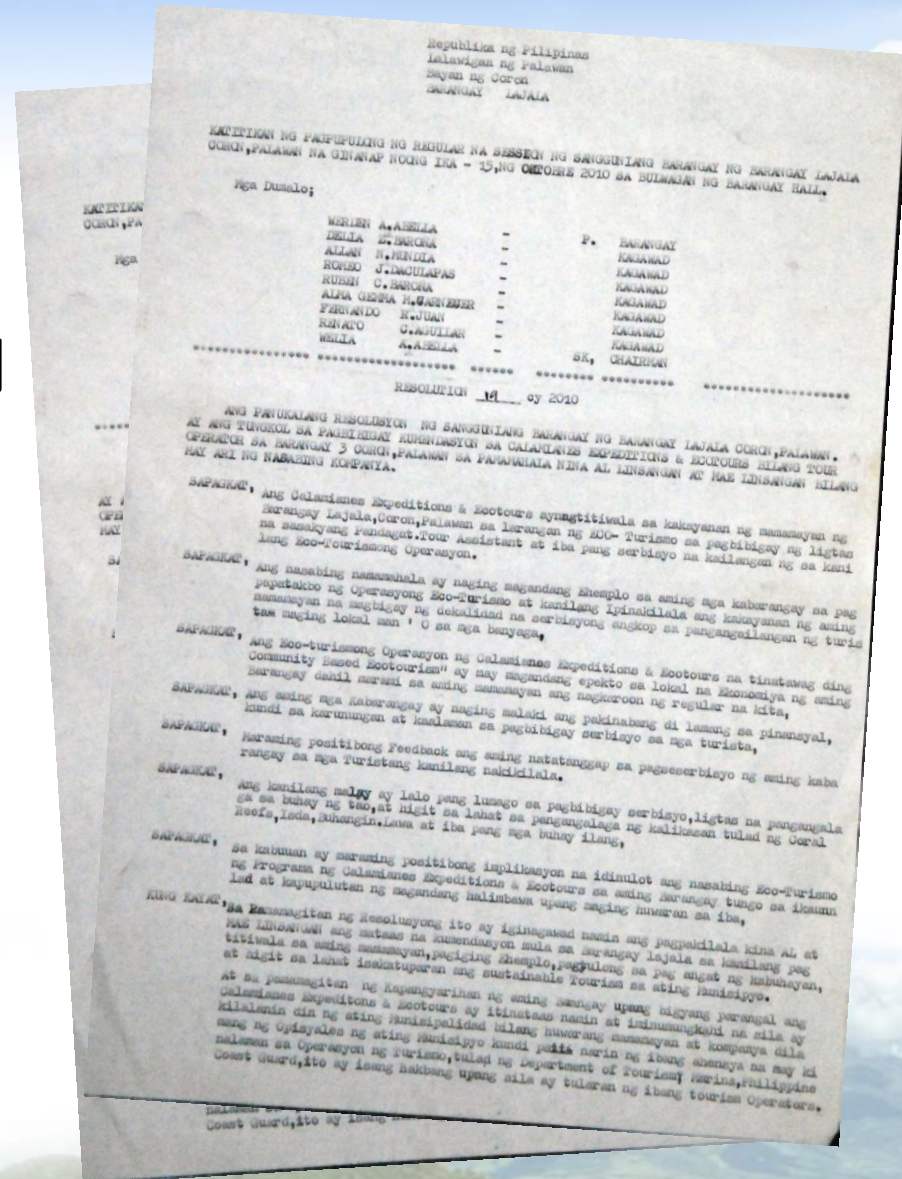


MILESTONES



BARANGAY RECOGNITION

by virtue of Barangay Resolution of Lajala, for exemplary works and successful operation of a community based operations in Coron





MILESTONES

10-Year Co-Management Agreement between Tagbanua Tribes of Coron Island TTCIA and Calamianes Ecotourism Cooperative of Bulungan Beach Area of Coron Island Ancestral Domain



Under FPIC of the IPRA Law
Exclusive Use to our Guests
Ensure Carrying Capacity





MILESTONES

CEC Participation and Contribution



Calamianes Destination Brand



CALAMIANES

NATURE. ADVENTURE. AND ALL THE REST

BUSUANGA • CORON • CULION • LINAPACAN



LED

Northern Palawan



BIG CHALLENGE: Walk the Talk



SHARE THE BENEFITS

- Boat Crew
- Tricycle/Van Driver
- Tourguide
- Fishermen
- Suppliers
- Women Sector
- Tour Operator
- IP Community



Positive Learning



- Social transformation is a key to participation to conservation and economic development
- Cultural resources are tourism products but should be handled with extra care
- Empower local people and wait for the miracles



Facing Challenges

- Make sure we have government compliance
- Make sure business ethics is in place
- Embracing PPP paradigm towards sustainability
- Grooming the next generations
- Seek further support to establish a Demo-Showcase Eco Farm & Eco Lodge that implements the Sustainable Tourism framework
- Continue training and producing Community Ecoguides specially from the Indigenous Cultural Communities



Summary & Conclusion



- Economic benefits can be grassroots rooted
- Grassroots community being a large % in population are the biggest threats to the environment but also the biggest mover to reverse environmental degradation trends
- Empowering Grassroots community complements to Sustainable tourism and development
- Sustainability is achievable if we end the greed
- Green economy can also be a grassroots based
- Community Based Economy is a Green Economic Enhancer
- A Social Entrepreneur follows the People, Planet, Profit (PPP) Model

Thank you!
Maraming Salamat

Al Linsangan III

Society for Sustainable Tourism & Development Inc.

THE CORON INITIATIVE – Executive Director

Website: sstdi.org

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twitter  @sstdi



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PATA NEW TOURISM FRONTIERS FORUM 2015

“ECOTOURISM-TRANSCENDING CLIMATE CHANGE”

NOVEMBER 25-27

THE ORIENTAL HOTEL

LEGAZPI, ALBAY, PHILIPPINES

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