

I. PROJECT DETAILS

NAME: Camiguin – Cagayan de Oro Corporate Social Responsibility (CSR) and Product Update

DATE: 23 – 26 October 2015

VENUE: Camiguin Island and Cagayan de Oro

ATTENDEES:

1. Janet W. Canoy
2. Venancio C. Manuel III
3. Miguel Paolo M. Daz
4. Marivic M. Sevilla
5. Lia F. Fernando
6. Diana D. Sarmiento
7. Marietta S. Santillan
8. Charisse F. Fajardo
9. Natasha April P. Blanquisco
10. Annie D. Buenavente
11. Allan P. Esteban
12. Arnold T. Gonzales
13. Uhde L. Asual
14. Rene M. Bathan
15. Divina B. Beronilla
16. Ma. Luisa T. Cruz
17. Karen A. Padolina
18. Jose T. Ducusin
19. BJ Mark Kevin U. Remo
20. Ariel T. Lim (Fuentes Manila)

II. BACKGROUND

The Tourism Promotions Board (TPB) as the marketing arm of the Department of Tourism recognizes the importance of Green and Sustainable Tourism in promoting the Philippines as a world class travel destination. This year it has implemented its Corporate Social Responsibility (CSR) initiative through its Fun Goes Green Program. This endeavor aims to engage its employees in activities that will uphold environmental and cultural preservation. The company desires to increase environmental awareness among its tourism stakeholders that shall result to a greater respect and a deeper appreciation of nature and Filipino culture and heritage.

III. PLANNED VS ACTUAL ITINERARY

DAY/TIME	PLANNED ACTIVITIES	ACTUAL ACTIVITIES
23 OCTOBER 2015		
2:00 AM	Depart TPB Office for NAIA Terminal 3	Depart TPB Office for NAIA Terminal 3
4:15 AM	ETD Manila via PR 2519	ETD Manila via PR 2519
5:50 AM	ETA at Laguindingan International Airport	ETA at Laguindingan International Airport

DAY/TIME	PLANNED ACTIVITIES	ACTUAL ACTIVITIES
6:00 AM – 7:00 AM	Proceed to Divine Mercy Shrine, PSB Ulaliman, El Salvador City, Misamis Oriental.	Proceed to Divine Mercy Shrine, PSB Ulaliman, El Salvador City, Misamis Oriental.
7:00 AM – 7:30 AM	Proceed to Seablings Restaurant	Proceed to Seablings Restaurant
7:30 AM – 8:00 AM	Breakfast	Breakfast
8:00 AM – 11:00 AM	Proceed to Balingoan Port	Proceed to Balingoan Port
11:00 AM	ETA Balingoan Port	ETA Balingoan Port
11:30 AM – 12:30 NN	Ferry ride to Camiguin via M/V Doña Pepita	Ferry ride to Camiguin via M/V Doña Pepita
12:30 AM – 2:00 PM	ETA at Benoni Port, Camiguin Lunch at J & A Fishpen, Resto by the lake	ETA at Benoni Port, Camiguin Lunch at J & A Fishpen, Resto by the lake
2:00 PM – 2:30 PM	Proceed to the Resort	Proceed to the Resort
	Check-in Bahay Bakasyunan Sa Camiguin, Municipality of Mambajao (http://www.bahaybakasyunan.com/) Free time	Check-in Bahay Bakasyunan Sa Camiguin, Municipality of Mambajao (http://www.bahaybakasyunan.com/) Free time
4:00 PM	Regroup at the resort Lobby	Regroup at the resort Lobby
	Visit to the following: <ul style="list-style-type: none"> • Old Volcan Walkway • Sunken Cemetery • Guiob Church Ruins • Station of the Cross Note: 5:21PM sunset estimated time	Visit to the following: <ul style="list-style-type: none"> • Old Volcan Walkway • Sunken Cemetery • Guiob Church Ruins • Station of the Cross Note: 5:21PM sunset estimated time
6:00 PM	Back to resort to freshen up	Back to resort to freshen up
7:00 PM	Dinner at the resort	Dinner at the resort
REST OVER NIGHT		
24 OCTOBER 2015		
7:00 AM	Breakfast	Breakfast
8:00 AM	Proceed to Mambajao Grand Stand Lanzones Festival Street Dancing and Tableau Competitions Meet up with Governor	Proceed to Mambajao Grand Stand Lanzones Festival Street Dancing and Tableau Competitions Katibawasan Falls
12:00 NN	Lunch	Lunch
2:00 PM-4:00 PM	CSR activities at Mahinog Municipality <ul style="list-style-type: none"> • lake or mangrove clean-up 	CSR activities at Mahinog Municipality <ul style="list-style-type: none"> • mangrove clean-up and planting
5:30 PM	Proceed back to resort Freshen up	Proceed back to resort Freshen up
6:30 PM	Dinner	Dinner
REST OVER NIGHT		

DAY/TIME	PLANNED ACTIVITIES	ACTUAL ACTIVITIES
25 OCTOBER 2015		
5:00 AM	Proceed to White Island - an uninhabited white sandbar	Proceed to White Island - an uninhabited white sandbar
7:00 AM	Packed breakfast	
8:00 AM – 8:20 AM	Proceed to Katibawasan Falls	Proceed to back to the resort for breakfast and check-out
8:30 AM – 9:30 AM	Explore Katibawasan Falls - a clear stream of ice-cold waters rushing down to a green rock pool surrounded by ground orchids, wild ferns, trees and boulders	
9:30 AM – 10:30 AM	Proceed to Vjandep Bakeshop (Pastel)	
10:30 AM	Proceed back to resort	Back to J & A Fishpen, Resto by the lake for the Lanzones orders
11:30 AM	Check-out resort	
12:00 NN	Lunch at Camridge Restaurant	
	Proceed to Benoni Port	
1:30 PM	ETD Benoni Port to Balingoan Port via M/V Yuhom or Kalinaw	Proceed to Benoni Port
2:30 PM	ETA Balingoan Port	ETD Benoni Port to Balingoan Port via M/V Yuhom or Kalinaw
3:00 PM	Proceed to Cagayan De Oro City	ETA Balingoan Port and Lunch
6:00 PM	ETA Cagayan De Oro City Proceed to Limketkai Luxe Hotel Check in and freshen-up	ETA Cagayan De Oro City Proceed to Limketkai Luxe Hotel Check in and freshen-up
7:30 PM	Dinner at Kagay-anon Restaurant (Filipino food)	Dinner at Kagay-anon Restaurant (Filipino food)
9:00 PM	Proceed back to hotel	Proceed to Vjandep Bakeshop (Pastel)
9:45 PM		Proceed back to hotel
REST OVER NIGHT		
26 OCTOBER 2015		
6:00 AM	Early breakfast	Early breakfast
7:00 AM	Proceed to the white water rafting adventure drop off point (will take the advance option – 1.5 hours)	Proceed to the white water rafting adventure drop off point (will take the advance option – 1.5 hours)
8:00 AM- 12:00 NN	White water rafting adventure Advance Course with 14 rapids (level 2)β	White water rafting adventure Advance Course with 14 rapids (level 2)β
10:45 NN	Early lunch	Clean-up at Brgy. Mambuaya, Cagayan de Oro
12:00 PM	Proceed back to hotel	Proceed back to hotel
1:00 PM	Check out	Check out

DAY/TIME	PLANNED ACTIVITIES	ACTUAL ACTIVITIES
	Proceed to Laguindingan Airport	Lunch before proceeding to airport
		Proceed to Laguindingan Airport
2:00 PM	Check-in at Laguindingan Airport	Check-in at Laguindingan Airport
4:30 PM	ETD Cagayan de Oro via PR 2526	ETD Cagayan de Oro via PR 2526
6:05 PM	ETA Manila	ETA Manila
END		

NOTE: The meet and greet with Governor Jurdin Jesus M. Romulado of Camiguin during the Tableau competition was cancelled due to the unforeseen circumstance that a Presidential candidate was present and speaking in the event. At that moment TPB employees were all in uniform and attendance to the event might have been misconstrued, such that TPB supports the presidential candidate in the upcoming 2016 elections.

IV. HIGHLIGHTS OF CSR CAMIGUIN

October 23, 2015

- Shrine of Divine Mercy
 - Located at the hills in El Salvador, Misamis Oriental, the Divine Mercy shrine serves as a holy place of Worship for devotees. Completed in 2008, the 50 foot statue of Jesus Christ has become a major tourist attraction that has been drawing pilgrims and tourists alike.
- Guiob Church Ruins
 - Built in the 16th Century, the Old Guiob Church Ruins is one of the oldest and most unique structures in Camiguin. The Church was turned into ruins in the 1870's with the eruption of Mt. Vulcan. Today remnants of its characteristic coral stone structures serve as a place of worship for nearby locals.
- Sunken Cemetery
 - The Sunken Cemetery marks the remains of the old town of Catarman. The 1871 eruption of Mt. Vulcan submerged the whole town. The large cross that was built has served the town's people as well as the tourists; it's a scenic spot to memorialize the departed.

October 24, 2015

- Lanzones Festival (street dance competition)
 - The event is held every third week of October in the town of Mambajao. This is in celebration of the Lanzones fruit which is the most important livelihood in the island. TPB employees witnessed the weekend street dancing competition that showcased the vibrant culture and heritage of the place through their costumes and dance.
- Katibawasan Falls
 - Located at the foot of Mt. Timpoong, is the Katibawasan Falls. At 250 feet high, this clear stream of cool waters is what attracts the locals and tourists for a refreshing swim. The area was developed and is maintained by the local government with the provision of picnic tables, seats and cookout facilities that enhances the local tourism industry.
- Mangrove planting at Queobe Eco-park and Training Center
 - The Queobe Eco-park and Training Center located at Mahinog town, is a project of the local government that is aimed at pursuing sustainable ecological tourism. The eco-park gives emphasis on safeguarding and conserving the bio-diversity in the mangrove area. Here TPB employees assisted in this endeavor by conducting a mangrove planting activity. They have also been made aware of the importance of mangroves, and how they serve as protection of shorelines from damaging storm and floods. Furthermore, they maintain water quality and clarity by filtering pollutants.

October 25, 2015

- White Island
 - This C-shaped sandbar is among the most popular tourist destination in Camiguin. The sandbar is surrounded by colorful coral reefs on one side and by “black corals” on the other. This makes it a popular diving site for tourists.

October 26, 2015

- CDO Whitewater River Rafting and cleanup activity
 - Cagayan de Oro is famous for its Whitewater Rafting activities. The Cagayan River, with its depth and rock formations offers quite a fun and exciting experience for tourists. Having 21 rapids to conquer, the river offers a one of a kind thrilling adventure. After experiencing the excitement of Whitewater Rafting, TPB employees conducted a cleanup activity at the perimeter of the river rafting outpost. Here, TPB employees picked up the litter and trash that have been left behind by tourists and locals.

V. ISSUES AND CONCERNS/ OBSERVATIONS

- Proper disposal of wastes in the divine mercy shrine and Cagayan River
 - As tourism destinations become more popular, waste disposal becomes a serious problem. Unfortunately, the tourist areas we visited are no exemption to this circumstance. Trash and litter were apparent in the Divine Mercy Shrine, in the Cagayan River, and in the White Island of Camiguin. Most of the garbage found are food wrappers, beverage containers and other plastic materials that are usually brought about by increased tourist activities. It is essential that with the increase in tourism growth in these destinations, proper waste management be practiced.
- Carrying capacity of White Island in Camiguin
 - The White Island of Camiguin is a well-known uninhabited white sandbar. However, upon our visit the peaceful and tranquil was nowhere to be found. Instead, what greeted us upon our arrival was a crowded sandbar full of tourists and merchants. Not only that but small temporary structures for stores have also been built along on the island. It is recommended that the carrying capacity of the island be observed. Surpassing the carrying capacity of the island could risk environmental degradation and exploitation of resources. Furthermore, this could cause damage to the marine ecosystem that could negatively affect tourism in this destination.

VI. RECOMMENDATIONS

As the saying goes, “change cannot happen overnight”. For the overall improvement of the TPB’s Fun Goes Green Program, it is highly suggested that the program concentrate its efforts and resources in a specific ecotourism issue and perhaps in a specific location or tourism destination. In order for the CSR program to really make an impact continuous effort and commitment is needed. Partnering with a specific charitable institution or any other non-governmental organization (NGOs) could also be explored.

Bringing to the attention of the DOT Regional Offices and concerned LGU Tourism Offices the observations that we have encountered in the implementation of these CSR activities can also help in our efforts in preserving the sustainability of the destination.

VII. BENEFITS

- Environmental and cultural awareness among participants of the CSR activity that will help in the individual appreciation of the importance of green tourism that will hopefully transcend to their respective circle of friends and families;
- Additional first-hand knowledge of the country’s tourism products and services that will hopefully help them in becoming more productive employees of the Corporation;
- Additional “specialist” of a certain products/destination who will then promote their first – hand experience among their social circles thus encouraging domestic travel
- Articles to be published through the assistance of Fuentes Manila