

Moving Forward: Culture-Based Tourism Initiatives in the Philippines

INTERNATIONAL CONFERENCE ON RESPONSIBLE TOURISM AND HOSPITALITY (ICRTH) May 27, 2021

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for Culture and the Arts
Provincial Tourism Council of South Cotabato, Inc.



**OUR CULTURAL AND
NATURAL HERITAGE:
THE BACKBONE OF THE TOURISM
AND HOSPITALITY INDUSTRY**

Resiliency In times of Disaster =
Respond, Recover and Prepare



Various Responses on Covid 19 due to tight security controls and lockdown protocols

In 2020: Panic, indecisive, unprepared, fear, end of the world, 666, prophecies, anti-govt sentiments, et al



BULIG KONTRA COVID
Our *Mission*

 **SOUTH COTABATO CHAMBER OF COMMERCE & INDUSTRY FOUNDATION INC.**

1. To serve the needs of the frontliners at the different hospitals, checkpoints and the 27 barangays of the City of Koronadal;
2. To facilitate the efficient delivery of donations coming from the private sector ensuring proper accounting and transparency amongst its network;
3. To coordinate with the local government units and agencies ensuring that the Stay at Home and Social Distancing should be followed in this times of pandemic;
4. To facilitate all services that the group can provide including moral and spiritual support.
5. Commit to assist in building a platform where the community will understand all the policies of the local government in relation to the implementation of Enhanced Quarantine.
6. To assist in planning an effective strategy to sustain the end to end supply chain of the LGU through the business sectors.

 **BULIG KONTRA COVID KORONADAL** 

CASH DONATION PICK-UP SCHEDULE

TUESDAY & FRIDAY ONLY
2:00-5:00PM

FOR INQUIRIES, PLEASE CONTACT: 0939 905 6168



Ayuda, cash allowances, TUPAD, Food subsidy, Mobile Market, etc.

- **Emerging Sites and Destinations**
- **Sporadic activities**
- **Not Well Coordinated**
- **Acting due to Fear**
- **Non Strategic Organizing**
- **Health Protocols are violated**
- **Lack of Policies**
- **Unpreparedness**
- **Mental Health Issues Rising**

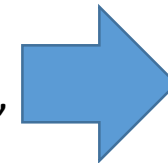


The Cultural Sector Responded:

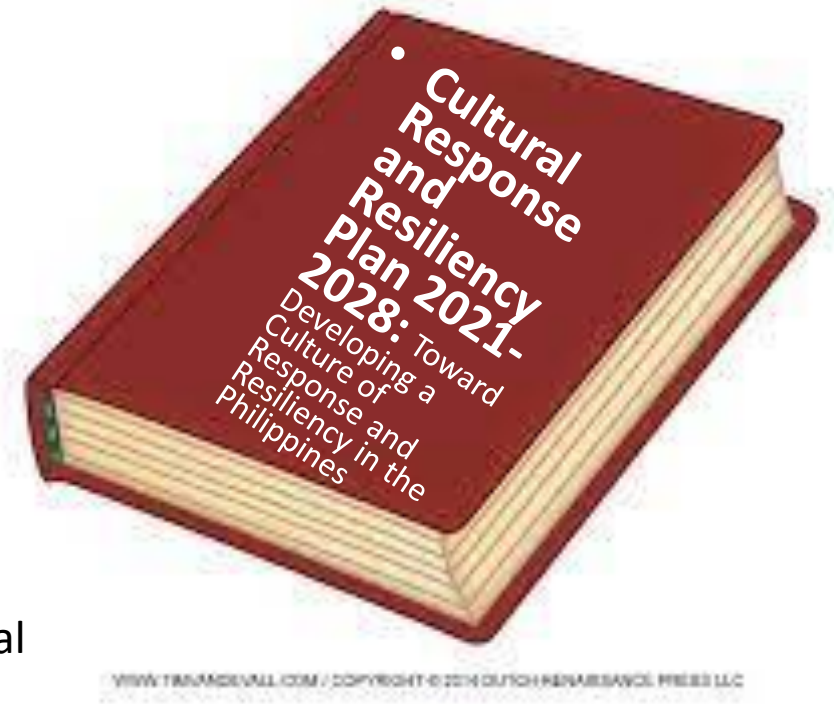
The Cultural Response and Resiliency Plan (CRRP) is a toolkit that addresses sectoral and thematic plan. This was developed by the National Commission for Culture and the Arts of the Philippines

Although there have been plans in the past in relation to arts and specific disasters, the CRRP is distinguished by the following characteristics:

- It is not limited to the various disciplines associated with cultural expressions and the arts.
- By approaching culture as *practitioners* (i.e., referred to as artists, cultural managers and workers, and creatives),
- *communities* (i.e., the indigenous peoples and cultural communities across the country),
- *people* (i.e., the public who continued to support, participate in, and enjoy culture and arts despite the constraints posed by the quarantines), and their body of beliefs and practices,
- the CRRP is consistent with the UNESCO definition of culture

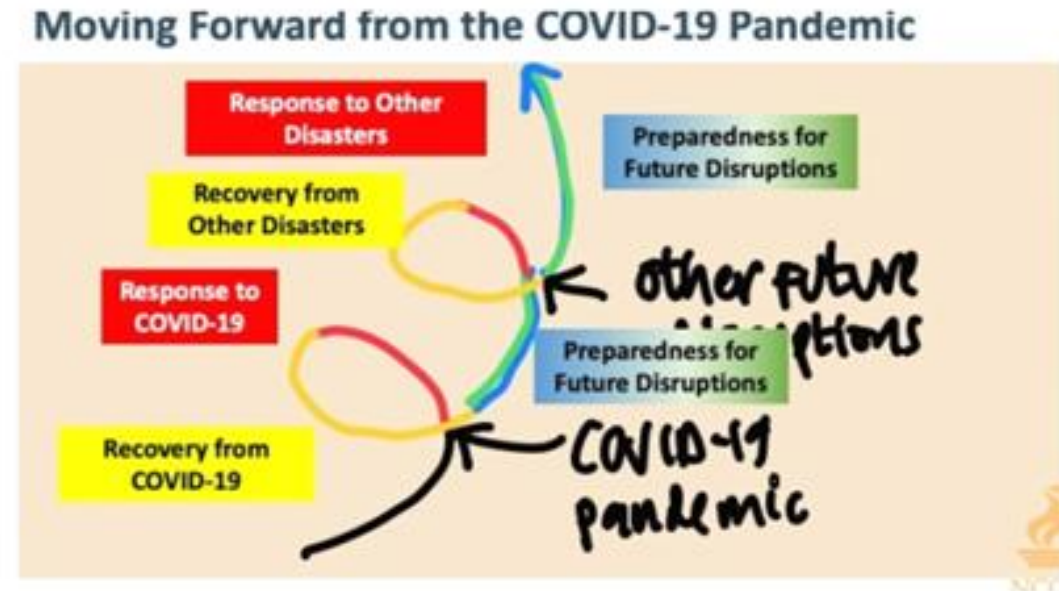
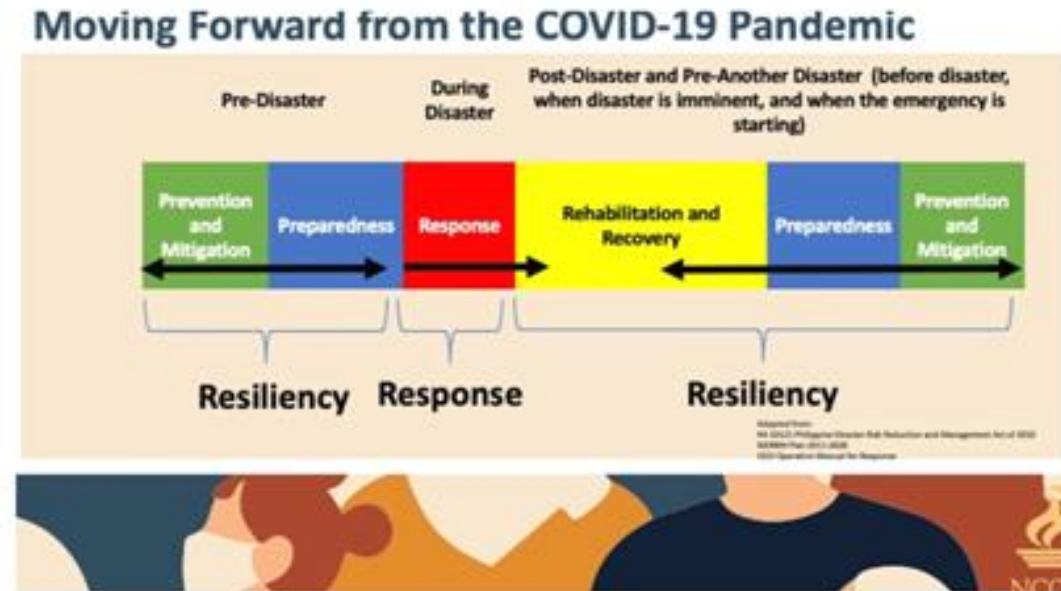


TOURISM AND HOSPITALITY



The Cultural Response and Resiliency Planning framework utilizes guidelines from Disaster Risk Reduction and Mitigation Management and those that are specific to combatting COVID-19.

- Response to COVID-19 because of the ongoing disaster
- Recovery from COVID 19 as post-disaster
- Preparedness for All Disasters as pre-disaster



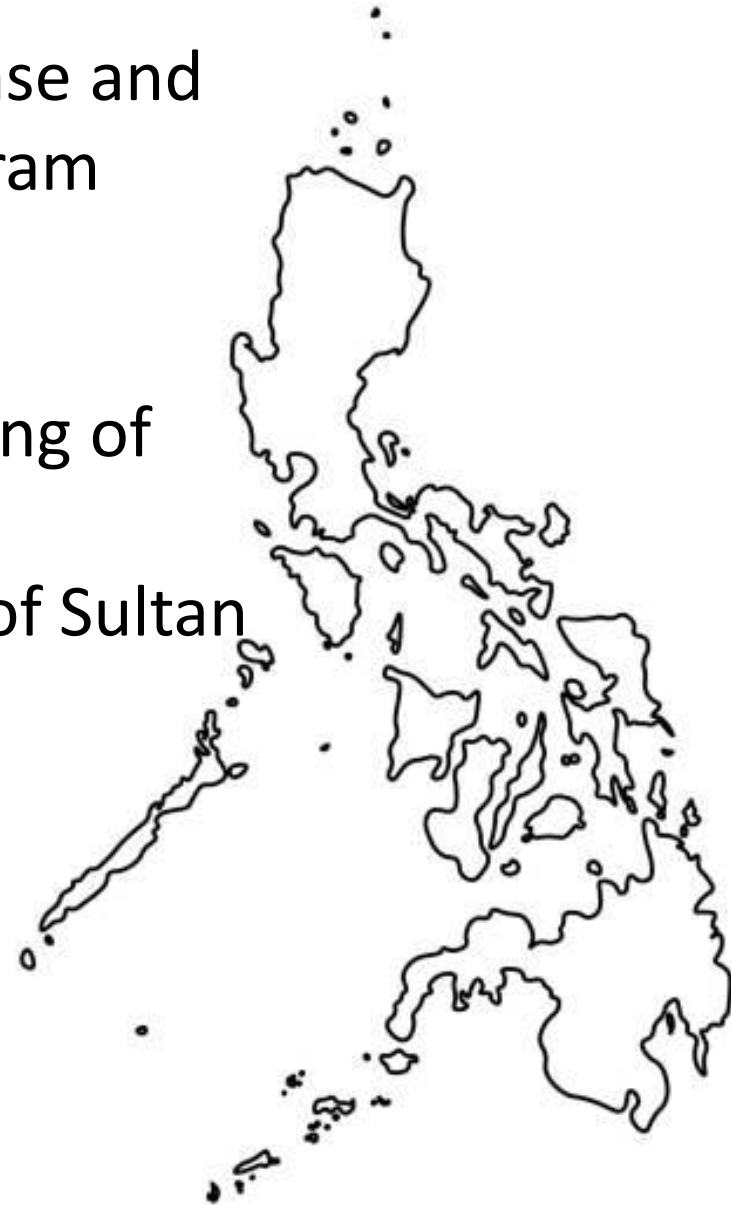
Our Program:

- The Balag and Tukod Program of the National Commission for Culture and the Arts, National Committee on Cultural Education

Cultural Response and Resiliency Program (CRRP)

Local Cultural Mapping of the Municipality of Columbio, Province of Sultan Kudarat

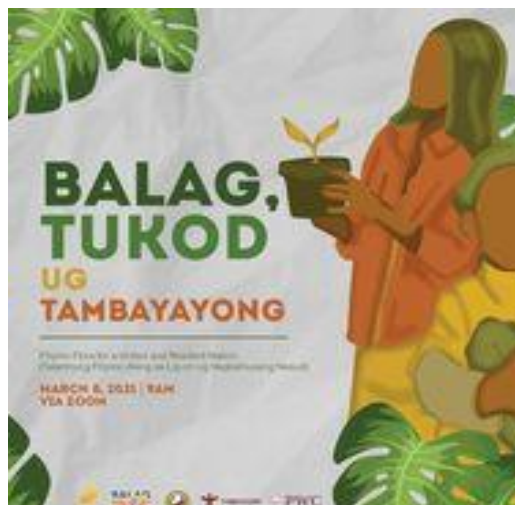
The Book Nook Project 2021 of the National Book Development Board





BALAG AT TUKOD 2021 PROJECT
TAGUM CITY COUNCIL OF WOMEN FOUNDATION, INC.
Thelma Center, Quirante I (Uno), Barangay Magugpo Poblacion
Tagum City, Davao del Norte, Philippines

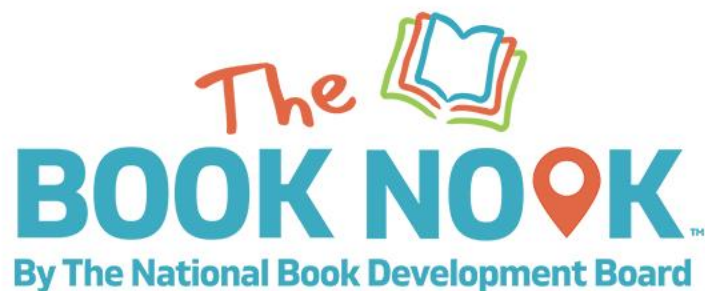
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- A program that respond to the recommendation of the Updated Philippine Development Plan, 2017-2022 with reference to CRRP to harness the sustainable cultural spirit of Bayanihan to serve as the recovery engine from the current destabilizing impacts of the Covid19 pandemic. **What the Balag at Tukod Project envisions is how cultural education, culturally-inherent social capital, and other forms of cooperation are harnessed and utilized as community frame in food production systems.** Resilience has always been regarded as the characteristic feature of the Filipinos for being ‘survivors’ because we draw strength from the organic spirit of Bayanihan despite the diversity of cultures. **When we engage with the conservation and promotion of our heritage, we are indirectly impacting tourism as a resource generation.**



Mapping our Heritage Program in the Municipality:

- Local Initiatives in Mapping the Terrain of Alternative Tourism.
- The said profile is useful in developing programs for Local Tourism Development and Promotions, Small and Medium Enterprises, Environment Conservation, Heritage Conservation, Educational and Cultural Vibrancy and Community Empowerment.





The Book Nook is an initiative of the National Book Development Board that provides Filipino-authored and published books through a set-up of safe and friendly reading spaces in different parts of the country. The space serves as a resource center and an added feature for locals, visitors and guests to encourage them to read critically and write their own stories and learn about the Philippines and the world.



The Nook provide books as knowledge resource. Engaging, connecting and empowering communities!

- We are currently setting up 52 Book Nook Sites in the Philippines. Where art making activities such as:
 - Storytelling sessions
 - Dramatic Reading
 - Drawing and Sketches for Children
 - Capacity Building on Site Programming and Planning for Tourism, DRRM, Social, Business, Mental Health, et al.
 - Food and Culinary
 - Ritual Interactions and other Intangible Heritage Plans and Programs on Conservation, Tourism and Livelihood.

Lessons Learned / Recommendation from the CRRP-FGD: The recommendations presented here were lifted from the reports of the different methodologies employed in the rapid assessment that were synthesized by the NCCA.

- Aspirations for the Sector
- Medium to long term aspirations
 - **Preservation, protection and revitalization of natural and cultural heritage resources for sustainable development on tourism, livelihood and other purposes (FGD Report, 2020)**
- Immediate to short-term aspirations
 - Consultation with communities to know what they really need (Teng Mangansakan, KII, 2020)
 - **The creative sector that is digital broadcast ready (Nicanor Perlas, KII, 2020)**

- **Policy Recommendations**
- Immediate to short-term recommendations
 - **Continued Research: documentation, inventory, evaluation (KII Report, 2020)**
 - Creating digital platforms linked to beneficial mechanisms for artists and cultural workers (KII Report, 2020)
- Medium- to long-term recommendations
 - Legislative measures that can be included in the amendments of existing laws and policies -- amendment for the arts track creating a creative arts system; claiming heritage and historical buildings; establishing creative arts for the high school; creating a single agency that will handle cultural heritage sites; capacitating and empowering agencies with similar mandates to strengthen **our creative economy and promote our creative industries**; strengthening education, employment and other related opportunities in the region; developing the youth. (KII Report, 2020)

- **Recommendations to Other Stakeholders**
- The FGD in particular surfaced some recommendations addressed to the private sector, these are:
 - **Creation of resiliency Centers of Excellence for Culture, the Arts and Tourism;**
 - **Public-Private Partnership in heritage-tourism product development and marketing;**
 - **Partnership for preservation of heritage sites and spaces;**
 - **Partnership in improving digital connectivity;**
 - **Partnership on sustainable tourism, e.g. farm tourism; and**
 - **Sustaining cultural events during and post pandemic. (FGD Report, 2020)**

**Addressing the needs
and concerns of the
Cultural Sector =
Responsible Tourism and
Hospitality**

SaBalai Bistro: Our Story in times of Covid19



2020-2021



1. Our income then can hardly cope up with the expenses;
2. We have good food yet, customers were so scarce;
3. I don't receive any salary from the restaurant;
4. We can hardly save for repairs and maintenance;
5. Repairs would usually come from my personal money / other sources;
6. We can hardly survived. We were desperate

1. We rebranded
2. Made some physical improvements
3. Incorporated some fusions in our menu
4. Somehow, our sales was on a break even point.
5. We were ok then. Slightly.

1. We started the Taskforce BuligKontraCovid.
2. We volunteered our restaurant as a community kitchen during lockdown;
3. I helped set up the Mobile Market;
4. We helped our people in times when gov't services were delayed;
5. But we also invested in online marketing, Online application on food delivery such as food Panda and Maxim. We made ourselves visible on the web.
6. We hired IT people and made our online platform better.

- Result:
 - It was an overnight success.
 - We hired more people, gave them more benefits not just the minimum as required by the law. We even increased their salaries above the minimum wage;
 - Most of all, we siblings have a portion for ourselves!

Lessons Learned:

- Entrepreneurship is all about service to community;
- Responsible tourism and hospitality means responsible business owners who are willing to share;
- **In times of disaster, your business is a shared opportunity!**





Salamat Po!