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## PIA Daily News Reader

PIA Press Release  
2010/10/11

### Catbalogan creates Tourism Council

Catbalogan, Samar (11 October) -- Catbalogan through a Department of Trade and Industry - German Technical Cooperation (DTI-GTZ) workshop on October 7 identified the creation of a Tourism Council as a priority in Tourism Industry Development Program (TIDP).

This was the consensus reached by 20 participants, representing both the public and private sector, in a participatory deliberation using the compass process in evaluating the TIDP implementation.

The Tourism Industry Development Project (TIDP) and the Business Permits and Licensing System (BPLS) were the two main projects that were identified during the previous Local and Regional Economic Development (LRED) planning conducted by the local government unit through the support of the DTI and (GTZ).

"The compass workshop, as the term literally means, is a monitoring and evaluation tool that would tell us where to go, what has been done, and measure whether what has been done was in line with a previous design. It is intended to align strategies, track progress on action plans, define critical success factors and the future activities," explains DTI Officer-in-Charge, Ms Meilou Macabare.

The workshop focused on developing Catbalogan as a world class tourist destination by harnessing and protecting its environmental capacities.

During the discussions, the individual roles of the various stakeholders in achieving its vision were properly delineated.

Concerns, such as tourism sites inventory, budget, information materials, tourism office, facilities, human resource development, infrastructure and an active tourism council were listed down as important factors to be considered.

In so far as what has been done to promote local tourism is concerned, the group was unanimous in saying that much has already been done, but its impact was not very much felt by the local populace and was not successful in inviting more tourists.

A necessity to revisit the critical success factors, which were identified, was suggested.

The group will be lobbying with the Local Chief Executive for the immediate creation of a Catbalogan Tourism Council through an Executive Order.

This will ensure the appointment of a Tourism Officer who will oversee the Tourism Office and its functions.

Furthermore, it is expected that the Local Legislative Council will ultimately pass an appropriation ordinance, where funds will be allocated for the sustainability of the project. (Emy Bonifacio with PIA-Samar) [\[top\]](#)

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