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## TOP STORY

### "Bohol-generated data" on tourist arrivals soon?

RECENT records by the National Economic Development Authority in Central Visayas show Siquijor and Cebu beating Bohol in tourism arrivals.

Siquijor posted more than 15% rise in arrivals followed by Cebu at 5.13 and then Bohol at 3.53%, NEDA economic situationer for the first quarter of 2010 showed.

Local tourism officials who saw the available data think these are not as accurate for it excludes day-tourists who visit to Bohol in droves in the count.

Bohol Tourism Office chief Josephine Cabarrus, at a weekly forum at the Mansion explained that the World Tourism Organization has defined tourists as those that come to a place for pleasure or business and those who stay overnight.

To compare, she said that most of what Bohol gets are "day tourists" who could not be counted among the tourists entering a place.

Admitting too that the local tourism stakeholders have no available data as to which resorts hosted overnight guests except a few, Capitol also saw an opportunity to clarify issues with through province-wide profiles of resorts with the German Development Foundation funding the project.

The profile would hopefully organize and generate the data much needed to analyze real tourist arrivals, Cabarrus shared.

On this, a workshop on profiling tourism sites, infrastructure and establishments in Bohol to get hold of the data, was done to exactly generate the data we need to see if indeed our tourism arrivals have gone that bad as depicted in the reports, said Cabarrus.

The workshop, at the Governor's Mansion last December 7 was organized by the Department of Trade and Industry-Bohol, SMEDSEP- German Technical Cooperation and the Provincial Government of Bohol through the Bohol Tourism Office, shared Lucille Autentico recently.

Autentico, who sits as DTI information Officer said an earlier recent workshop held at the Metro Centre Hotel introduced and oriented the tourism stakeholders on the value chain approach for the purpose.

In partnership with the provincial government, the workshop had municipal tourism officers (MTOs) on value chain and profiling of tourism sites, infrastructures and establishments in the province.

Autentico said the workshop output would give Bohol promotions its necessary boost because the profiles generated would also be uploaded to Google Earth.

"This is a free promotion to practically the whole world. Hopefully, the MTOs will be able to complete and submit the profiles as scheduled so we can review, upload and show how this Google linkage works during the planned Tourism Congress in the first quarter of 2011, Autentico added.

The workshops hope to generate primary data and information on the tourism sites and infrastructure of the towns, secondary data on the tourism operators and tourism-related establishments of Bohol to unify them into a monitoring group to gather the data we need, she revealed.

Of the 47 towns in Bohol, 42 participants came, mostly Municipal Tourism Officers as invited by the Bohol Tourism Office

Uwe Sturmman, GTZ-PSP Component Manager on Sector Competitiveness explained that the workshop can generate data to analyze the status of the tourism sector and how to upgrade it. (*racPIA Bohol*)



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John 3:16

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