

Towards a life in harmony with nature...



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12 July 2017

MS. LOURDES WAGAN

Regional Director
DENR - NCR

ATTENTION: Ms. Aida Esguerra, Chief - Conservation & Devt Division
Mr. Chris Villarin, Regional Public Affairs Office

Dear Director Wagan,

Greetings from Aksyon Kalikasan (Eco Actions Ph)!

We are an environmental organization dedicated to catalysing partnerships to demonstrate the implementation of community-level sustainable development goals.

For more information about us and our work, kindly visit our website at www.ecoactionsph.weebly.com or our FB page at www.facebook.com/aksyonkalikasan

We are in the process of developing modules to train communities in Community-Based Ecotourism Enterprise Development and we wish to explore partnerships with DENR on the conduct of these trainings for key conservation sites in the Manila Bay coastal region; starting with the LPPCHEA (Las Pinas Paranaque Critical Habitat and Ecotour Area).



We intend; in the long run, to form local chapters of Aksyon Kalikasan in Barangays covering critical conservation areas in the Manila Bay Coastal region that can mobilize the local community stakeholders towards a social enterprise providing ecotour-related services in these critical habitats under our ECO-EDUCATION ENTERPRISE PROGRAM:

ECOSYSTEMS	AREA /HABITAT
1. Terrestrial Forest	1. Mt. Palay-Palay Mataas na Gulod Protected Landscape, Cavite-Batangas 2. Upper Marikina Riverbasin ProtectedLandscape
2. Agricultural	3. Silang, Cavite Organic Farms 4. Quezon City Urban Organic Gardens

3. Marine & Coastal	5. Naic, Cavite Pawikan Hatchery Site 6. Bulaklakin Fish Sanctuary, Ternate 7. PNOC Site Fish Sanctuary Mariveles, Bataan
4. Wetlands	8. LLPCHEA (Las Pinas Paranaque Critical Habitat & Ecotour Area) 9. Malabon City Mangrove Forest
5. Urban	10. La Mesa Dam Arboretum 11. UP Diliman Campus Birdwatching site

Attached is a DRAFT design for our proposed design of a technical 7-module training on CBEE-Community Based Ecotour Enterprise Development that are spread on a 7 Saturday sessions.

We are still in the process of developing community-friendly modules for each of the component of this technical training design.

May we request a partnership with relevant DENR NCR offices to design and run a 2-weekend WRITESHOP Session to develop community-friendly modules for LPPCHEA. If it is feasible for you, we are proposing these 2 weekend sessions be held on the 2nd and 3rd weekend of August. Including final editing, proofreading and layout for the next 2 months, we will be able to produce modules ready for testing by 4th quarter of this year.

May we request a meeting with your at your convenient available time to discuss this proposal further.

Thank you very much!

Sincerely yours,



ROY CABONEGRO
President
Mobile 0915 2708776

TRAINING ON COMMUNITY-BASED ECOTOURISM ENTERPRISE DEVELOPMENT FOR LPPCHEA

Duration	Module & Session Description
Module 1 8 Hours	Basics on Community-Based Ecotourism 1.1. What is Ecotourism? 1.2. The Ecotourism Value Chain 1.3. Ecotourism Policies & Programs in the Philippines (& Local Ordinances) 1.4. Community-Based Ecotourism as Part of the Eco Action Strategy of Aksyon Kalikasan 1.5. Potential Community-Based Ecotourism Sites in Manila Bay Coastal Region 1.6. Conservation and Management of LPPCHEA and the Role of Ecotourism
Module 2 8 Hours	ECOTOUR ACROSS VARIOUS SITES IN LPPCHEA ➤ Documenting existing services and facilities
Module 3 8 Hours	Planning and Development of Community-Based Ecotourism Enterprise 1.7. Community-Based Ecotourism Enterprise Concepts and Definition 1.8. Criteria in Selecting Community-Based Ecotourism Sites 1.9. Preliminary Assessment Tools 1.10. Feasibility Study 1.11. Assessing Community Resources and Capability in Community Based Ecotourism Enterprise 1.12. Preparing the Logical Framework (Logframe) 1.13. Preparing the Sustainability Assessment Tracking Tool
Module 4 8 Hours	Conservation Strategies in Community Based Ecotourism Enterprise Building 1.14. Conservation Strategies in Community-Based Ecotourism Enterprise Building and 1.15. Tourism Carrying Capacity Analysis 1.16. Ecotourism Zoning 1.17. Facilities and Infrastructure 1.18. Signage, Interpretative Signs and Nature Interpretation 1.19. Rehabilitation and Restoration 1.20. Biodiversity Conservation 1.21. Disaster Risk Reduction and Management 1.22. Heritage Conservation
Module 5 8 Hours	Socio-Economic Strategies in Community-Based Ecotourism Enterprise Building 1.23. Social Safeguards and Considerations 1.24. Visitor Management 1.25. Gender and Women's Role 1.26. Local and Indigenous Knowledge Systems 1.27. Financial and Economic Analysis 1.28. Value Chain Analysis 1.29. Market Research
Module 6 8 Hours	Setting-Up Community-Based Ecotourism Enterprise 1.30. Setting-up Community-Based Ecotourism Enterprise Opportunities 1.31. Finding the Community-Based Ecotourism Enterprise Business Deal 1.32. Community-Based Ecotourism Enterprise Models 1.33. Preparing the Community-Based Ecotourism Enterprise Business Plan 1.34. Community-Based Ecotourism Enterprise Financing 1.35. Registration, Permits, and Accreditation
Module 7 8 Hours	Operating and Managing Community-Based Ecotourism Enterprise 1.36. Management and Organization 1.37. Visitor Profiling 1.38. Marketing and Promotion 1.39. Revenue Generation and Fee Systems 1.40. M&E Systems

- *This training was designed based on the Manual on Establishing Community-based Ecotourism Enterprise in the Philippines developed by Lope A. Calanog, Ph.D., Donna Paz T. Reyes, Ph.D. and Vincent F. Eugenio of the Center for Environmental Studies and Management*