

OFFICE: OPG – PROVINCIAL TOURISM OFFICE

PERFORMANCE SERVICE/AREA: ECONOMIC/ENVIRONMENT SERVICES

MISSION: “Cavite Open for Business”

- Increase Carrying Capacity by strengthening the resources of the province in accelerating economic growth and development through a sound economic and environmental policies

GOAL: To be a prime tourist destination

| Strategic Objectives   | Executive Programs/Projects/ Activities  | Legislative Measure   | Capacity Development (CapDev) Needs  | Implementation Schedule        |
|--|--|---|--|--------------------------------|
| To update Provincial Tourism Master Development Plan   | Formulation of Provincial Tourism Master Development Plan  | Provincial Ordinance No. 073 - Tourism Code of the Province of Cavite<br><br>Special Resolution by Sangguniang Panlalawigan re: Accreditation of Tourism Establishments | Conduct of seminar/ workshop for development of Tourism Master Plan<br><br>Forum/ awareness on importance/value of accreditation to tourism establishments | 2017                           |
| To obtain 100% accreditation of tourism establishments in the province                       | <b>Tourism Development Programs</b><br>1. Tourism Summit   |   | Tourism with a universal accessibility, open for everybody   | 2017-2019                      |
| To put in place our advocacy on the environment.   | 2. Eco-tourism Activity  |   | Module on the importance of the green environment  |                                |
| To maintain the historical value of the province and its role in the Philippine Independence | 3. Histo-cultural program  |   | Awareness on Cavite History thru the histo-module for elementary students  |                                |
| To inculcate culture of tourism  | <b>Trainings/ Seminars on Tourism Development</b><br>1. Association of Tourism Officers of the Philippines (ATOP) Convention |   | <b>Trainings:</b><br><br>1. Attendance to ATOP Convention  |                                |
| <b>Strategic Objectives</b>  | <b>Executive Programs/Projects/</b>  | <b>Legislative Measure</b>  | <b>Capacity Development</b>  | <b>Implementation Schedule</b> |

|  | Activities   |  | (CapDev) Needs   |  |
|--|--|--|--|--|
| <p>To ensure quality tourism products</p> <p>To develop tour packages that will include all destinations with special interest</p>     | <p>2. Southern Tagalog Tourism Council Assembly</p> <p>3. Skills Training for LGU</p> <p>4. CAPDEV Training for Tourism Officers</p>   |  | <p>2. STTC Assembly</p> <p>3. Skills Training for LGU</p> <p>4. CAPDEV Training for Tourism Officers</p> <p>a. Computer literacy on Photoshop, layout and design</p>           |  |
|  |  |  | <p>b. Training of Tourism Frontliners</p> <p>c. Training on Festival Management</p> <p>d. Training on Culinary and Food Service</p> <p>e. Training on Homestay program</p>     |  |
| <p>To highlight the Tourism potentials of the province in terms of history, culinary, heritage and natural and manmade attractions</p> | <p><b>Tourism Promotion and Information Drive Program</b></p> <p>1. Production of Tourism Brochure and other promotional collaterals</p> <p>2. Production of new AVP</p> <p>3. Sales and Travel mission to Foreign Countries organized by Department of Tourism and attached agencies</p> <p>4. Travelmart</p> <p>5. Familiarization Tours</p> |  | <p><b>Upgrade of Office IT Equipment</b></p> <p>1. 3 sets of Laptop</p> <p>2. DSLR Camera</p> <p>3. 2 External hard drives</p> <p>4. 2 Led Screen 49"</p> <p>5. DVD Player</p> |  |
|  | <p>6. Tourism Brand Promotion</p> <p>7. Re-organization and strengthening of Tourism Associations</p>  |  | <p>6. Drone Camera/ Gopro</p> <p>7. Fast internet accessibility</p> <p>Mobility:</p> <p>1. Service Vehicle</p> <p>1 Bus Mobile ads</p>   |  |

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|----------------------|---|---------------------|--|-------------------------|
|                      | <p>8. Participation in local and International Travel, trade and tourism expositions, food expo/arts festivals</p> <p>9. Eco Tourism Proposal</p> <p>11. Promotion as a culinary destination</p> <p><b>Other Related Tourism Program</b></p> <p>1. Tie-up Special Events and activities</p> <p>a. Madrid Fusion</p> <p>b. Kalye Kulinarya</p> <p>c. Tourism Schools Events and activities</p> <p>d. Travel Expo</p> <p>2. Monitoring and Tourism Data Gathering</p> |                     | <p>One Cavite One Vision proposal for the 7th district area development</p> <p>Construction of view deck after Kaybiang Tunnel</p> <p>Sustain Kayaking activities in Maragondon</p> <p>Printing of brochures for Cavite packages</p> <p>Calye Kulinarya Culinary Tour packages, DINE Cavite</p> <p>Technical and fund resources support, booth decorations</p> <p>Service Vehicle</p> <p>Computer equipment/laptop</p> |                         |
|                      | <p><b>Infrastructure</b></p> <p>1. Rehabilitation of Historical Landmark</p>  |                     | <p>Identified landmarks:</p> <p>1. Alfonso flagpole historical landmark</p> <p>2. Limbon landmark</p> <p>3. Battle of Binakayan</p> <p>4. Casa Hacienda de Naic</p> <p>5. Casa Hacienda de Tejero</p> <p>6. Battle of Zapote landmark</p>  |                         |

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|----------------------|--|---------------------|--|-------------------------|
|                      | <p>2. Construction of Tourist Information Center</p> <p>3. Construction of Cavite Cultural Convention</p> <p>4. Rest Area and Public Toilets</p> <p>5. Street lights</p> |                     | <p>Construction of Tourist Information Center at Kawit Cavite Exit road or Carmona SLEX</p> <p>Construction of Cavite Cultural Convention adjacent to the Capitol</p> <p>Identified area: Ternate, Along Aguinaldo Hi-way, Tagaytay-Sta. Rosa Road</p> <p>Road leading to Kaybiang Tunnel, Alfonso-Magallanes-Bailen road, Tagaytay-Sta. Rosa Road, Carmona Governor's Drive, portion of Silang-Tagaytay Road, Maragondon - Ternate road</p> |                         |