

NEWS BIT

Strengthening Urban Resilience for Growth with Equity (SURGE) Project

Puerto Princesa City CBSTs develop business plans



(Left photo) Mr. Demetrio Alvior, Jr., Acting City Tourism Officer, talked about ecotourism during the workshop. (Right photo) Mr. Jose Maria Antonio Bringas, USAID/SURGE City Program Coordinator, shared his experience in business planning with CBSTs during a group exercise.

Twenty-eight (28) community-based sustainable tourism (CBST) associations in Puerto Princesa City developed sustainability and operational plans for 2020-2021 after participating in a workshop on business planning organized by USAID's Strengthening Urban Resilience for Growth with Equity (SURGE) Project in collaboration with the Puerto Princesa City Tourism Office on November 28 to 29, 2019. A total of 65 representatives from the different CBST associations prepared business plans for their respective tourism and livelihood activities, and during the business planning process, community enterprise and livelihood initiatives were identified for handicrafts using *tikog*, *pandan* and *buri* for CBSTs located in the barangays of Marufinas, Batak, Cabayugan, and San Rafael, among others. The participants also gained basic knowledge and skills on how to improve visitor experience. The business plans will be presented to development partners and the city government during the CBST Convention on December 4, 2019. USAID/SURGE supports the Puerto Princesa City government in sustaining the livelihoods and socio-cultural traditions of communities by strengthening the capacity of CBSTs to sustainably manage tourism destinations.