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Sustainable GIAHS Tourism:

Feasibility Study—with the example of the

Ifugao Rice Terraces (IRT)

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Chapter 1

FEASIBILITY STUDY

FOR

COMMUNITY BASED SUSTAINABLE TOURISM PLANNING

IN

IFUGAO

Introduction

Preparing a strategic plan for tourism in Ifugao requires basic information and this study was conducted to examine whether tourism officials and other key persons from Local Government Units have all the information required to develop such strategic plans for sustainable tourism development in GIAHS sites with a focus on diversifying the livelihoods of local community. In order to assess the current situation of tourism and the assets that might be used in Ifugao Province for Community Based Sustainable Tourism, this study utilized direct observation and surveying of a focused group of experts and authorities to determine and analyze what is already known about tourism in the Province and especially that relating to the use of agricultural landscapes as a main attraction and tourism destination.

This study considered local communities, local government units and the local tourism industry as they represent the three main players in sustainable tourism development. They are also of course, the most important providers of survey information on developmental needs and the existing situation. Information on visitor satisfaction and community attitudes toward tourism are considered as a tool and criteria for building indicators of sustainability. A situation analysis and understanding of developmental needs of tourism facilities in Ifugao such as accommodation, attraction and transportation were also surveyed. The study also examined the attitude and role of local government units toward the evaluation of developmental projects and tourism events through asking about the history and existing systems for such evaluations. This was done in order to emphasize the role of LGUs as key players and bring more insights for sustainable tourism development. Tourism resources, stakeholders, policy and management frameworks are considered as the main areas of data collection and the results will be used to define sustainability objectives and issues with human, social, cultural, economic and institutional capitals (see Table 1). Where the answer is 'No' or 'Unsure/Partially' in the tables indicates that access to additional resources, and further surveys are necessary in order to obtain data.

Table 1: Feasibility Study and Situation Analysis of GIAHS Tourism in Ifugao

Tourism Resources	Stakeholders	Policy/ Management frameworks	Sustainability objectives, issues, factors, impacts
Assets (SLA) Attractions Unique/distinguishing features Comparative advantages Strengths	Government (LGUs) Private sector Community NGOs Development agencies Others	Strategies Plans Regulations Procedures Coordination structures Revenue generating sharing and schemes ITR Master Plan	Human Environmental Social Cultural Economic Institutional Attraction

The Attractions of Ifugao

The natural resources of Ifugao are unique, arising from the harmonious interaction between human beings and nature over a very long span of time creating agricultural systems that have made Ifugao famous for its rice terraces, among other attractions. The fact that these have been selected as world heritage and agricultural heritage sites is very helpful in determining the road Ifugao should take in its developmental tasks. In this context, Ifugao should capitalize on its rich natural resources, landscapes and agricultural systems to attract tourism. It should be noted that, tourism in the agricultural landscapes of Ifugao differs somewhat with agrotourism elsewhere because of its importance as both a UNESCO World Heritage and a GIAHS site. Therefore, it is necessary to define to what extent the tourism attractions of Ifugao are based on heritage tourism and how they can be utilized for agrotourism activities. In this inventory and report the major tourist attractions of Ifugao are listed for better understanding of the role and size of each category of attraction. This analysis shows that natural resources are the main attraction including rice terraces and geo-attractions followed by cultural attractions associated with nature such as farm festivals at different seasons of harvesting and planting (Table 2).

Table 2: The Ifugao Tourist Attraction Inventory

Type of Attraction	No of Businesses
Amusement/theme parks/entertainment complexes	-
Art Galleries	-
Historic buildings/sites	2
Industry (brewery, winery)	1
Indigenous cultural experiences	-
Museums	2
Natural (glacier, caves, rivers, lakes mountains)	14
Nature (zoos/wildlife/aquaria)	-
Transport (train, boat trips, plane trips)	-
Other:	
Waterfalls	11
Rice Terraces Cluster	10
Dams	1
Cultural Festivals	14
Historical Events	1
Cultural Villages	7
Burial Tombs & Caves	4
Total	67

Source: *Personal Interview (2011)*

Tourism Information in Ifugao for Local Authorities and Stakeholders

The public sector in most countries is expected to carry out tourism policy and planning at national, regional and/or local levels as an integrated part of development planning. As a part of the development process, tourism development needs to be considered in respect of resource allocation and more importantly in respect of the role that tourism is expected to play in the development of a destination. Basic information on these questions is necessary in order to picture the existing situation of tourism and to investigate the potential to achieve the development functions of tourism (Table 3). The process of data collection and documentation in any industry is however usually a costly and time consuming one that needs a systematic approach and coherent public policy towards sustainable data collection and monitoring systems. Tourism is no exception.

Educating and awareness building at the community level is necessary in order to implement and sustain a tourism data collection system. The more people know about the benefits of tourism the better they will cooperate; which can result in high quality data at low cost. Government and policy makers use tourism information for detailed

planning, however the private sector that usually seeks higher revenue and target marketing also can take advantage of tourism information.

Table 3: Key Tourism Information for Local Authorities and Stakeholders

Information	Yes	No	Unsure/ Partially
The number and type of visitors to the area	✓		
The economic benefits provided for the area by visitors	✓		
The number and range of accommodation facilities in the area	✓		
The number of attractions and activities in the area	✓		
The forecast number of visitors to the area for the next five years	✓		
The impact on accommodation and attraction requirements from the forecast visitor increases/decreases			✓
The views of visitors on the quality of their experience of the area		✓	
The views and opinions of residents in respect to the current levels of tourism in the area			✓
The views and opinions of residents in respect to the forecast levels of tourism in the area		✓	
The capacity of current infrastructure and services to cope with existing and future demand from visitors			✓
The impact of visitors on the environment		✓	
The level of satisfaction of the tourism industry with the maintenance and development of tourism infrastructure and services in the area			✓

Source: Personal Interview (2011)

Information on the size of the domestic and international tourism market in Ifugao does exist (Table 4). Country of origin is also clear for international travelers to Ifugao, but place of origin is not clear for domestic visitors. The need for investigation on host and visitor views of the quality of experience and service is high. There is no significant research about tourism impacts on livelihood resources such as the environmental and socio-cultural impacts of tourism development in the area. Information on maintenance and development of tourism infrastructure is not sufficient, nor is information on accommodation and attraction requirements from the forecast visitor level.

Table 4: Tourist Arrivals By Municipality for the Year 2009

Municipality of Ifugao	Foreign Travellers	Overseas Travellers	Domestic Travellers	Total	Rank
1. Aduinaldo	-	-	-	0	-
2. A. Lista	-	-	-	0	-
3. Asipulo	-	-	-	0	-
4. Banaue	37,435	3188	39360	79,983	1
5. Hingyon	-	-	-	0	-
6. Hungduan	5903	-	6826	12,729	2
7. Kiangan	2698	-	4300	6,998	3
8. Lagawe	836	-	1348	2,184	4
9. Lamut	-	-	-	0	-
10. Mayoyao	-	-	1025	1,025	5
11. Tinoc	-	-	507	507	6
Total	46872	3188	53366	103426	-

Tourist Characteristics and Behavior in Ifugao

While the level and quality of information on the size and trends of tourism in Ifugao is reasonably high, there has been no significant survey on travel motivation and length of stay. There is no information collection system to trace visitors within Ifugao while they stay and move between sites including day trips and site visits. Tourism planners and policy makers need to know the length of stay for several reasons, including tourist demand for local facilities and services, water and solid waste management, and security of travel and risk management as well as planning for distribution of travel load and benefits among different localities based on the carrying capacity of each site, to avoid the overuse or under management of resources.

Table 5: Information on Ifugao Visitor Characteristics & Behavior

Information	Yes	No	Unsure/ Partially
1. Trends in international visitor arrivals and domestic tourism	✓		
2. The number of international and domestic visitors to your area	✓		
3. The country that international visitors come from	✓		

4. The regions in the Philippines that domestic visitors come from		✓	
5. The reason they are visiting the area			✓
6. The transport used to reach the area	✓		
7. The type of accommodation they are staying in	✓		
8. The attractions and activities undertaken by visitors in the area	✓		
9. How long they stay in the area			✓
10. The number of day trips to the area as distinct from those who stay overnight		✓	
11. Seasonality visitor profile for the area	✓		
12. International and domestic visitor forecasts for the area	✓		

Source: *Personal Interview (2011)*

Tourism Development, Policy and Strategy

Planning for tourism development is done at different levels in the hierarchy of government. In the case of Ifugao, as noted by local tourism authorities (Table 6), the significance of the area as a tourism destination needs to be considered more fully by national, regional and local levels of government. The history of visitor impact management in Ifugao also emphasizes the need for more intensive work and attention to the importance of the visitor industry for the region. As the results of the present study show, Ifugao is already used as a travel destination for organized and informal group visiting as well as individual visits however the need for capacity building and resource management has not been satisfied. Owner education and monitoring capacity building, third party (NGOs and other institutional capitals) capacity building, local authority education capacity building, regional and national tourism planning and recognition of significant natural area listings are among the top priorities in strategic planning for sustainable tourism development in Ifugao.

Table 6: Development Strategy and Policy

Attribute	Yes	No	Unclear	Recommended actions
History of management for visitor impacts already exists		✓		Visitor profile. Due to the lack of previous research on visitor profile and impact, there is high demand and need for reviewing the existing visitor arrangements and resource condition
National significance		✓		Study ways of promoting Ifugao as UNESCO and GIAHS site to be able to share the benefit of domestic tourism with other popular sites such as Palawan and Sebu

Regional significance		✓		Local access and attitude toward Ifugao as a tourist destination should be promoted with regional authorities
Local significance		✓		A series of actions in order to co-ordinate departments & units within the local authority, and relevant local organizations should be involved
Involves passive consumption			✓	Guidelines for tourism application of agricultural resources both for visitor and host. Minimal impact guidelines also need to be produced and distributed
Involves active consumption (<i>High active recreation component</i>)			✓	Focused group workshops with tourism industry and local community. Resource assessment and significant impact guidelines to be produced and distributed
Organized groups	✓			Identify the existing level of group tourism operator guidelines
Informal groups	✓			Promotion activates to be done by Ifugao authorities aiming at simple consumer/user guidelines
Individuals visiting	✓			FIT tourism development workshops and training promotion activates to done by Ifugao consumer/user groups. Guidelines are needed
Occupational Safety and Health requirements apply			✓	Risk management plan. Mitigates risk impacts by default that may limit visitors due to any fear of travel to Ifugao. Visitor survey and data collection required
Built structures, engineering, track, roadwork requiring resource consent		✓		Development plan for ease of access to GIAHS sites and to promote communication between local communities. A road between Banaue and Honduan is an example. Basic tourism data for logistics such as: Volumes of visits, types of structures, materials should be specified
District plan significant natural area listing/covenant			✓	UNESCO site use and regulations/restrictions/terms of covenants and development of synergies between tourism and agriculture in each zone need to be developed
Other plans apply: Regional Plans, National Policy Statements			✓	Collaboration between LGU and DENR for integrated tourism development and promotion for Ifugao
Local authority monitoring capacity exists	✓			Regular community based monitoring activities and publishing results and trends is required
Owner monitoring capacity exists			✓	Prepare activities and workshops for focused groups and with technical assistance (FAO, DENR) where appropriate
Third party (e.g., NGO, community member) monitoring capacity			✓	Collaboration between existing NGO (SITMO) and active CBT leaders (IBULAO, IBULAO) to implement and hold monitoring activities is required
Local authority education capacity			✓	Provide technical assistance where appropriate for human capacity building
Owner education capacity			✓	Stake holder meetings and workshop on capacity building
Other (please suggest)	-	-	-	-

Source: *Personal Interview (2011)*

Visitor Satisfaction Information Requirements

The sustainability of the tourism industry requires keeping a certain level of satisfaction among all stakeholders, importantly among the host community, tourists and service providers who are the three main players. In the case of rural tourism and tourism in natural areas with a focus on agriculture as the main attraction, satisfaction level directly depends on the quality of natural resources. Therefore acquiring and updating data on satisfaction levels is necessary to sustain tourism regardless of type and geographical location of tourist sites. In the case of Ifugao, satisfaction surveys and existing information on visitor satisfaction are mainly concentrated on accommodation, food and shopping, which cover the main areas of the existing business of tourism, however there is not enough information on tourist's impressions of agricultural heritage sites. It is also necessary to document the satisfaction level of visitors when describing the Ifugao Rice terraces (IRT) as both UNESCO designated World Heritage site and a UNFAO pilot site of Globally Important Agricultural Heritage Systems (GIAHS), and the likelihood of them recommending Ifugao to other potential tourists as well as the improvements they would like to see or their comments on the things that spoil their visit during their stay in Ifugao or other specific areas within the destination. Table 7 summarizes the areas of existing data according to Ifugao tourism officials and those areas that need investigation or data collection.

Table 7: Visitor Satisfaction Information Requirements

Key Criteria	Yes	No	Unsure/ Partially
1. Quality, range, value for money of accommodation	✓		
2. Ease and cost of parking in the area	✓		
3. Range/choice, quality of visitor attractions and activities to do	✓		
4. Range/choice, quality of service, value for money of places to eat and drink	✓		
5. Range/choice, quality of the shopping environment, value for money of shops	✓		
6. Ease of finding way around – road signs, pedestrian signs, display maps and information boards	✓		
7. Availability and cleanliness of public toilets	✓		
8. Cleanliness of the streets		✓	
9. Upkeep of IRT and open spaces			✓
10. Range and quality of evening entertainment	✓		

11. Overall impression of Ifugao IRT (city/town)			✓
12. Popularity of attractions	✓		
13. Feeling of safety in terms of crime and traffic	✓		
14. Ease of finding, quality of service, usefulness of information received from the I Site/information center	✓		
15. Things liked most about the city/town			✓
16. Things that spoil the visit			✓
17. Likelihood of recommending Ifugao to others			✓
18. Improvements they would like to see			✓

Source: *Personal Interview (2011)*

Accommodation Inventory

The famous Ifugao Houses are one of the authentic tourist attractions of Ifugao and they differ in decoration depending on which indigenous tribe they were used by. However they are hardly ever used as tourist accommodation. Except for the number of day visit travelers, their size and type could also represent the size and type of potential tourism markets, especially in remote and rural areas where visitors are likely to stay overnight. Presently, the area's main accommodation is located in Banaue, in the form of the Banaue hotel, although there area number of other accommodations that attract travelers on lower budgets (Table 8). Kiangan, in the south of Banaue is the centre of home stay accommodation in Ifugao and these have a community-based operations system.

The distribution of accommodation in Ifugao is not in line with the fair allocation of tourism benefits. The majority of travelers stay overnight in Banaue and take day trips to the neighboring important world heritage sites of Hongduan. This situation does not help the local community around Hongduan to profit from accommodating visitors and their benefit is as low as a small entrance fee (about 10 Php). Moreover, Hongduan is the second most popular destination in Ifugao after Banaue; resulting in both overloading of poor local roads and other infrastructures, and increasing the stress of the locals in relation to the supposed benefits of tourism.

Luxury lodges are the second most popular accommodation in Ifugao after the Banaue Hotel and with an average of 7 rooms each, seem to have their own network of marketing in both domestic and international travel markets. Ibulaoibulao, is one of the successful examples of such an accommodation house and the management of this particular accommodation plays the role of community leader for CBT tourism (accommodation) in Kiangan.

Table 8: Accommodation Inventory

Accommodation Type	No of Properties	No of Rooms /sites	No of Beds	Average No.of Rooms
Hotel	1	81	162	81
Motel	-	-	-	-
Backpacker/hostel	6	33	215	33
Farm stay/home stay/B&B	6	19	35	35
Caravan/camping sites	2	-	-	-
Student accommodation	-	-	-	-
Luxury lodge	42	320	616	616
Rented accommodation or shared flat	-	-	-	-
National Park/DoCHut	-	-	-	-
Time share/apartment	-	-	-	-
Free camping/ campervan	-	-	-	-
Total	57	453	1028	765

Source: *Personal Interview* (2011)

Transportation System and Access to Ifugao

Access to Ifugao is one of the biggest challenges not only for sustainable tourism development in that area but also for the local people when they travel. The only local airport that is close is located in Bagabag in the south of the province and there is no train service from it to Ifugao. The local road system and associated infrastructure is not in good condition especially during the rainy season, and because the roads are also used for cargo transportation, traffic becomes slower and there are increased safety concerns about tourism to the region. The choices and means of transport to

Ifugao are limited to 4 bus charter companies and 9 rental cars and vans with about 25 private vehicles. The other modes of transportation are listed in Table 9.

Any decision to develop the transportation system to Ifugao depends on national policy and it seems unlikely to change in the short term. The fact that transportation facilities are limited should be considered in any tourism development plan and policy for Ifugao due to the importance of access to the destination and the potential travel market size. The existing tourism market of Ifugao implies that the destination is attractive enough to have a certain number of travelers despite the inconvenient transportation, due to its unique landscape and other travel attractions.

Table 9:Ifugao Transport Inventory

Type of Transport	No of Businesses
Campervan and motor home rentals	-
Bus charter companies	4
Limousine and chauffeur services/tours	-
Rental cars and vans	9
Trains	-
Launch and sailing charter and cruises	-
Ferry and water taxi services	-
Coach tour operators	-
Air transport	-
Other	25
Total	38

Source: *Personal Interview (2011)*

Tourism Activity Inventory in Ifugao

Ecotourism activities are the focus of the tourism industry in Ifugao, in which people are taken to agricultural fields especially to see the famous rice terraces. There are also opportunities to be involved in more intense natural experiences in Ifugao such as trekking, hiking and walking tours but the focus remains on viewing the natural resources and landscapes. Increased cultural exchange activities with local communities, if well designed and managed could result in promoting more participatory and community based tourism and community development. The need to diversify tourism activities in Ifugao is significant and these activities can be improved through human resource development and education.

Capacity building and carrying capacity are the two main factors to be considered in designing tourism activities. In the case of Ifugao, as a destination with a long history of hosting both international and domestic travelers, it is necessary to conduct workshops on planning the development of tourism activity, and to make sure people are involved in the process of thinking and creating a system under which the guest and host communities in Ifugao can communicate based on their interest and capacities, and more importantly within the carrying capacity of the resources used by each activity. The data in Table 10 are drawn from the interviews with local tourism authorities and from the advertising literature about tourism activities in Ifugao.

Table 10: Ifugao Tourism Activities Inventory

Type of Activity	No of Businesses
4WD adventures	-
Abseiling and climbing	3
Adventures and outdoor pursuits	-
Jet boating	-
Boating – other	-
Bungee jumping	-
Canoeing, kayaking	-
Caving	2
Cycling/mountain biking	-
Diving	-
Eco tours	4
Fishing	-
Gliding	-
Golf courses	-
Horse trekking	1
Hot air ballooning	-
Hunting and shooting	-
Parachuting and skydiving	-
Paragliding, hang gliding, parasailing	-
Rafting and river surfing	1
Snow sports	-
Tramping, trekking, hiking, walking	4
Other	-
Total	15

Source: *Personal Interview (2011)*

Planning Sustainable Tourism in Ifugao ITR

Activities, attractions and accommodation are under focus as the three main features of tourism in Ifugao, in order to get a better understanding of the current situation and the need for and feasibility of tourism promotion. For this purpose the stakeholders of each category were identified as well as their developmental needs and improvement requirements.

Activities

In the case of activities, tourism officials and stakeholders believe that training and technical assistance is vital, especially for a guide service to make better use of existing facilities and opportunities. This will also help with job creation and increase the revenue of the local community from the current level of tourism business in Ifugao. As shown in Table 11, the public sector is expected to provide guidelines on tourism activities and take the role of coordinator and facilitator of tourism activity development in Ifugao according to this study.

Table 11: Ifugao Sustainable Tourism Planning

Activities	List Existing Providers/ Programs/Assets	List Development/Improvement Requirements
1. Mt. Climbing	LGUs, Banaue Tourism Council	Eco lodges, Restrooms, Mt. Guide Training, Mountain Guiding equipment, 1 st Aid kits
2. Caving	LGUs, Banaue Tourism Council	Improvement of access, Cave Guide Training & Equipment
3. River Rafting	Private Sector	Ownership of boats, River Guide Training
4. Sightseeing, trekking	LGUs, Banaue Tourism Council, Private Sector	Improvement of access to destinations
5. Rice Terraces Heritage Tours	LGUs, Private Sector	Restrooms, Eco Lodge, Tour Guiding training

Source: *Personal Interview* (2011)

Ifugao Tourism Attraction

Tourism attractions showed a high demand for restructuring and improvement to be able to be used as sustainable tourism resources. In the case of Ifugao Rice Terraces (IRT), planning for better use for tourism is not directly related to the terraces

themselves but to the livelihood of people who live in the site in order to manage the site. The healthier the environment and the managed rice terraces are the better they attract tourists. Unfortunately, it is often the case in Ifugao that tourists feel sad when observing under-management of IRTs reflecting the livelihood problems of local communities. Very low standard building construction in rice terraces for example is a typical cause of unpleasant impressions among the visitors. Overusing forest resources by the craft industry is also mentioned quite often as another problem with the IRT cluster, and requires immediate improvements and plans for reforestation.

In the case of cultural assets such as festivals and museums and other activities associated with high culture in Ifugao, local government units are expected to play the main role of rehabilitation and improving facilities, especially the restrooms. As mentioned in Table 12, Victory Day celebrations need management in order to be a better tourist attraction or a part of a tourist package. It is currently underutilized in spite of its potential. More public and private collaborations of this type are necessary. In order to develop the existing tourist attractions of Ifugao and to create more capacity for tourism promotion, LGUs should be in coordination with the local community and national government.

Table 12: Ifugao Tourism Attractions Inventory and Planning

Attractions	List Existing Providers/ Programs/Assets	List Development/Improvement Requirements
1. Rice Terraces Clusters	LGUs, Private Sector	Rehabilitation of Rice Terraces, Livelihoods for farmers & the reforestation of Muyong Systems
2. Museums	National Government, Private Sector	Rehabilitation of the Ifugao Museum
3. Waterfalls	LGUs	Improvement of access & Restrooms
4. Magat Dam	LGUs	Development of facility as a tourist destination (i.e. boating, resort)
5. Cultural Festivals	LGUs	Institutionalization of Municipal cultural Festivals, improved promotions
6. Cultural Villages	LGUs	Improvement of access to villages, Electrifications, Eco Lodges, Restrooms
7. Victory Day	LGUs, Private Sector	Package it as a tourist product & not just a get together affair for veterans & children

Source: *Personal Interview* (2011)

Tourism Accommodation and Development Opportunities

Inadequate facilities and infrastructure are some of the main issues of Ifugao tourist accommodation. The only hotel in Banaue needs better facilities such as a TV system and high-speed Internet access (Table 13). In the case of hostels and homestays they need better access to road facilities to attract more travelers, and their building facilities are rather old and need to be repaired. On the other hand, community operated guesthouses in Kiangan seem a success model for better use of existing facilities for tourism development in Ifugao. This is a good example of how the local community has been able to develop their own residences to be used for tourist accommodations. There is great potential for a CBT tourism model of Kiangan to be introduced in other localities for educational purposes.

Table 13: Ifugao Tourism Accommodation Inventory and Planning Requirements

Accommodation	List Existing Providers/Programs/ Assets	List Development/ Improvement Requirements
1. Hotel	DOT	Internet connections, TV/piped in Music
2. Hostel	DOT, Kiangan&Mayoyao LGUs	Repairs for Kiangan Hostel, improvement of access road to Mayoyao Hostel & Diner, Hot Baths, improvement of common baths & CRs
3. Home stays	PS in Kiangan, Hungduan, Banaue	Additional home stays, improvement of baths & CRs in some home stays, home stay training
4. Inns/Lodges/Pensions	PS in Banaue, Lagawe, Kiangan, Tinoc, Lamut, Hungduan, A. Lista	Provision of hot baths & restrooms, accreditation by DOT, front desk reception & related training
5. Camping Sites	PVAO, Hungduan, Hingyon&Mayoyao LGUs	Restrooms, Eco Lodges, improvement

	Jim's Restaurant	-do-
	Calanse's Restaurant	-do-
	Alice Kitchenette	-do-
	Bret's Restaurant	-do-
	Jo and Son's Restaurant	-do-
	Tropicana Restaurant	-do-
	The GAZEBO	-
	Dutch Pancake Restaurant	-do-
	New Taste and Lechon House	-do-
	Mila's Snack House	-
	Martinez Restaurant	-do-
	Sparkle Restaurant	-do-
	Marcy's Restaurant	-do-
	DG Lodge & Restaurant	-do-
	Family Restaurant	-do-
	Happy Homes Restaurant	-do-
	Popular Lodge & Restaurant	-do-
	Domingo's Restaurant	-do-
	Plaza Food Center	-do-
	Travelers Lodge & Restaurant	-do-
2. Eateries	Private Sectors	-do-

Source: *Personal Interview* (2011)

Shopping and Craft tourism of Ifugao

Handicrafts and local productions are a part of Ifugao tourism products that contribute to the economy of the region, especially for those who make woodcrafts, carvings and sculpture. Shopping facilities in Ifugao are in need of improvement to achieve this, especially in the case of restrooms and parking facilities (Table 15).

Table 15: Ifugao Shopping Tourism Inventory and Planning

Shopping and Services	List Existing Providers/Programs/Assets	List Development/Improvement Requirements
1. Souvenirs & other Merchandise	Banaue Trade Center and 3	Provision of clean restrooms & or improvement of packing of products (training)

	Banaue View Point Souvenir Shops	-do-
	Provincial Livelihood Center	-do-
	Mayoyao Trade Center	-do-
2. General Merchandise	JMS Gen. Merchandise	-do-
	Lagawe Trading	-do-
	Lagawe Drug and Commercial	-do-
	JDT training Center	-do-
	Bahingawan Grocery	-do-
	KCMCD	-do-

Source: *Personal Interview* (2011)

Economic Contribution of Tourism development in Ifugao

Direct income and employment are immediate economic benefits of tourism development. Tourism revenue could be simply calculated by knowing the number of travelers in an area and more detail about how much money they spend while staying there. In the case of Ifugao, total tourism revenue could be calculated as the number of visitors and trend of travel to the area. This data is in fact available. However, economic impact is not limited to revenue and it is necessary to take into account other key information such as the number of jobs, direct employment and economic leakage for policy making and economic planning. Table 16 outlines the available data on the economic contribution of tourism in Ifugao.

Table 16: Economic Contribution of Tourism in Ifugao

Key Information	Yes	No	Unsure/ Partially
1. How many visitors come to the area?	✓		
2. How much do visitors spend in the area and on what?			✓
3. How many tourism businesses are there in the area?	✓		
4. How many people are employed directly in different types of tourism businesses?			✓
5. How do other businesses and residents benefit from tourism expenditure?	✓		
6. How much of the money spent by visitors stays in the area?		✓	
7. Regional and national tourism trends/performance	✓		

Source: *Personal Interview (2011)*

Community Attitudes to Tourism Development in Ifugao

Surveys of the local community about tourism related issues are badly needed according to the officials. Knowing the extent to which a local community is aware of the economic benefits of tourism can pave the way for further community based tourism promotion planning. The local community should not be expected to support tourism development without basic knowledge about the potential impacts of tourism, both positive and negative. It is also important to know that any development plan cannot be implemented without the support of the local community. Therefore, the role of community in the tourism development process should be considered and integrated with the development plan for tourism. The result of surveying experts in Ifugao shows that community attitudes toward tourism in Ifugao need to be estimated (Table 17).

Table 17: Community Attitudes to Tourism in Ifugao

Key Criteria	Yes	No	Unsure/ Partially
1. Community awareness of the economic benefits of tourism			✓
2. The impact of tourism on the social structure of communities			✓
3. Community views regarding the potential negative impacts of tourism on the environment			✓
4. Community consulted regarding tourism developments and investments			✓

Source: *Personal Interview (2011)*

Participatory planning for tourism in Ifugao and Collaboration Potentials

Identifying the prerequisites and potentials of collaboration at the community level is a key issue in participatory planning. Promoting collaboration among people in a community will result in enhanced social capital and accordingly increase the chances for community-based tourism. There are chances for collaboration between communities on the sustainable use of water and waste management in Ifugao so far according to officials. There have also been shared activities to improve access to the site as well as complementary designing and activities to improve the overall outlook and impression of tourists from Ifugao. There will more hope for collaboration and participatory approach at the community level with the promotion of the culture of

collaboration among community members. Table 18 shows the issues that have already provided collaboration chances in Ifugao for the local community.

Table 18: Collaboration Potential on tourism in Ifugao

Area	Yes	No
1. Redesign of storm water and sewerage to create more sustainable systems (e.g. through storm water retention ponds)	-	-
2. Revitalization of the Ifugao River terraces	✓	
3. Shared car parking facilities	-	-
4. Improved public walkways and access	✓	
5. Re located public parks and open space, for example through land swaps	-	-
6. Complementary planting schemes, for example to carry vegetation seamlessly across property	✓	
7. Boundaries, or extend street trees into hotel developments	-	-
8. Complementary design styles and color schemes	✓	

Source: *Personal Interview* (2011)

Evaluation of External Tourism Projects by Ifugao Authorities

Ifugao rice terraces are listed as world heritage sites and globally important agricultural heritage systems, and accordingly a number of external projects are offered to Ifugao. Local authorities should have a specific process to evaluate the impacts of external projects and to maximize the benefits of the projects for the local community. Local tourism authorities are supposed to have their own policy to evaluate external projects on tourism development in order to take the best advantage of these projects and integrate them into local development objectives. Table 19 shows the high need for Ifugao to develop its own evaluation policy in this matter.

Table 19: Tourism Project Evaluation

Key Criteria	Yes	No	Unsure/ Partially
1. Local authority has a specific policy for dealing with external projects seeking Council investment			✓
2. Local authority has a specific process for evaluating the potential benefits of external tourism projects			✓
3. The majority of external tourism projects supported by the local authority have been successful in meeting the local			✓

authority objectives			
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Source: *Personal Interview (2011)*

Event Evaluation and Promotion

Event tourism is a tool for managing the effects of seasonality on tourism revenue and reduces the vulnerability of the tourism business if well organized. In Ifugao, there are 14 events organized annually in different municipalities, with the majority of them being cultural events. The cultural events are held mainly by municipalities with only 2 of them at Barangay (village) level and one at the provincial level that is held at the same time as the anniversary of Ifugao province. Specific research on the role of Ifugao cultural events in tourism promotion is needed as well as a system to evaluate the success in meeting the objectives of local authorities and event organizers as implied in Table 20.

Table 20: Event Evaluation in Ifugao

Key Criteria	Yes	No	Unsure/ Partially
1. Local authority has a specific policy for dealing with requests for funding from event organizers			✓
2. Local authority has a specific process for evaluating the potential benefits of events			✓
3. The majority of events supported by the local authority have been successful in meeting the objectives of the local authority			✓

Source: *Personal Interview (2011)*

Summary

In summary, the study considered the activities and potentials of local communities, local government units and the local tourism industry in Ifugao province as the three main players in achieving sustainable tourism development. The level of reliable information on visitor satisfaction and local community attitudes toward tourism are considered a vital part of building indicators of sustainability, and the study assesses

these. The current situation and developmental needs of tourism facilities in Ifugao such as accommodation, attraction and transportation were also surveyed. The study also considered the attitude and role of local government units toward the evaluation of developmental projects and tourism events in order to emphasize the role of LGUs as key players and bring more insights for sustainable tourism development. The results of this study can be used to define sustainability objectives and more fully understand the range of issues with the human, social, cultural, economic and institutional capitals of Ifugao Province in relation to the development of GIAHS-based sustainable tourism.

Chapter 2

GUIDELINES

FOR

SUSTAINABLE TOURISM IN GIAHS LANDSCAPES

CASE OF IFUGAO RICE TERRACES (IRT)

SLA Approach

Background

The tourism industry has become one of the most important and fastest-growing economic sectors in the world. According to the World Tourism Organization (WTO), international tourism in the year 2012 will reach one billion international arrivals for the first time with a minimum growth rate of 3% (WTO 2012). But the significance of tourism in the world economy and its impact on the livelihoods of local communities is in fact due to a form of tourism that is much more important than this – the domestic travel market is about 10 times bigger. For rural tourism, especially the demand for tourism in agricultural landscapes, both domestic and international tourism are important. Clearly, all forms of tourism if well planned and managed correctly can contribute to sustainable socio-economic development and environmental conservation. However, tourism development if not integrated within a general development plan may cause negative impacts on the natural and cultural environment, including agricultural systems and landscapes.

“Back to nature”, or travel to natural areas to conserve natural and cultural resources and to contribute to the well-being of local communities, were the main objectives of the alternative tourism movement in the late 1980s. The idea was created to counter the phenomenon of mass tourism that was seen as exploitative commercialization of natural and cultural resources and prone to displacing local people from their traditional livelihood (often agriculture). Traditional agricultural systems can often attract significant numbers of travelers and accordingly a market is created for agri-tourism. Responsible tourism uses local products and requires involvement of the

local community in tourism activities. The process of tourism development is managed to prevent the dominance of tourism itself by diversifying local livelihood by means of tourism within the limits of carrying capacity. Consequently, the appropriate interaction between the conservation of agricultural systems, biodiversity and tourism planning and development has become a key concern for many institutions at local, national and international levels.

The UNFAO Globally Important Agricultural Heritage Systems (GIAHS) initiative has a mandate to promote mutual support and synergies between agriculture and tourism through public and private sector involvement in GIAHS for sustainable tourism. It emphasizes the role of education and capacity building as facilitators of sustainable tourism development in agricultural heritage landscapes. Therefore, the GIAHS guidelines are considered as a practical tool to help all stakeholders who are involved in tourism and agriculture to act for the aims of sustainable tourism development in agricultural landscapes. Long term education and capacity building is given an essential role to ensure the effectiveness of these guidelines. This Report utilizes the examples of Ifugao to provide a practical case for similar applications and experience in other GIAHS sites.

This Report and the comprehensive and practical guidelines it contains, utilize a number of documents published by many organizations outside the mechanisms of FAO and the GIAHS initiative, with aim of linking tourism, sustainability and biodiversity. These range from the World Tourism Organization (WTO), through UNESCO, UNEP, CBD, ADB, and a number of governmental and NGOs, as well as numerous national and regional level destinations, and private tourism companies.

Traditional Landscapes

Agriculture and tourism are both important sectors of the world economy and contribute to people's livelihood by providing food and jobs. In comparison with the agricultural sector, tourism is a new and rapidly growing industry and it goes without saying that creating synergies between the two is sometimes a challenging process. The history of recreation and tourism centered on farming goes back a long way. Agritourism ranges from traditional visits to the countryside to enjoy agricultural landscapes to more modern commercialized recreation on agricultural land, which has become a dynamic business sector in many countries. However the importance and level of the contribution of tourism to the economy of agricultural landscapes varies in different sites according to the livelihood priorities of the local residents. From this point of view, traditional rural landscapes with predominantly small scale farming may be in need of agritourism to support their economies, as it is often the case that agriculture itself does not provide a sufficient and sustainable livelihood. The Ifugao Rice Terraces (IRT) region is no exception.

The term agritourism means different things to visitors and service providers, according to the types of activities and facilities that exist in agritourism sites and the expectations of the customers. In the case of Ifugao, agri-eco-tourism means more than simple recreation or learning about farming because of the nature of the Ifugao agricultural system. Because they are listed as a world heritage and a GIAHS site, the IRT are considered by travelers to be more important than the usual agricultural

landscapes, and the site is accordingly able to attract tourists from different parts of the world. Therefore those providing tourism services in Ifugao such as accommodation, food, and recreational and health facilities should consider how to use the idea of the IRT as an agricultural heritage site in order to meet the expectations of visitors, as well as ensuring the sustainability of the tourism business itself.

GIAHS and Tourism

Globally important agricultural heritage systems (GIAHS) are an FAO initiative. The concept aims to conserve natural resources and agricultural landscapes, and promote traditional knowledge through a focus on agricultural systems and their associated biodiversity. This FAO initiative was first presented at the World Summit on Sustainable Development (WSSD 2002). Outstanding agricultural landscapes from different countries will be selected through a process of GIAHS site selection, and then proposed for inspection. The initiative aims to enhance awareness about the importance of such systems and facilitate their protection. It also calls for safeguarding and ensuring the sustainability of agriculture and livelihood of agricultural communities in the GIAHS landscapes.

Contribution to the GIAHS initiative has been high among many countries from different parts of the world. The program aims to select 100 to 150 GIAHS sites in the near future in order to promote conservation and management of agricultural heritage sites. According to the official website of GIAHS initiatives, there have been 10 countries from which GIAHS pilot sites have been selected since 2000. The pilot sites are located in the Philippines, Chile, Kenya, Tunisia, Peru, China and Japan. There are also 9 candidates from Mexico, Italy, India, Poland, Iran and Sri Lanka that are in the process of GIAHS selection. The GIAHS program has also attracted some local initiatives with similar aims, such as Satoyama and Satoumi initiatives in Japan, to join GIAHS and became part of the international community for promoting agricultural heritage. Selection of the Satoyama sites of Noto Peninsula and Sado Island as GIAHS in May 2011 is a clear example of the leading role of the GIAHS initiative in agricultural heritage development.

This Report is aiming to promote the mutual support of agriculture and tourism through the involvement of public and private sectors in the use of the agricultural heritage of GIAHS for sustainable tourism. It emphasizes the role of education and capacity building as a facilitator of sustainable tourism development in agricultural heritage landscapes. Therefore, the Report's guidelines are considered to be practical enough to enable all stakeholders who are involved in both tourism and agriculture to act effectively. Long term education and capacity building is essential to ensure the effectiveness of this Report. The guidelines utilize the examples of Ifugao to provide a practical case for similar applications and experience in other GIAHS sites.

Several guidelines and manuals have been prepared for community tourism development in rural landscapes with protected areas and biodiversity and for the associated natural resources such as wetlands and agricultural landscapes with

historical and heritage significance. Egales (2002) emphasizes visitor management through the techniques of limiting impact on natural resources while trying to maximize the benefits of tourism within the carrying capacity of the site. This guideline argues the importance of the role of infrastructure and facilities in tourism development (Egales 2002). Such guidelines usually contain clarifications on definitions and concepts of management issues in protected areas, and describe ways of enhancement of quality tourism development providing positive examples. Biodiversity is also a major issue and focus of tourism guidelines where sustainable tourism promotion is seen together with conservation of biological diversity, and aims to empower local communities and guide them to make conservation beneficial in itself.

Ifugao as GIAHS Tourism Destination

In order to sustainably develop agricultural heritage sites, an international partnership initiative launched by the Food and Agriculture Organization of the United Nations, involving the conservation and adaptive management of “Globally Important Agricultural Heritage Systems” (GIAHS), has recognized the importance of the Ifugao rice terraces for their outstanding agricultural interest together with their biodiversity and ecosystem functions. The site was nominated as a GIAHS in 2005. The general objective of the project is to conserve the IRT’s agricultural system together with its agricultural biodiversity and associated landscapes, and promote the production and diversification of services, including eco-agro-tourism development.

Agriculture and tourism coexist as two major livelihood strategies in Ifugao. However a rural livelihood based on agriculture alone is often not sustainable, which causes problems for rural areas in general and the IRT in particular. Problems include the overuse of natural resources and outmigration from the local community. Tourism can contribute to the rural economy in many ways by utilizing available resources within the limits of the carrying capacity of the site. For this reason, ecotourism planning in Ifugao has to be integrated with GIAHS conservation activities.

The satisfaction of customers and local residents is a prerequisite for sustainable tourism management. Details of satisfaction levels provide the local decision makers with indicators and management tools to ensure the sustainability of the tourism industry as part of rural development. Therefore, systematic data collection is necessary to generate the necessary information for decision-making and management. This report will provide technical assistance and training for developing sustainable tourism indicators and data collection to support further research on tourism and its management demands.

Research Environment and Method in GIAHS Sites

This study that this report is based on employed an interdisciplinary approach. A variety of disciplines such as sustainable rural livelihood, agricultural heritage, local revitalization, rural tourism and resource management are the areas in which the

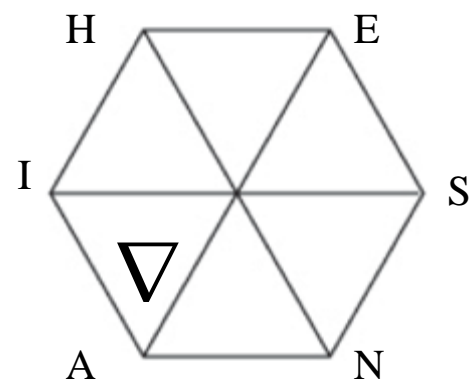
arguments and field studies were grounded. Looking at sustainable tourism in a broader view as a development strategy for GIAHS sites rather than as an industry, this report studies the role of sustainable tourism activities as a rural livelihood strategy for revitalization of Ifugao IRT GIAHS sites and the local community. The same method could be applied for future research on tourism in other Globally Important Agricultural Heritage Systems “GIAHS” sites and associated local communities.

Primary data was collected through in-depth interviews and direct observation. The author began fieldwork with local communities during 2010, participating in research activities, local events and other programs in order to build up the necessary information networks and to ensure local participation in the study to increase the quality of data collection. However the main research activities were conducted during 2011, through direct funding and support by the FAO Land and Water Division. Consultative and participatory workshops with local government units and communities were used to access primary data. In general, the field studies in this research relied on qualitative research methods based on direct observation to assess the rural Natural, Human, Social and Physical capital of the IRT using the Sustainable Livelihood approach, which is the basic method of research at GIAHS sites. To ensure the maximum support of the residents, local community members were asked and given the chance to participate in the research, not just as input providers but also for taking advantage of the educational and training aspect of this research during the time.

The Sustainable Livelihood Approach (SLA) and GIAHS Tourism

Tourism and rural development are the two key points when the SLA technique is applied to study the role of tourism development in local revitalization. Tourism functions of livelihood assets are the focus of a sustainable tourism livelihood study, however tourism itself is not given a dominant role as a livelihood strategy. More specific assets are introduced when SLA is applied for tourism. Attraction and institutional capitals are suggested as new livelihood assets for more focus when SLA is used to explain rural tourism development (Shen, 2009).

Each of the six rural livelihood assets as seen in the figure may attract people to visit a certain area therefore attraction capital (A) is not seen as independent but as a new factor to examine all livelihood assets to be utilized for tourism activities. Economic capital (E) originally contained Physical and Financial Capital. Institutional assets (I) are also introduced as a new livelihood capital in the SLA framework for rural tourism functions, more specifically; people’s access to tourist market, local participation in tourism policy-making, and the system for sharing benefits of tourism development.



The Study Area

The Cordillera Administrative Region (CAR) is located in the north center of Luzon in the Philippines and Ifugao is one of the six provinces of the island with a total land area of 251,778 hectares and 11 municipalities. Ifugao is famous for its ancient rice terraces that are lying on the slope of mountains on the north and west side of the province (Figure 1).



Figure 1: The Ifugao Province

The high altitude of the mountain ranges creates a temperate climate quite different from the surrounding low lands. The capital attracts domestic travelers who seek lower temperatures and the chance to visit a mountain forest. It can be even more attractive in the case of widely different temperatures, for example, when travelling to Ifugao from Manila between the months of November to February (the cold season). The highest elevation in Ifugao is 2,523 meters above sea level, with the rice terraces lying above 500 meters. To the south and east of Ifugao the Margat River is a natural border that separates the province from other neighboring lowland provinces.

Significance of the study

Tourism is considered as one of the important functions of rural studies, which can contribute to the well being of local people and improve the livelihoods of the local communities. Therefore this study is considered significant because it provides complementary information on the above-mentioned issues and also for the following reasons:

- The results of this study introduce a practical example (model) of sustainable tourism development in GIAHS sites as a tool for conservation and rural livelihood diversification

- The outcome of this research explains the situation and conditions under which tourism can lead to improve rural livelihood of GIAHS destinations and conserve natural and cultural resources
- The data provided in this research brings insight into the challenges of rural communities in some of GIAHS landscapes in order to conserve resources and the significant role of tourism as a tool for development. Guidelines for sustainable tourism provided in this study are expected to promote collaboration on tourism related developmental issues between GIAHS communities.

Assets for Sustainable GIAHS Tourism in Ifugao

The results of this study were obtained via fieldwork and surveys with local people and LGUs in Ifugao province, Philippines during 2010-11. Ifugao is home to a number of sites nominated as GIAHS and farmers there have adopted different kinds rural tourism activities in their new livelihood strategies. Research findings are presented based on the SLA framework in this section.

Human capital

The demographic situation in rural areas and human resource management is one of the main challenges of the 21st century for both developed and under developed countries with different issues. Abandonment of rural facilities and agricultural landscapes in the rich rural societies of Europe and Asia such as Japan results from an aging society unable to continue farming. This is similar to underdeveloped countries where the agriculture-based livelihood does not attract people to stay on their farms. Results are the same, outmigration and abandonment of agricultural land in rural areas. The difference is that young people in poor countries are seeking for better jobs while old people in rich societies are looking for better social and medical care in cities. In the case of Ifugao, many farmers migrate to nearby provinces such as Quirino, Isabela and Nueva Viscaya for a better livelihood.



Figure 2: Young people are struggling to find jobs. Two young man transport tourists using a motorcycle (Left) and young children can be seen playing alone in the streets on weekdays during school time (right) in Banave

Good health and the capacity for labor is considered as human capital for pursuing livelihood strategies. Ifugao's population is facing serious health problems and other challenges such as high rates of malnutrition especially among the younger generation and children. Poor access to sanitation even primitive needs such as sanitary toilets and safe drinking water is also a problem.



figure3: Students of Ifugao States University are performing traditional Ifugao dance in Philippine –Japan forum on GIAHS (Left) and a group of people are under training in an agricultural program conducted by FAO in Hungduan.

The majority of residents in Ifugao are native to a region with a long history of living in harmony with nature. Their traditional knowledge, skills and the lifestyle itself are attractive for visitors from outside. It is very important to remind and educate the young generation that they are associated with the famous Ifugao rice terraces in the eyes of visitors and the fact that the unique environment of Ifugao could not last without the Ifugao people. Tourism and human development are interrelated and well-educated human resources can improve tourism and also benefit from tourism development at the same time.



Figure 4: Dr. Roberto Toto, the community leader has many people from around the world in his network who stayed in his bed and breakfast accommodation (Left) and village people from Ifugao learned how to entertain and to sell traditional clothing to travelers during their visit to *Ifugao*(Right)

Human resources at tourist destinations are also considered as a powerful tool to attract travelers and entertain visitors. Host and guest relationships should also be managed in a sustainable way to preserve the authenticity and cultural values of the local community while they are utilized as tourist attractions. Therefore, to keep a balance between tourism development and agriculture as basic means of livelihood in

Ifugao is the key point in order to attain the carrying capacity of tourism and preserve the authentic environment of Ifugao's rural society.

Social Capital

The evaluation of social capital was based on women's status, trust and social networks which most local households rely on to obtain a better livelihood. Community leadership plays a significant role here for utilizing social capital in the local community. The key person in *Kiangan* who has taken on leadership responsibilities is Dr. Roberto Toto who also owns one of the famous bed and breakfast accommodations in Kiangan Ifugao.

Most potential communities are not yet ready in terms of capacity to take the responsibility of community based tourism and integrate it with their current agriculture livelihood. Communities need a fundamental understanding of the tourism business notably capacity building, to ensure maximum benefit and minimum negative impact of tourism on local communities and most importantly the sustainability of tourism itself.



figure 5: Local communities have their regular meetings and workshop activities to learn how to better benefit from agriculture using traditional knowledge and new technologies (left) One of the local community members who recently obtained a guide license for taking tourists mountain climbing in Hungduan is also trained to make small wood crafts instead of big statues to save natural resources (middle). Security of the site is considered importantly by Local Government Units and Ifugao police take this responsibility to provide security for residents and tourists(Right).

Save the Ifugao Terraces Movement (SITMO), a non-governmental organization has taken the role of leading social trust building and training the local community in Kiangan to participate in the community based tourism business. The organization searches for local facilities with good potential for tourism such as local houses in good condition having the minimum standards to accept guests or serve in home stay programs. A limited training service is also provided for the owners of new guesthouses in need of development. Collaborations between local communities in Ifugao to develop their own CBT model based on local priorities are a very good possibility.

Natural Capital

Ifugao rice terraces are the principal natural capital or natural attraction for visitors from outside the province. According to the Sustainable Livelihood Approach (SLA)

methodology, natural capital refers to the natural resources that are accessible for local communities to be utilized to achieve livelihood strategies. This can be either by direct use like planting rice in the rice terraces or indirectly as a source of cash income. *GIAHS* natural resources that are utilized by the local community in *Ifugao* for tourism are basically in 3 categories such as *Latangan* (residential areas), *Payo* (Rice terraces) and *Muyong* (mountain forest) as well as river and farmland (agriculture).

The rich forestland of *Muyongs* in *Ifugao* area an important part of the agroforestry system in the steep mountainous landscape of *Ifugao* which protects rice terraces from erosion and provides a stable water supply for agriculture. *Muyongs* also provide various kinds of rural tourism activities such as mountain trekking, camping, and collecting edible mountain plants. Both *Muyongs* and *Payos* are now subject to damage by deforestation and construction in rice terraces as illustrated in Figure 6. Access for cheap wood for the carving industry and craft making which demand large amounts of specific types of wood and mismanagement of residential development are the main factors for damages to the valuable natural resources of *Ifugao*.



Figure 6: Utilizing *unique rice terraces for residential construction* (Left) view of the famous *Ifugao Rice terraces* of *Hungduan* that are recognized as both world heritage site and *GIAHS* site (Middle). Over using forest resources for immediate profit resulted in soil erosion in the mountain forest making it difficult to manage the forest and prepare it for Tourism activities (Right).

Rivers are also attractive all year around for rafting and fishing. The local community in *Kiangan* also found it profitable to utilize *Ifugao* river resources for rural tourism. Other resources for geo-tourism are also available in *Ifugao* which provide more chances for nature based tourism activities such as *Ducligan* and *Bogyah* hot springs, *Dakkitan* natural pool, *Buyuccan* waterfalls and *Pangaggawan* caves. The potential to market geo-tourism activities in *Ifugao* is considerable because the majority of travelers are interested in agricultural landscapes. Therefore it is necessary to develop a policy to organize more regular geo tours for the existing market in order to decentralize tourism in *IRT*s and increase the length of stay in *Ifugao*. The tourists, who come to see *IRT*s, usually should stay overnight using village accommodations.

Economic Capital

Infrastructure and access to the site are the two main economic capitals and the most important livelihood assets requiring development in *Ifugao*. Both physical and financial capitals are considered important for local communities and *LGUs* to reach their tourism development goals.

The income portfolio of *Ifugao* includes both farming and non-farm business. Agriculture and forestry are the main livelihood sources and other sources of income have been recently introduced by tourism activities at the community level.

Recognition of Ifugao as a world heritage site and GIAHS is also an economic asset, which has made Banawe an existing international tourism center. Decentralizing tourism by promoting community based tourism and nature based tourism activities will bring more economic benefits to local communities especially the farmers who are living in Ifugao rice terraces and keep them alive as tourist attraction.

Its worthy of mention that agriculture should remain the main source of livelihood as it has been the case throughout the history of Ifugao. With agriculture as the most basic and popular household livelihood, tourism can provide extra revenue and plays a role in income diversification to promote agriculture and provide direct income for conservation of natural resources.



Figure 7: Old mechanical typewriter still in use in the LGU office in Lagawe (Left) Road and transportation system needs considerable development especially between Banawe and Hungduan (Right).

The quality of existing buildings and infrastructure in all municipalities of Ifugao do not satisfy tourism development needs. New development should be carefully designed to represent the Ifugao traditional landscape. The famous Ifugao house is more of a photo attraction than an accommodation for tourists. The quality of roads and access to some parts of the province also hinders the development of tourism in spite of the great opportunities and potentials of this unique natural attraction.



Figure...Constructions lies incomplete due to the lack of financial capital in Banawe the center of Iugao tourism. (left) Landslides happen quite often everywhere in Ifugao because of deforestation that also hinders transportation services (Right).

Prioritizing economic development is necessary in order to allocate available financial resources for tourism development. Photo attraction sites such as the rice terraces must be equipped with minimum facilities. Because the photo spots of IRTs are located at high altitudes with a good view of the terraces it is imperative to consider the safety of tourists. Such photo shoots also provide unique opportunities for Ifugao IRTs to be photographed and advertised by visitors back home.



Figure 8: Ifugao rice terraces provide beautiful natural scenery for photography (Left) the building is a photo spot right in front of the rice terraces shown in the left. Tourists are not comfortable when taking pictures because of fears of falling or worries about the safety of construction.

Institutional Capital

Tourist market access and the system under which the community shares the benefit of tourism enterprises plays a major role in sustainability of tourism and the level of development functioning of the tourism business towards local communities and destinations. It also depends on the extent to which local people are willing to participate in tourism policymaking and actually take part in the development process due to awareness about tourism benefits and related training.

Ifugao tourism is centered in Banave with few (mainly day) visits to other municipalities except for limited community based tourism enterprises in Kiangnan and Mayoyao. “Institutional capital” was evaluated by interviews and direct observation for this study. The market sharing process is done by the organized tourism business with the Banave people and is not well distributed around Ifugao. The guesthouses in other municipalities are yet to make a logo or their own advertisement materials. The Save Ifugao Terrace Movement “SITMO”, a non-governmental organization in Kiangnan has done some limited marketing to help local guesthouse get access to online marketing and Facebook.

Community leaders usually play the role of coordination for community based tourism. They also provide consultation and training services when demanded for the community tourism service providers. Without a systematic and organized community service, guesthouse owners may not be able to access the market without business mediators such as wholesalers or through a travel agency and accordingly a charge will be imposed to the farmer by the travel agency reducing the benefit of CBT.

Direct marketing and contact has been also done by some guesthouse owners such as Ibuloa Ibilao in Kiangnan, which makes the job more profitable. The number of direct contacts is a good indicator for evaluating the level of institutional capital as well as the quality of guesthouse service because the customer is either a repeater or introduced through another customer.

Attraction Capital

Ifugao rice terraces (IRTs) are the main reason for travelling to the region according to officials, however all livelihood assets work together to satisfy visitors in any

destination including Ifugao. Therefore, all the livelihood assets that were analyzed so far such as human, social, natural, economic and institutional capitals function to attract visitors and can be utilized as tourism resources for GIAHS landscapes. Accordingly, local communities should capitalize on authentic resources among the five livelihood assets in order to utilize “attraction” as a livelihood asset for GIAHS tourism. Tourists can bring insights for people in rural communities about the attraction capitals and the extent to which they can be presented as tourist attractions. In this context tourism development itself enhances attraction capital of GIAHS destinations. Figure ... pictures all livelihood assets together that are utilized by local people for GIAHS tourism activities in *Ifugao*. Visualizing sustainable livelihood assets with live examples from GIAHS destinations provides a realizable tool to educate local communities about what they have in their locality, situation analysis for better use of SLA assets, an increase well being, as well as tourism applications of all resources and possibilities for generating additional income and employment through GIAHS tourism. In this concept, GIAHS itself can be utilized as a brand to attract a niche market among both the domestic and international travel markets with special interest in agricultural heritage.



Figure 9: Tourism Livelihood assets in *Ifugao*

Vulnerability Context

Relying on tourism livelihoods should be within the limits of vulnerability and risk management for tourism development in a GIAHS site. In the case of, the first and most important livelihood vulnerability is the concern about “Natural Capital” and “Human Capital”. At the policy and planning level, almost everyone’s first concern in

Ifugao is to think about what will happen to the rice terraces in the future, as there is not enough effort and will to conserve natural resources and continue farming in the rice terraces especially among the younger generation from the local community. There is not enough education about sanitation and nutrition provided for people in the village and many young people have left the place with no hope to come back in the near future to continue farming.

Concerns about preservation of *Ifugao* natural resources such as *Muyong* (forest) and *Payo* (rice terraces) are another vulnerability issue that goes back to the lack of economic and human capital. Agriculture and forestry work in tiny farmlands of *Ifugao* rice terraces are highly labor intensive and it is impossible to keep the situation managed as in the past without new manpower and a strong will especially from the younger generation to continue farming. In this context, volunteers who visit the farm to help with planting or harvesting rice have been considered by the farmers in *Kiangan* as a big help with financing their agriculture through tourism revenue but not a sustainable or reliable solution yet.

Local people also raised many concerns about lack of public transportation services that are categorized as “Physical Capital” in SL. When people get older they will worry more about financial support from the national government to develop transportation systems especially access within *Ifugao* and from outside. The fear of being left alone under a landslide with no help on one hand and better job opportunities and income available for young people in urban areas on the other hand, encourages local people to leave *Ifugao* and move to neighboring urban areas or the capital.

Satoyama vulnerability concerns are not only the results of depopulation and out migration there are also shocks from natural disasters such as floods and landslides and seasonality effects. In this context, if GIAHS tourism can provide enough economic benefit for creating a rural sustainable livelihood strategy, it could be a “savior” of GIAHS resources to some extent.

Guidelines for Sustainable Tourism in GIAHS Destination

The guide lines for sustainable tourism development in GIAHS landscapes aims to provide technical advise and support for stakeholders in GIAHS destinations to collaborate on building a pathway in which they can work together and benefit from tourism activities and at the same time ensure that the tourism itself is sustainable and contributing to the conservation of natural and cultural resource of GIAHS destination. The sustainability case study of *Ifugao* rice terraces above is provided to illustrate the applications of the guidelines base on GIASH methodology, which is Sustainable Livelihood Approach (SLA).

Sustainability study in case of *Ifugao* analyze the overall situation of GIAHS site and local community where tourism activities are settled before gong more in detail with human, social, economic, natural and institutional capital. Information of this this section is considered as common needs for sustainability study of tourism in all GIAHS destinations.

Situation Analysis and sustainability Indicators of GIAHS Tourism Development

Tourism resources, stakeholders, policy/management frameworks and sustainability objectives of tourism livelihood assets are main parts to be studies in situation

analysis. Table 21 Summarizes the main subject of situational analysis for sustainable GIAHS tourism .

Table 21: Situation Analysis for GIAHS Sustainable Tourism Planning

Tourism resources:	Stakeholders:	Management & policy frameworks:	Sustainability objectives:
<ul style="list-style-type: none"> - Assets (SLA) - Attractions Unique/distinguishing features - Comparative advantages - Strengths 	<ul style="list-style-type: none"> - Government (LGUs) - Private sector - Community - NGOs - Development agencies - Others 	<ul style="list-style-type: none"> - Strategies - Plans - Regulations - Procedures - Coordination structures - Revenue generating sharing and schemes - ITR Master Plan 	<ul style="list-style-type: none"> - Human - Environmental - Social - Cultural - Economic - Institutional - Attraction

Sustainability and Local Satisfaction with Tourism

Sustainable tourism in any destination does not happen without local support and GIAHS destinations are not exception. Therefore, it is necessary to build up a database on the level of community satisfaction from tourism, which provides a powerful tool for evaluation of sustainability once the data is accumulated. Appendix 3 provides a sample tool (questionnaire) to be modified by each GIAHS destination for the purpose of elevation of local satisfaction and support for tourism.

Sustainability and Tourist Satisfaction

Regular surveys should be conducted with tourists in GIAHS sites to make sure about reliability of data on tourists satisfaction. The survey can be interview, direct observation or questionnaire base as provided in appendix 3. It is often the case that

tourist perception about the value of money and percentage of repeaters are taken as strong indicators to measure satisfaction level of travellers.

Tourism Impacts on Local Communities

Conducting tourism within carrying capacity level plays key role in impact management of tourism concerning community. In this concept one of key factors is the ratio of tourists to locals both in average and in high seasons. There is no specific criterion as a fix number or limit to be introduced as optimum ratio of tourist and residents and it shall depends on the capacity community in managing tourism activities and in making sure about the sustainable access of local community to social services and natural resources.

Vulnerability Context and Tourism Seasonality

Tourism is not supposed to play the role of main livelihood activity in GIAHS sites because the nature of Globally Important Agricultural Heritage Systems are based on agriculture and sustainable livelihoods base on agricultural heritage. However in order to minimize negative impacts of seasonality of tourism, local authorities and community leaders should be supported with powerful indicators to direct them with seasonality and vulnerability of tourism in GIAHS sites such as detailed trends and number of tourists arrivals by month or quarter based, trends of for accommodations occupancy rate and number of part time and permanent tourist jobs.

Impact Assessment and Economic Benefits of Tourism

The most tangible economic impact of tourism in local level local level is the number of local people employed by tourism including the ratio of male and female employment as well as the ratio of tourism employment to total jobs. Total revenue of tourism in community comparing with total revenue is also a good indicator for measurement of economic impact and importance of tourism.

Resource Management

a) Water Availability and Conservation

Water management is considered as a general need of many local communities. In the case of GIAHS sites, there is no doubt on the important role if water as vital element for agriculture livelihood. Therefore it is very important to consider water use and demand of tourism in a GIAHS site in order to keep the business sustainable without confliction or competition between tourism and agriculture for using water. Total volume of water consumed by tourists and percentage of recycled water are examples of important indicators for water resource management in GIAHS tourism.

b) Sewage Treatment or Wastewater Management

Waste water if not managed can cause sanitary problems for tourists, local community and even the agriculture. Local governments and municipalities need to check whether tourism establishment and community have proper water treatment system or the percentage of sewage that is receiving treatment over the time. The number or percentage of sanitary toilets per households is considered as an indicator here.

Resources allocation

a) Development Control

Local authorities and LGUs are the agents that usually decide to what extent tourism is expected to grow and what are the limits of tourism. Total land use and development process should be considered including tourism sector to clarify the share of tourism. Zoning provides a tool to control land use and allocate resources for tourism and other applications especially in the case of agricultural heritage and systems with need for special care and protection. Any action for tourism developmental planning should be careful in order to make sure in giving priority to local communities to access the means of livelihood while developing tourism facilities.

b) Intensity Control of Capital use for GIAHS Tourism

Agricultural landscapes in GIAHS tourism are more sensitive than agricultural facilities used in agritourism as explained earlier in this report. GIAHS landscapes are human heritage that demand careful use as tourist destination as they are not originally created for tourism. The number of tourist arrivals and number of tourists per square meter of the site should be considered along with other indicators based on characteristics of the site to prevent overusing and intensive use of GIAHS landscapes for tourism.

Conclusion and Afterthoughts

Tourism is adopted as a common development strategy in rural areas for its potentials for job creation and generating additional income for farm-based livelihoods. However, the impacts of GIAHS tourism development may vary between rural communities in GIAHS sites. We can't generalize either positive or negative experiences from one place to another and GIAHS destinations are not an exception in this concept.

Tourism in GIAHS sites is considered in this research as one of the livelihood strategies that can help with diversification of livelihood strategies without a dominant role. On the whole, it is resulted that maximizing the number of tourists or increasing tourism revenue does not necessarily enhance means of people's livelihood in the rural without considering the sustainability aspects of tourism development and consideration of local priorities.

Sustainable GIAHS tourism requires a significant role for local people in decision making for tourism development with emphasize on the local needs with emphasize on agricultural heritage. In this context SL provides with a participatory approach that allows local people to determine their main concerns and expectations based on which GIAHS tourism development policies and guidelines should form. In this approach, GIAHS tourism development is part a broader concept of GIAHS development and a facilitator to be integrated with development plan in GIAHS sites. Considering GIAHS landscapes at present with different problems such as inadequate living facilities and economic capitals (GIAHS sites in under developed countries) or depopulation and aging community (GIAHS landscapes of Japan for example) as major concerns, tourism is expected to introduce new jobs and development opportunities to GIAHS destinations. This will happen if tourism livelihood success to add enough attraction to rural lifestyle of GIAHS communities. As a case study for this research, *Ifugao* is one of these GIAHS landscapes where the local community in *Kiangan* succeeded to attract people to the area since they have adopted community based rural tourism, creating new sources of income for local people. The biggest challenge of *Ifugao* as the pioneer of saving Ifugao terraces (SITMO is the local NGO established for this purpose) through Tourism in *Kiangan* is at first to keep newly introduced tourism enterprises sustainable itself and then, to attract tourists to the area by creating enough GIAHS tourism facilities. Management of negative environmental impacts of tourism is not a priority yet as tourism development is in an early stage in *Kiangan* and natural resources are still underused but it needs to be considered as an inseparable part of GIAHS sustainable tourism development.

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Appendix 1: Sustainability Study of Tourism in GIAHS landscapes of IFUGAO(Suggested Indicators)

A) Subjects and Indicators of Sustainable Tourism in Ifugao Rice Terraces (Source: WTO, 2004)

Subject	Suggested Indicator(s)
Tourism Satisfaction	<i>Survey and questionnaire: Local satisfaction level with tourism</i>
Tourism impacts and local communities	<i>Ratio of tourists to locals (average and peak period/days) Development: who believes that tourism has helped bring new services or infrastructure. (Questionnaire-based) Level of community access to social services and their available to (% which are attributable to tourism)</i>
Sustainability and tourist satisfaction	<i>Level of satisfaction by visitors (questionnaire-based) Perception of value for money (questionnaire-based) Repeater: Percentage of return visitors</i>
Vulnerability Context Tourism seasonality	<i>Tourist arrivals by month or quarter (distribution throughout the year) Occupancy rates for licensed (official) accommodation by month (peak periods relative to low season) and % of all occupancy in peak quarter or month % of business establishments open all year Number and % of tourist industry jobs which are permanent or full-year (compared to temporary jobs)</i>
Impact Assessment: Economic benefits of tourism	<i>Number of local people (and ratio of men to women) employed in tourism (also ratio of tourism employment to total employment) Revenues generated by tourism as % of total revenues generated in the community</i>
Resource Management: Water availability and conservation	<i>Water use: (total volume consumed per tourist per day) Water saving (% reduced, recaptured or recycled)</i>
Resource Management: Sewage treatment (wastewater management)	<i>Percentage of sewage from site receiving treatment (to primary, secondary, tertiary levels) Percentage of tourism establishments (or accommodation) on treatment system(s)</i>

Solid waste management (garbage)	<p><i>Waste volume produced by the destination (tons) (by month)</i></p> <p><i>Volume of waste recycled (m³) / Total volume of waste (m³) (specify by different types)</i></p> <p><i>Quantity of waste strewn in public areas (garbage counts) and % share of tourism</i></p>
Resources allocation : Development control	<p><i>Existence of a land use or development planning process including tourism</i></p> <p><i>Zoning and % of area subject to control (density, design, etc.)</i></p>
Controlling use intensity	<p><i>Total number of tourist arrivals (mean, monthly, peak periods)</i></p> <p><i>Number of tourists per square meter of the site (e.g., at beaches, attractions), per square kilometer of the destination, - mean number/peak period average</i></p>

B) Situation analysis of Tourism in IFUGAO areas: worksheet

Tourism resources:	Stakeholders:	Policy / management frameworks:	Sustainability objectives, issues, factors, impacts:
<ul style="list-style-type: none"> - Assets (SLA) - Attractions - Unique/distinguishing features - Comparative advantages - Strengths 	<ul style="list-style-type: none"> - Government (LGUs) - Private sector - Community - NGOs - Development agencies - Others 	<ul style="list-style-type: none"> - Strategies - Plans - Regulations - Procedures - Coordination structures - Revenue generating sharing and schemes - ITR Master Plan 	<ul style="list-style-type: none"> - Human - Environmental - Social - Cultural - Economic - Institutional - Attraction

Appendix 2: Questionnaire to evaluate satisfaction of host community members

Please indicate your opinion on each of the following questions.

Question Community _____	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
A) I believe Tourism is good for my community					
B) I personally benefit from the tourism industry					
C) Tourism in my community/region has the following effects:					
Causes rise in crime rates					
Employs local young people					
Raises prices for goods					
Helps the community obtain services					
Creates jobs for local residents					
Harms moral standards					
Disrupts local livelihood activities					
Harms the environment					
Stops locals from working in rice terraces and agriculture					
Helps sustain local culture and crafts					
Uses natural resources needed by local residents (e.g. rice, vegetables, fish, water etc.)					
The community has control over tourism					
The money spent by tourists remains in my community					
Local residents have easy access to the areas which tourists use					
Other:					

Comments: _____

—

Appendix 3: Questionnaire to evaluate the satisfaction of tourists Visiting IRT

The questions suggested below are based on a model questionnaire undertaken in several rural destinations in a number of countries and are designed to quantify and clarify the components of visitor satisfaction. Additional questions can be added base on pre-survey test case results, including investigations to clarify the reasons why specific responses were received.

Some of the questions may be amenable to asking only to a smaller set of tourists so that no one departing tourist is overwhelmed with the list. A pilot test of the questions will provide insight into the best way to administer the questions.

Questionnaire

Why did you visit IFUGAO?

Is this your first visit? Yes No If yes, when were you last here? _____

While in IFUGAO did you:

Visit the mountains Yes No

Walk on natural trails Yes No

Attend a conference Yes No

Visit relatives Yes No

Visit cultural sites Yes No

Where did you spend most of your time?

Conduct business Yes No

Attend a cultural performance Yes No

Participate in

Other activities not mention above: _____

Which parts of IFUGAO did you visit and why?

Banave : _____

Honduan : _____

Mayuyo : _____

Kiangan : _____

Heritage site _____

Other _____

Follow-up question for where precisely the respondent stayed_____

Do you recommend a specific resort, hotel, or community based accommodation /activity:

Please respond to the following questions with the appropriate answer:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Circle best answer

- *I enjoyed my experience in “Honduan”* 1 2 3 4 5
- *The state of roads and signage made travel easy* 1 2 3 4 5
- *I found the “destination” to be clean* 1 2 3 4 5

- *“IFUGAO” provided a good variety of experiences* 1 2 3 4 5
- *The towns and villages were crowded* 1 2 3 4 5
- *I had a good experience involving the local culture* 1 2 3 4 5

- *Agricultural sites were well maintained* 1 2 3 4 5
- *Cultural sites were accessible* 1 2 3 4 5

- *Good souvenirs and crafts were available* 1 2 3 4 5
- *I had good opportunities to enjoy local cuisine* 1 2 3 4 5
- *The quality/variety of food was good ** 1 2 3 4 5
- *The quality of accommodation was good ** 1 2 3 4 5
- *The level of service provided was high* 1 2 3 4 5
- *Service staff were competent and helpful #* 1 2 3 4 5
- *I was bothered by the messy appearance of built areas* 1 2 3 4 5
- *I was bothered by noise ** 1 2 3 4 5
- *I was bothered by garbage in public areas** 1 2 3 4 5
- *The state of the natural environment was good#* 1 2 3 4 5
- *“IFUGAO” has an interesting and varied landscape* 1 2 3 4 5
- *It was easy to get to “IFUGAO” for my visit* 1 2 3 4 5
- *I felt safe and secure during my visit* 1 2 3 4 5
- *I feel I received good value for money* 1 2 3 4 5
- *I would recommend “destination” to my friends* 1 2 3 4 5
- *I would visit “destination” again* 1 2 3 4 5

** probe if weak / strong response – ask where or what caused this opinion?*

identify reason for negative

Would you be interested in visiting the “Ifugao” in the summer (Jul-Sep) season? What places/sites in the destination would you likely visit and what activities would you prefer to do during the summer (Jul- Sep)?

Were there any activities, which you expected to find in “IFUGAO” which were missing?

How long would you spend next time in "IFUGAO" if visiting again and when?

What could be done to improve your vacation next time in "IFUGAO"?

If you return, what would you do again?

What would you not do?

What would you change?

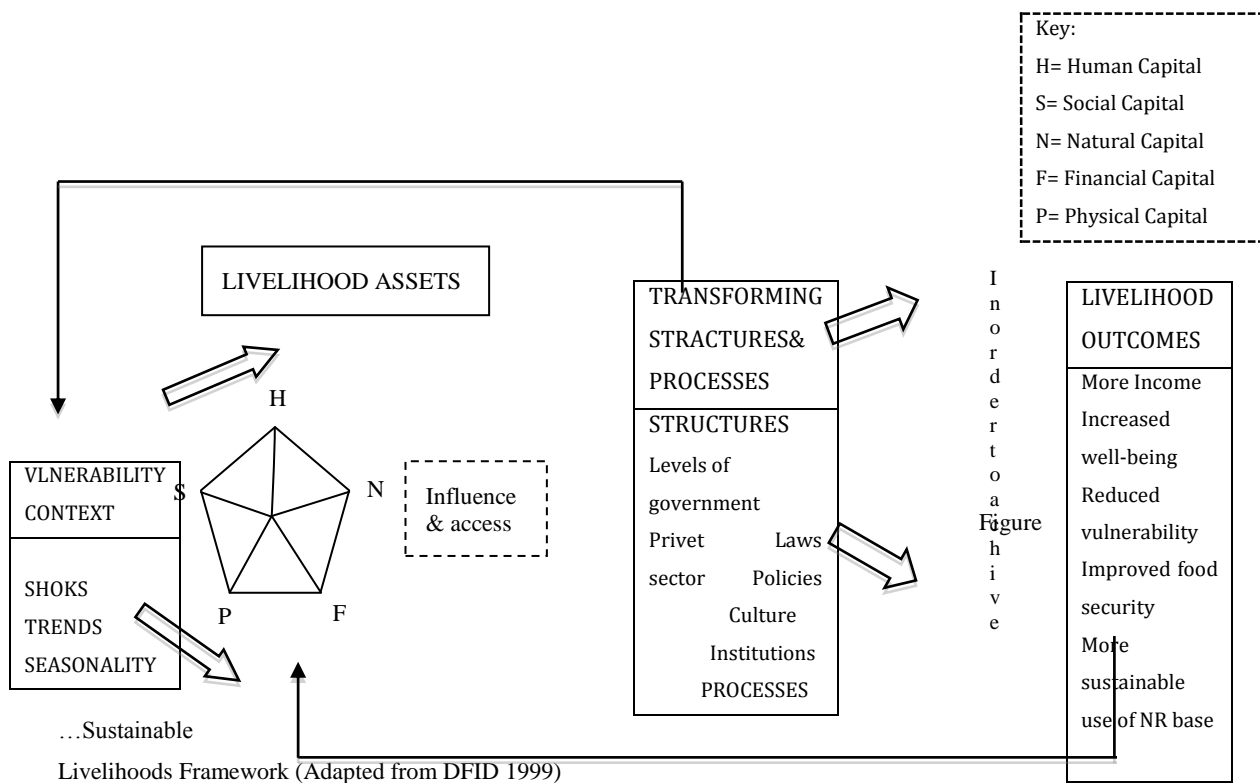
Would you mind providing us with a few details on yourself?

Nationality _____ *Age: (See note 2)* _____ *Length of stay* _____

Number in group _____ *Home city or region* _____

Appendix 4: GIAHS and Sustainable Rural Livelihood Approach

Sustainable Livelihood Approach (SLA) came into consideration in late 1980s; it was quickly developed during the preceding two decades and was often featured in research literature. The focus of Sustainable Livelihood approach is rural development and poverty reduction. It gained popularity among researchers especially those with interest in sustainability studies and human wellbeing (Solesbury 2003). Although the Sustainable Livelihood Approach was developed for research on rural poor in developing countries, it has been flexible enough to be adopted by rural studies for industrialized societies such as European countries and Japan (Matsuya and Wa 2006). This study applies SLA method to study tourism functions of rural socio-ecological landscapes of Satoyama in Japan (figure...).



According to the Department for International Development (DFID, 1999) livelihood assets are human capital (H), social capital (S), natural capital (N), financial capital (F) and physical capital (P). There are different interpretations about livelihood assets by other organizations

depending on needs and understanding of the assets but all share common aspects such as the situation of the assets and the level of access to resources by the local community.

Natural capital refers to the natural resources that can be accessed and utilized by people such as rivers, mountains, forests and farmland as a means of livelihood. Physical capital is the infrastructure that supports livelihood such as road and transportation systems, dams and irrigation canals or agricultural machinery and tools like tractors etc. Financial capital refers to the means of finance such as pensions, remittance, bank loans or any other source of liquid assets that allow people to keep their livelihood and enhance it. Human capital expresses the skills, knowledge and ability to labor by people that enable people to achieve livelihood objectives. It also refers to the demographic situation of the community with both immediate and long-term effects on livelihood. Social capital (Leonardi, & Nanetti, 1993; Lehtonen, 2004, DFID, 1999). According to DFID (1999) social capital denotes the social resources that facilitate the achievement of livelihood objectives (e.g., networks, memberships, social agreements and trusts).

Transforming structures and progress are very important parts of SLA, which form livelihood assets and outcomes and are considered very important because of the direct impact on people's access (DFID,1999). It's the institutional arrangements, organizational issues, power and policies that define the level and condition of access to the assets and accordingly different people have different access to livelihood resources.

Vulnerability context is allocated as an important part within SLA analysis, a concept directly related to livelihood sustainability. Shocks, trends and seasonality affect livelihoods in different local, regional and national level. The influences of trends and seasonality are more predictable however the situation becomes more unpredictable when shocks occur. The fact that livelihood assets are sustained and managed and utilized by people when considered within the vulnerability context provides a useful tool for livelihood strategy planning with lessons of the past.

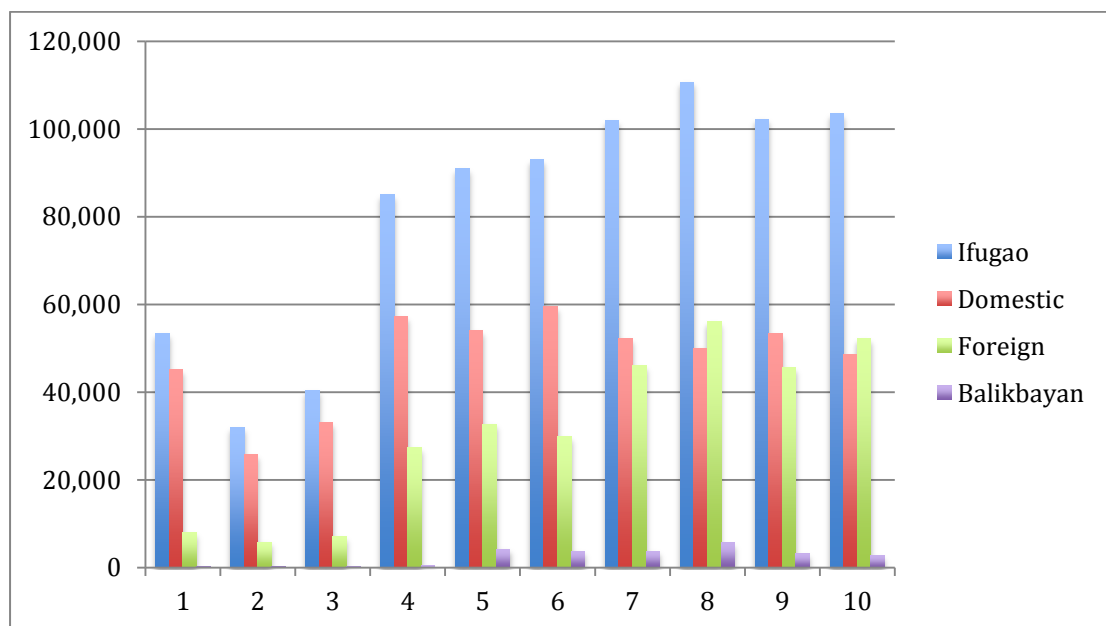
Livelihood outcomes are the results and achievements of livelihood strategies. The outcomes can also indicate the level of success and efficiency of livelihood strategies. The better the livelihood outcomes in a region, the more people will attracted to work there or move in. More income, increased well being of local communities, reduced vulnerability, improved food security and more sustainable use of Natural resources are considered as results of successful livelihood strategy.

**Appendix 5: Tourism Statistics, Data Availability and Development Opportunity
(Sample Statistical Information on Tourism in Ifugao)**

1- Tourism Trends of Ifugao during 2001-2010 (Arrivals)

Trends and number of domestic and international tourists with country of origin are available and were collected over time. This data can be used for further policy and planning.

A Decade of Tourist Arrivals (2001-2010)										
Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Ifugao	53,277	31816	40285	85045	90874	93037	101880	110660	102194	103470
Domestic	45,062	25837	32993	57293	53989	59432	52112	50034	53366	48537
Foreign	8,006	5773	7065	27266	32713	29858	46036	55992	45640	52127
Balikbayan	209	206	227	486	4172	3747	3732	5634	3188	2805
%Share	4.17%	2.68%	4.19%	10.07%	10.49%	9.37%	9.12%	9.27%	8.71%	8.85%

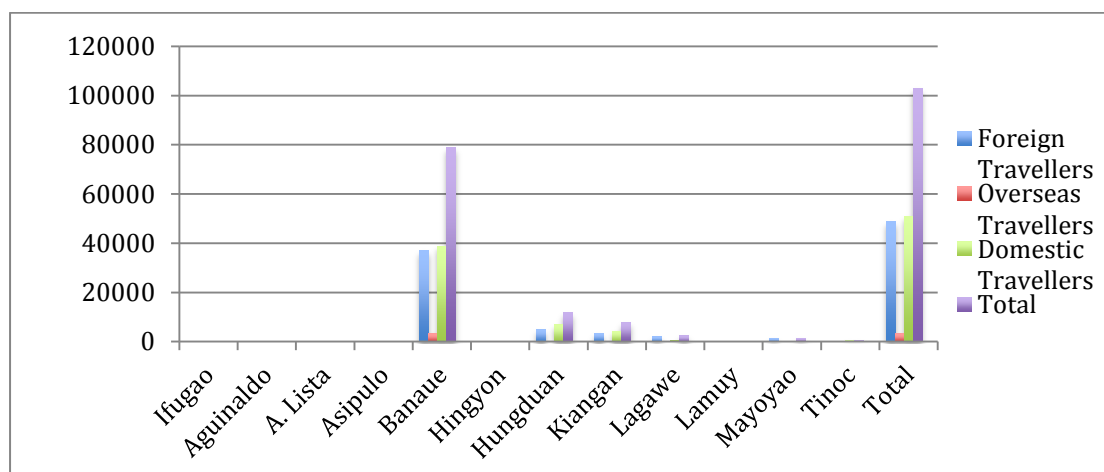


2- Tourism Distribution in Ifugao

Data on tourist arrivals are distinguished based on each municipality that shows the distribution of tourism within Ifugao province. Here we can assume that Banaue is the center of tourism in Ifugao with the majority of travelers visiting Banaue rice terraces and staying overnight in rather well organized accommodation facilities in Banaue. This statistical information emphasizes developmental opportunities for other provinces in Ifugao for tourism development and better distribution of tourism in the area.

NUMBER OF TOURIST ARRIVALS BY MUNICIPALITY, IFUGAO 2009

Distribution of Visitors					
Municipality	Foreign Travellers	Overseas Travellers	Domestic Travellers	Total	Rank
Ifugao					
Aguinaldo					
A. Lista					
Asipulo					
Banaue	36,987	3,188	38,818	78,993	1
Hingyon					
Hungduan	4,926		6,826	11,752	2
Kiangan	3,450		4,300	7,750	3
Lagawe	2,086		348	2,434	4
Lamut					
Mayoyao	1,409		25	1,434	5
Tinoc			507	507	6
Total	48,858	3,188	50,824	102,870	



3- Main Source of Foreign Travellers to Ifugao (country of origin)

European visitors are the main source of international tourism in Ifugao with Japan and The United States also on the list. In the case of Hungduan, the municipality takes the initiatives to collect the data on tourism arrivals. The database on visitors in Hungduan is a valuable source of marketing and policy making for tourism development in the area.

**Top Ten Foreign Tourist Arrivals For the Year 2010
Hungduan**

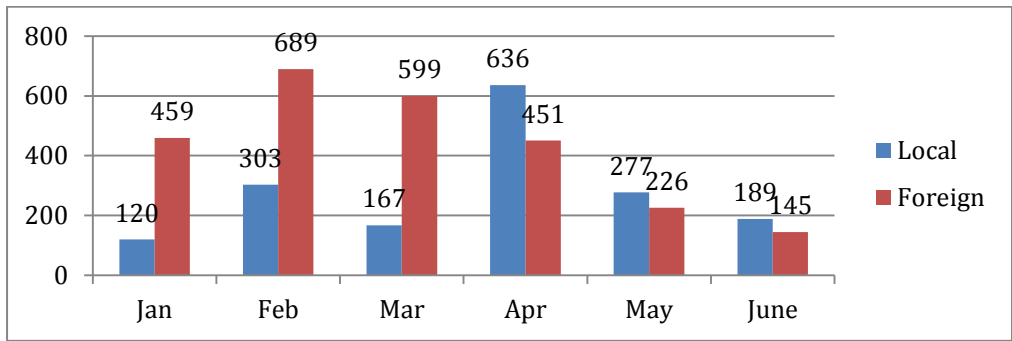
No.	Country	Tourist Arrivals
1	France	3,701
2	Germany	2,551
3	Netherlands	2,232
4	Japan	2,071
5	United States	1,996
6	United Kingdom	1,717
7	Australia	1,706
8	Denmark	1,542
9	Canada	1,492
10	New Zealand	1,389
Total	Total	20,397



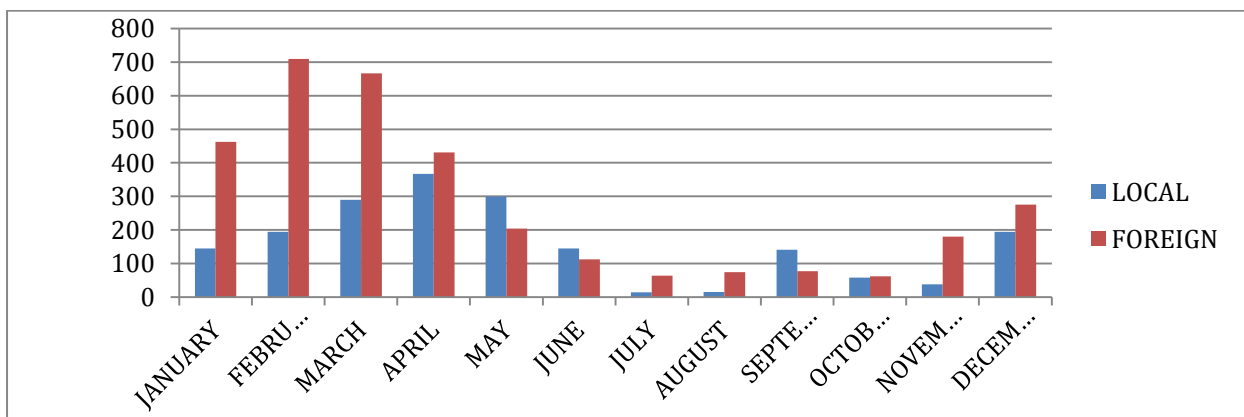
4- Seasonality of Tourism (Monthly Arrivals)

Seasonality of tourism is a matter of vulnerability context. More details on seasonality of tourism can help to improve collaboration between tourism and agriculture in GIAHS sites. In the case of Hungduan the number of tourists is divided in monthly arrivals, which can identify optimum time allocation system and possibilities for farmers to participate in tourism. The following Tables show the seasonality of tourism in Hungduan during 2010 and the first half of 2011.

COMPARATIVE REPORT OF TOURIST ARRIVALS, MUNICIPALITY OF HUNGDUAN, IFUGAO, FOR 1ST SEMESTER/ CY 2011																		
DAY	JANUARY			FEBRUARY			MARCH			APRIL			MAY			JUNE		
	L	F	T	L	F	T	L	F	T	L	F	T	L	F	T	L	F	T
1		7	7		14	14		34	34	18	10	28	17	2	19	0	5	5
2	3	6	9	13	14	27	8	14	22	62	13	75	12	5	17	6	2	8
3			0	4	21	25	10	13	23	28	13	41	2	15	17	43	1	44
4	3	9	12	2	18	20	3	12	15	8	18	26	18	10	28	10	9	19
5	4	19	23	13	30	43	4	20	24	6	14	20	19	9	28	0	0	0
6	14	12	26	9	20	29	4	12	16	11	47	58	10	3	13	0	3	3
7	1	21	22	4	25	29	8	5	13	12	14	26	7	17	24	0	13	13
8		7	7	15	36	51	2	15	17	9	22	31	0	2	2	0	1	1
9	3	15	18		9	9		14	14	52	13	65	8	2	10	21	4	25
10	5	22	27	1	34	35	1	56	57	3	5	8	5	34	39	2	33	35
11	8	20	28	6	35	41	7	21	28	4	13	17	6	11	17	18	11	29
12	11	10	21	3	16	19	7	14	21	14	10	24	6	16	22	27	6	33
13	6	26	32		19	19	7	17	24	16	13	29	30	0	30	4	0	4
14	9	21	30	9	33	42	7	32	39	13	14	27	3	3	6	1	0	1
15	5	16	21	2	12	14	10	18	28	0	8	8	3	3	6	4	8	12
16	5	11	16	9	27	36	12	19	31	29	17	46	27	8	35	0	1	1
17		7	7	8	36	44	3	41	44	75	17	92	11	13	24	2	0	2
18	3	21	24	3	45	48	14	17	31	34	19	53	6	5	11	13	7	20
19	7	12	19	25	8	33	9	13	22	21	30	51	9	9	18	25	10	35
20			0	11	30	41	8	21	29	13	26	39	19	7	26	2	0	2
21	5	33	38	5	23	28	5	6	11	66	10	76	9	2	11	1	1	2
22	4	10	14	3	16	19	4	12	16	29	9	38	3	1	4	0	2	2
23		18	18	116	27	143	9	18	27	23	5	28	16	9	25	1	5	6
24	1	16	17	10	22	32	2	25	27	15	8	23	5	1	6	0	1	1
25	6	49	55	19	61	80	4	23	27	10	17	27	5	5	10	0	1	1
26	1	9	10	10	32	42	1	21	22	7	8	15	4	7	11	2	1	3
27	7	9	16	1	7	8	1	14	15	11	15	26	2	2	4	0	2	2
28	2	7	9	2	19	21	1	15	16	7	18	25	0	4	4	7	9	16
29		10	10			0		13	13	23	9	32	10	9	19	0	9	9
30	2	23	25			0		36	36	17	16	33	3	3	6			0
31	5	13	18			0	16	8	24	0	0	0	2	9	11			0
TOTAL	120	459	579	303	689	992	167	599	766	636	451	1087	277	226	503	189	145	334



REPORT OF MONTHLY ARRIVALS (Hungduan)			
FOR THE YEAR 2010			
MONTH	LOCAL	FOREIGN	TOTAL
JANUARY	145	462	607
FEBRUARY	194	710	904
MARCH	290	667	957
APRIL	367	431	798
MAY	299	204	503
JUNE	145	112	257
JULY	14	64	78
AUGUST	15	74	89
SEPTEMBER	141	77	218
OCTOBER	58	62	120
NOVEMBER	38	180	218
DECEMBER	194	275	469
TOTAL	1900	3318	5218



5- Seasonality Management of Tourism

Knowing the origin of tourists together with seasonal data on arrivals can bring better insight for possible management of seasonality. As shown in the following table that is produced by municipality of Hungduan, Filipino (domestic market) visitors are a valuable source for reducing vulnerability of tourism and reduce the effect of seasonality. They visit the site during May and Jun when the number of international travellers is low.

REPORT OF ARRIVALS BY COUNTRY OF ORIGIN FOR THE 1ST SEMESTER - CY 2011							
CITIZENSHIP	Month						Total
	Jan	Feb	Mar	Apr	May	Jun	
AFRICA					3		3
ARGENTINA		1	1	4		1	7
AUSTRALIA	23	20	14	12	7	11	87
AUSTRIA	5	23	5	16	6	2	57
BELGIUM	11	3	9	22			45
BRAZIL			1	3	1		5
BRITAIN	5				1		6
BULGARIA		3					3
CANADA	32	29	27	13	12	2	115
CHINA	2	8	3	4	2	1	20
COLOMBIA				1	2		3
CZECHOSLOVAKIA	8	18	30	18	8		82
DENMARK	27	31	13	14	5	3	93
DANISH	2	4		2		1	9
ENGLAND(DUTCH)	9	15	5	9	2		40
FILIPINO	120	303	157	636	277	189	1682
FINDLAND	2		1	2			5
FLORIDA							0
FRANCE	92	186	119	85	32	13	527
GERMANY	29	59	76	53	19	15	251
GREECE		1	2	1			4
HAWAII						2	2
HOLAND	3	9	2	13	5	1	33
HONGKONG		1					1
HUNGARY		3	1		3	2	9
INDIA		3	1		1	1	6

INDONESIA				2		2	4
IRELAND		3	1		3	2	9
ISRAEL	8	26	5	7	7	2	55
ITALY	9	14	40	6	2	3	74
JAPAN	10	62	28	19	9	14	142
KOREA	46	13	10	15	37	5	126
MALAYSIA	2	1	2	2	4	3	14
MEXICO				1		1	2
NETHERLANDS	4	13	2	4	7		30
NEW ZEALAND	2	1	3			2	8
NORWAY	11		5	2		1	19
PERU		1					1
POLAND	1	2	15	4		2	24
PUERTO RICO		1					1
ROMANIA	2					1	3
RUSSIA	3	14	70	8			95
SINGAPORE	3			3	1	3	10
SCOTLAND			3				3
SLOVERIA	3	14	70	8			95
SPAIN	15	11	12	14	3	4	59
SWEDEN	11	3	8	2		1	25
SWITZERLAND	26	35	23	25	15	4	128
TAIWAN	2	2	4	4	2	7	21
TEXAS					1		1
THAILAND	3	1		4	1		9
UAE		3					3
USA	44	51	38	36	22	28	219
TOTAL	575						575

6- Tourism Planning (Finance)

The feasibility of tourism development plans depends on the possibility of financing developmental activities. In this context, it is easier to attract external support and finance where local government units provide more details on the financial situation of tourism development and other sectors. Financial statistics and plans improve the ability to measure

the size and capacity of investment and clarify whether investment at a particular destination is cost effective or not.

Tourism Works & Financial Plan							
Kianagan Ifugao							
2011/2012							
Programs/Projects/Activities	Fund of Source	Budgetary Requirments				Total Cost	Responsible Person/Office
		Q2	Q3	Q4	201 2		
D. Capability Building of Tourism Stake Holder						20,000	
1. Tour Guide Training	DOT-CAR or		2,400			2,400	
1.1 Cave guide	DTI Ifugao/						
1.2 Community Guide	20% Skills						
1.3 Mountain guide							
1.4 Eco- tour							
1.5 Trekking guide							
1.6 First Aide							
1.7 Zipline management							
2. Food services							TESDA/MLGU
2.1 Table setting	20% skills trng		10,000			10,000	TESDA/MLGU
2.2 Food preparation	20% skills trng						TESDA/MLGU
2.3 Food handling	20% skills trng						TESDA/MLGU
2.4 Cooking	20% skills trng	10,000				10,000	TESDA/MLGU
Tourism Activity Cooking	tourism activities	5,000				5,000	
3.Transport Sector							
3.1 Basic reception/ Customer service	20% skills trng			10,000		10,000	TESDA/MLGU
4. Tourism Promotion: IEC on tourism							
4.1 Tourism week September 2011							
Symposuim	20%	10,000				10,000	TESDA /MLGU
Photo Exhibit	20%	5,000				5,000	
5. Council Organizational Strengthening							
5.1 Monthly Meeting	20% backlog						
preparation of policies/guidelines on tourist site management	20% backlog	9,000				9,000	
Budgeting			9,000			9,000	KTC+ Baranggay
action planning by communities				9,000		9,000	KTC
5.2 attendace to relevant conference	20% 2011		6,000	6,000		12,000	
Conference							
youth conference in Eco- tourism							
6. study tour							
6.1 Banaue/Sagada	20% backlog					9,000	RP

			9,000				
6.2Bohol	20% PDAF						
E. Tourism monitoring/ evaluation							
1. Arrivals							
2. Monitoring of Revenues from Tourism	20%						
G. Other Activities							
Language Training	TESDA/Other SB		50,000			50,000	KTC
Tourism Code							
Total		1,091,400	123,400	385,000	4,265,000	5,865,800	