

VISITOR & SITE MANAGEMENT

Of Tourist Attractions in the New Normal

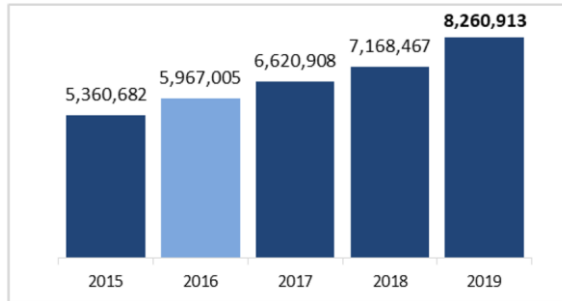
JULIEPEARL P. BRION

Managing Director, JPBSystems, Inc.



Background

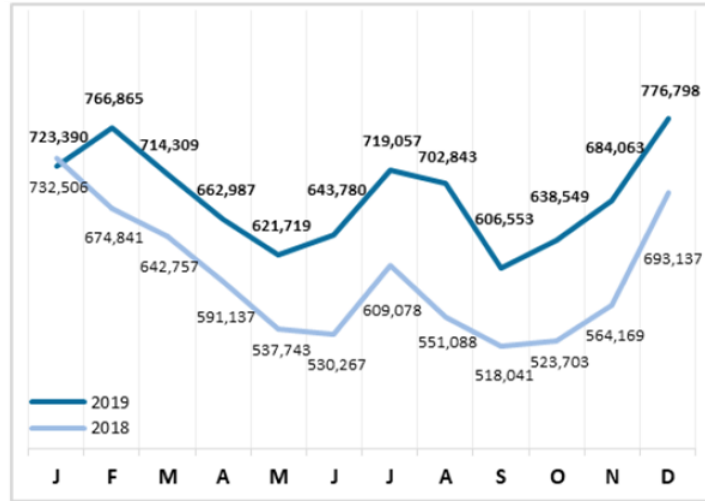
Situation prior
to COVID-19



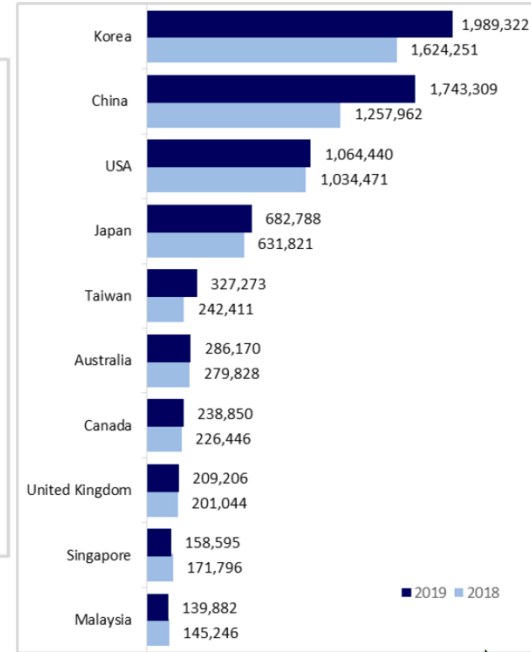
Inbound Visitor Arrivals (2015-2019)

VISITOR ARRIVALS
8.26 MILLION

▲15%



Monthly Visitor Arrivals (2019)



Arrivals of the Top 10
Market (2018-2019)

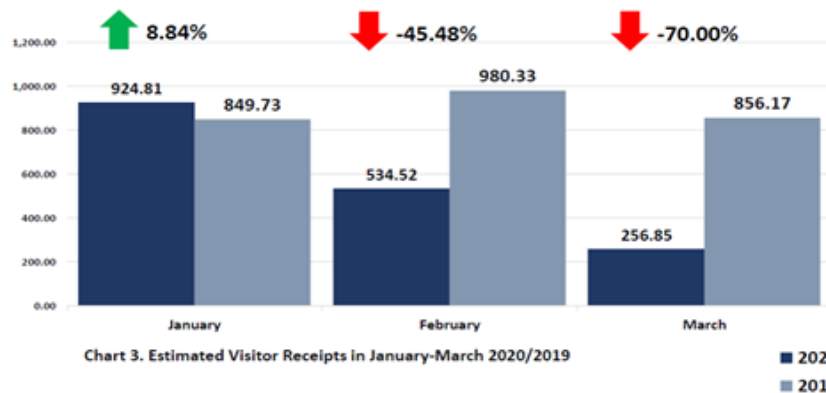
Background

Impact of COVID-19 to Philippine Tourism

Impact of COVID-19 on Visitor Arrivals, 2020/2019



Impact of COVID-19 on Visitor Receipts, 2020/2019



Background

Impact of COVID-19 to Philippine Tourism

Tourism Business Impact

Majority of TREs have 50% to 100% business disruption. This impact extends to revenues, orders and workforce.

TREs experience major difficulties in three areas:

1. Shortage of supplies/input materials,
2. Shipping of finished goods and
3. Shortage of cash flow.

Furthermore, they experienced shortage of workers due to restricted movement following community quarantine.

Background

Impact of
COVID-19 to
Philippine
Tourism

Occupational Safety and Health Challenge

TREs noted that their employees did not contract the virus as of the time of the survey facilitation. Nevertheless, they have implemented actions to protect their employees from being infected.

Background

Impact of
COVID-19 to
Philippine
Tourism

Support on Business Development Service

Majority of TREs noted the following priority support needs on business development:

1. Advice with business continuity planning
2. Advice on how to prevent infections while maintaining business operations
3. Business advise on diversification of products and sales channels and
4. Legal advise on application of labor regulations during crisis.

Background

Impact of
COVID-19 to
Philippine
Tourism

Government Support

Majority of TREs noted the following priority support needs from the government:

1. Deferring payments of utilities, social security contributions, loans or taxes
2. Access to cash / short-term finance
3. Price controls of critical goods and
4. More clarity on official measures to contain the crisis.

Background

Impact of COVID-19 to Philippine Tourism

1. Domestic leisure travel will lead the recovery of Philippine tourism;
2. Majority of travelers expect a reduction of their income and travel budget;
3. Health and safety remains the primary concern of travelers;
4. Travelers prefer reduced-contact activities once leisure travel restrictions are lifted;
5. Travelers prefer online and digital channels for convenience and reduced contact; and
6. Travelers plan to travel close to home.

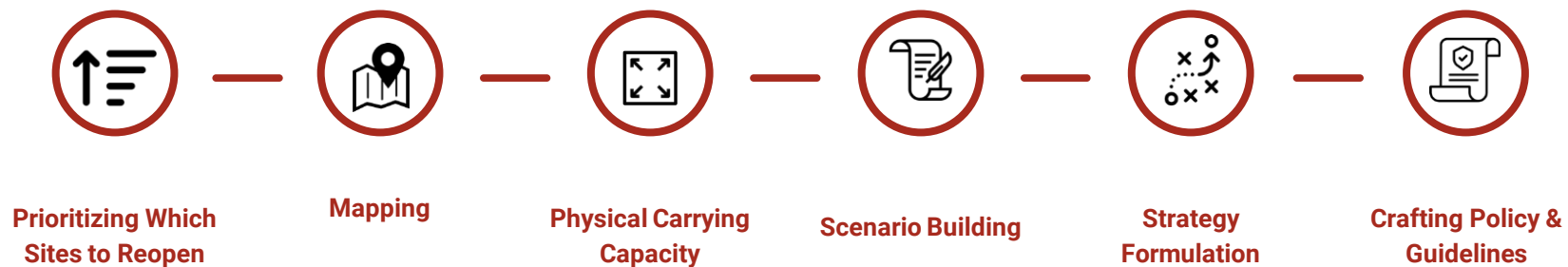


Visitor & Site Management

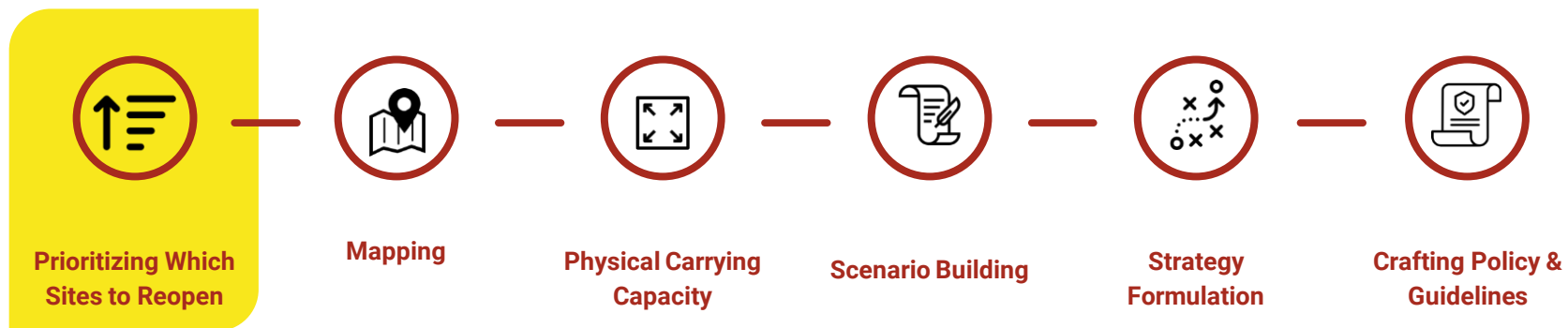
In the new Normal



Framework



Framework



1. Prioritizing w/c sites to reopen

in the new normal situation

SITE REOPENING PRIORITIZATION

MUNICIPALITY: Padada
SITE NAME: Mt. Crocodile (Piape Hill)

CRITERIA FOR REOPENING	Score
Readiness of local policies to ensure strict compliance to health protocols	2
Readiness of referral hospitals & BHRT	4
Readiness of Infrastructures to accommodate tourists/visitors	1
Readiness of staff (in terms of training)	1
Readiness of site (in terms of contingency/emergency plan) in case of outbreak	1
TOTAL	9

Please tick the item which describes the level of preparedness of your site in each aspect.

1 = Least Prepared

2 = Somewhat Prepared

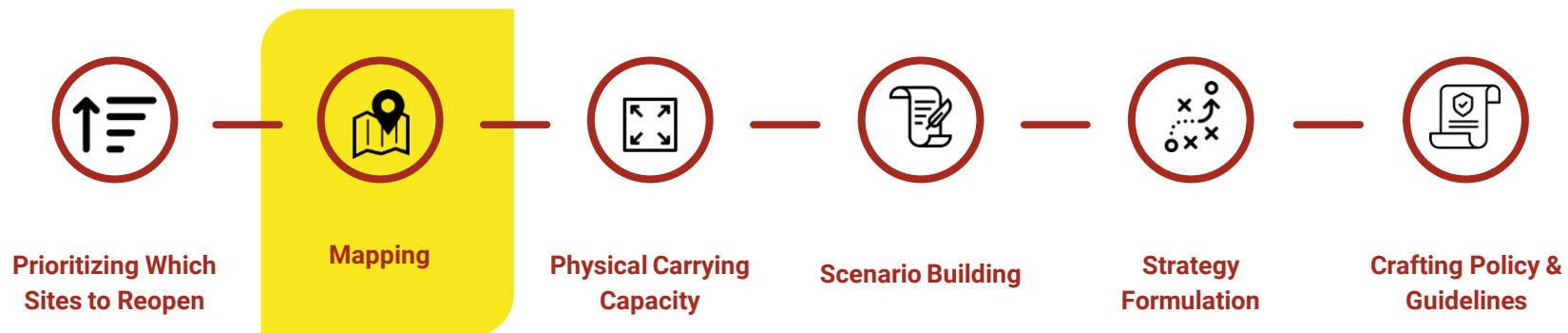
3 = Prepared

4 = Highly Prepared

5 = Most Prepared)

*Notes: If you have reached a total of **15 points**, you are prepared to reopen. Look out for criteria with low score. These are areas of concern.*

Framework



2. Mapping

Required Components

- Routes
- Points of Interest
- Areas of Tourism Activities
- Choke Points (where overcrowding usually happens)

PANABO PARKS AND PLAZA

City Park
16 views

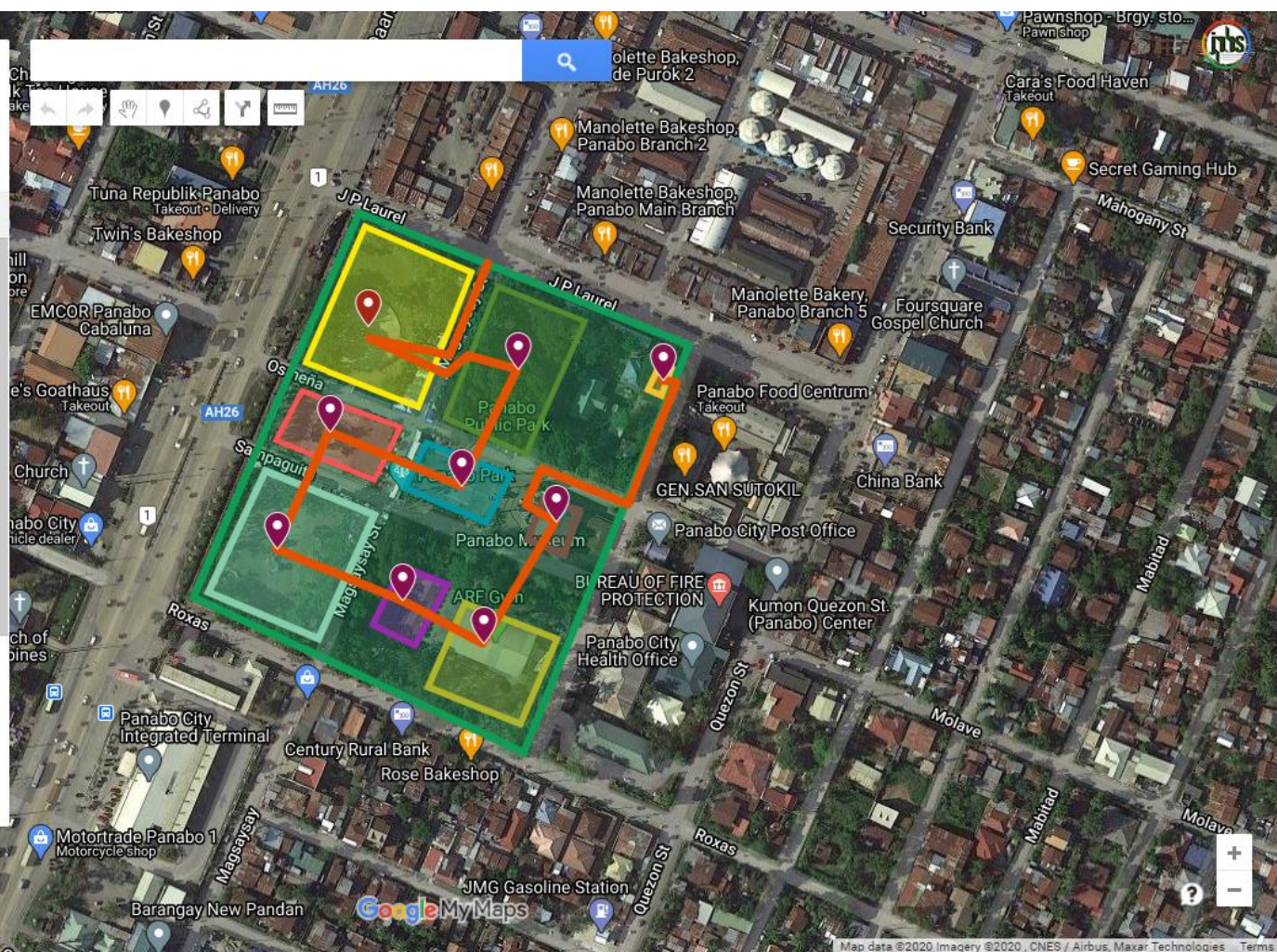
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 Add layer  Share  Preview

☒ Untitled layer

 Individual styles

-  POI 1
-  POI 2
-  POI 3
-  POI 4
-  POI 5
-  POI 6
-  POI 7
-  POI 8
-  POI 9
-  Area
-  POI Area
-  Area 2
-  Area 3
-  Area 4
-  Area 5
-  Area 6
-  Area 7





Visitor Lounge



Point of Interest

POI 1.1 Cave Mouth

POI - 1.1 JUR Swimming Area

POI 2 - Cave Waiting Area

POI 1 - JUR

POI - 3

POI 3 - Hanging Bridge

POI - 4 Meroj Swimming Area

POI - 5 Upper Sigpit Falls

POI - 6 (Activity Area)

POI - 7 JUR PARK

POI - 9 Sigpit Falls

Visitor Lounge

POI - 8 Tourism Lounge

POI - 8.1 Tourist Registration Area (durin...

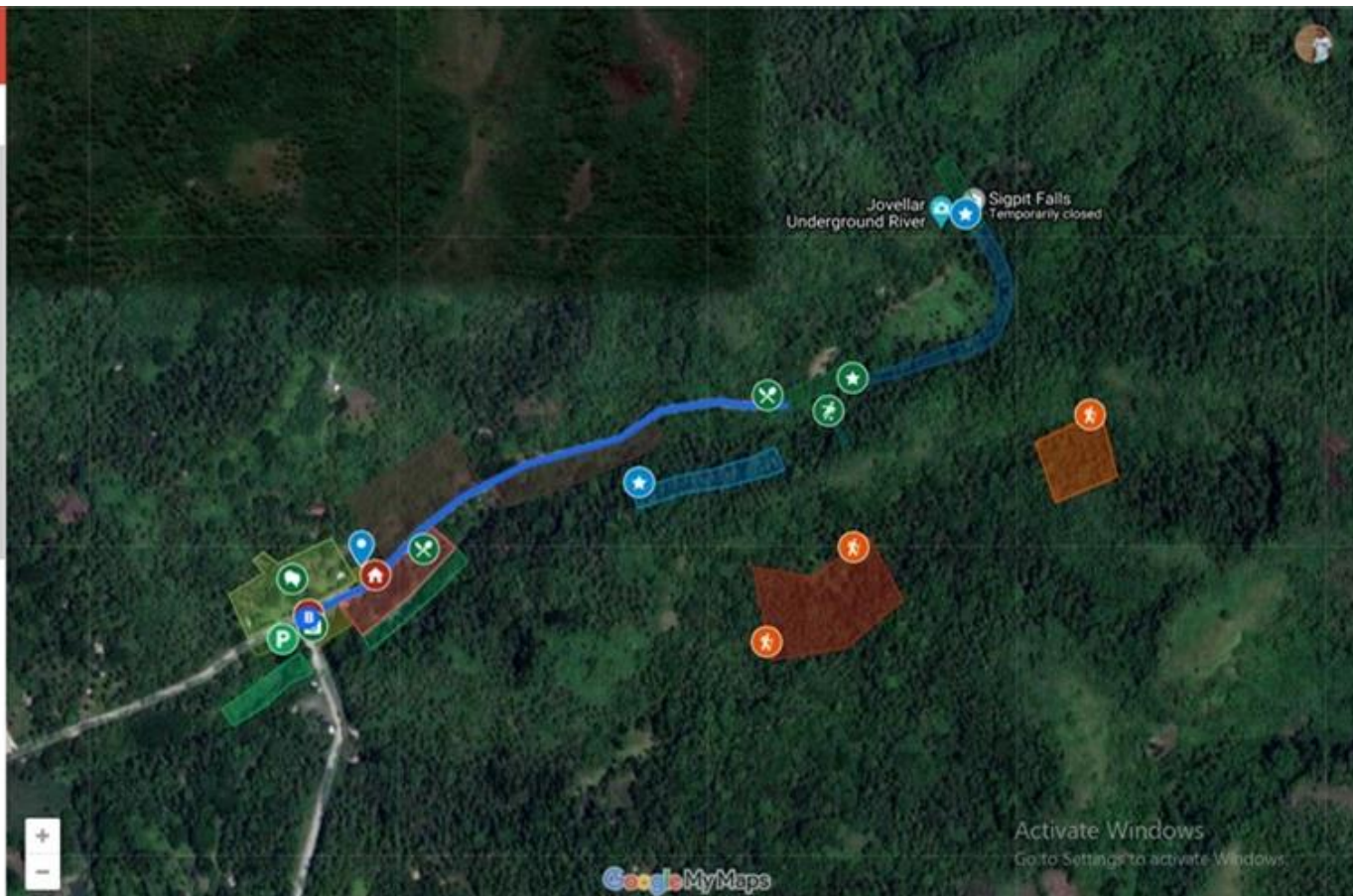
POI - 7.1 Parking Area

Choke Point

Choke Point

POI - 9 Citrus Plantation

Cacao plantation



KVT Farm

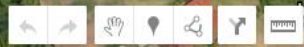
30 views

All changes saved in Drive

Add layer Share Preview

- Restaurant
- Nursery
- Cacao & Livestock
- Parking Space 2
- Parking 1
- POI 1: Restaurant
- Function Hall
- Souvenir Shop
- POI 2: Cacao & Banana
- POI 2: Cacao & Banana
- POI 3: Cacao
- POI 4: Organic Chicken
- POI: Cacao Plantation
- POI 5: Cacao 3
- Route A
- Route B
- Gap Farming Resort
- Point 19

Base map



enny Store

Narana Fish Farm

Tiya Ciana Bibin

Felicity
Takeout

Teamworkz Car
Care Services

Catalunan Grande Rd

Catalu

Automatic
Transmission Master

Google My Maps



Sta. Cruz Island Hop


Maniwaya, Mongpong, Polo
32 views


All changes saved in Drive

 Add layer  Share  Preview

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Individual styles

 Buyabod Port

 Palad Sandbar

 Ungab Rock Formation

 Maniwaya Island


 Route 1 (Lowtide during AM)

 Point 22

 Point 23

 Point 24

 Point 25

 Route 2 (Lowtide-PM)

 Polo

 Point 29

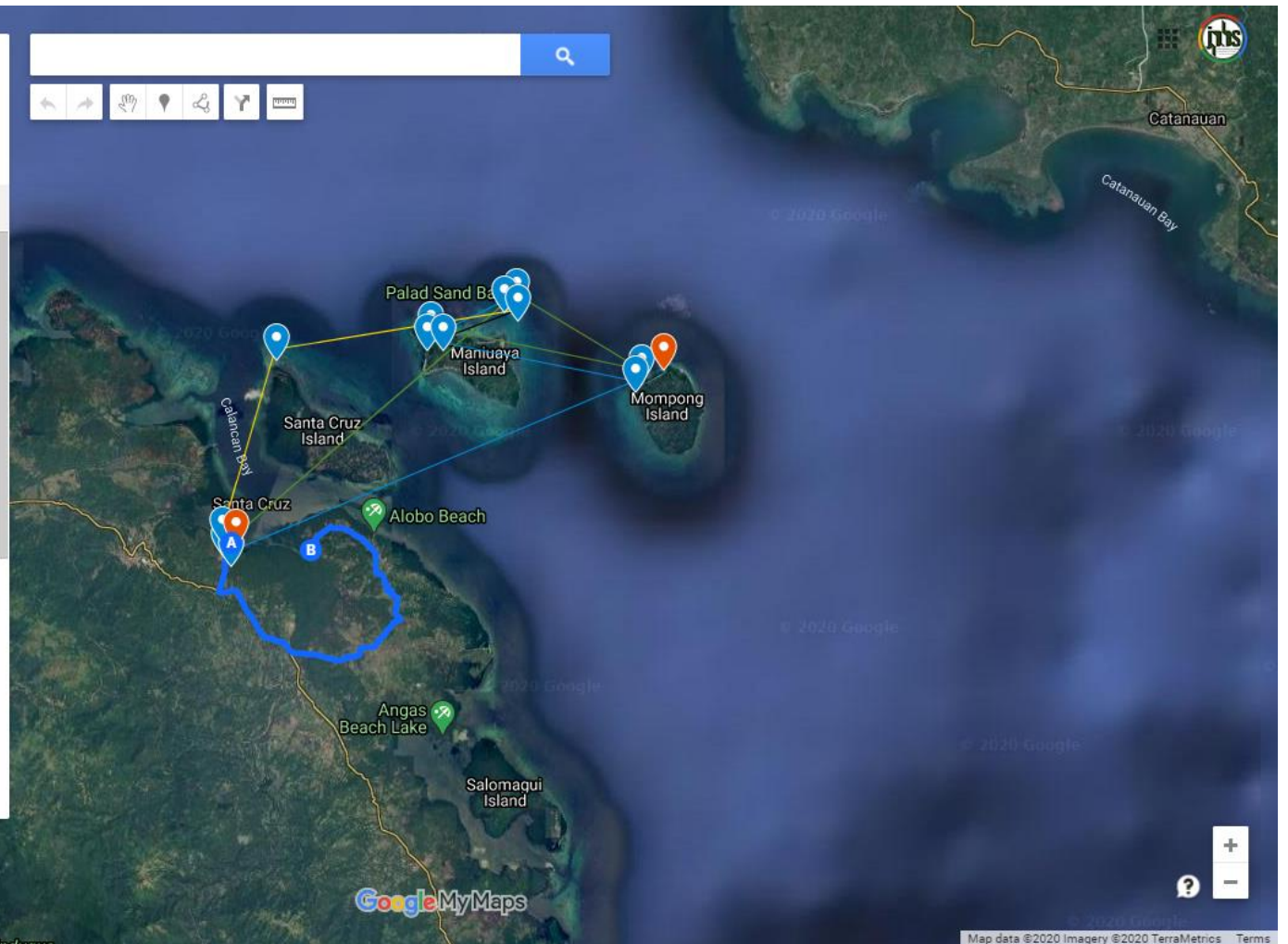
 Point 31

 Route 3 (AM)

 Point 33

 Line 34

 Choke Point



Black Island, Busuanga, Palawan

34 views

All changes saved in Drive

 Add layer  Share  Preview

☒ Untitled layer

 Import

Add places to this layer by drawing or importing data. [Learn more](#)

☒ Untitled layer

 Individual styles

 Docking Area

 Line 12

 Staff House

 Cottage

 Cottage

 Line 16

 Line 18

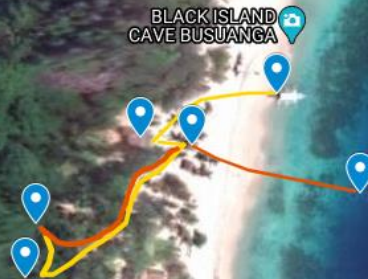
 Main Cave

 Cave 2

 Line 21

 Untitled

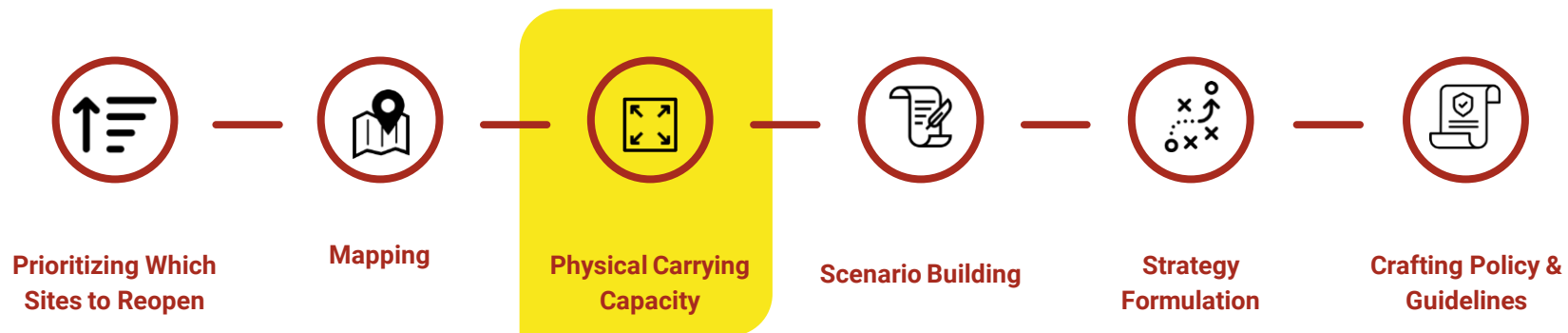
 Swimming/diving



Google MyMaps



Framework



3. Physical carrying capacity

Boullon (1985) Formula:

Carrying Capacity = area used by tourists/average individual standard

Rotation Coefficient = no. of daily hours area is open to tourist/average time of visit

Total Daily Visit = carrying capacity x rotation coefficient

Area Requirement Limits	Area used by tourists (in sqm)	Average Individual Standards* (in sqm)	Carrying Capacity
Lower Limit	2700	4.65	580.645161
Upper Limit	2700	18.58	145.317546

*Note: All fonts in **red** are provided by the site manager based on their local situation.*

Computed Daily Carrying Capacity of Site

** Visitor Carrying Capacity Guidelines used by the Florida Department of Environmental Protection, Division of Recreation and Parks*



Area Requirement Limits	No of daily hours area is open to tourists	Average (shortest) time of visit	Average (longest) time of visit	Average time of Visit
Lower Limit	10	1.5	2	1.75
Upper Limit	12	2	3	2.5

Computing for rotation coefficient

Area Requirement Limits	Rotation Coefficient (shortest time) in hours	Rotation Coefficient (longest time) in hours	Total Daily Visit (shortest time)	Total Daily Visit (longest time)
Lower Limit	6.666666667	5	3870.967742	2903.225806
Upper Limit	6	4	871.9052745	581.270183

Computed Total Daily Visit

3-Hour Stay Interval	Frequency of Tourists' Visit (Peak Season)	Is Carrying Capacity Observed?
6:00-9:00	40	yes
9:01-12:00	100	yes
12:01-15:00	100	yes
15:01-18:00	50	yes

**Frequency of tourist visit in relation to carrying capacity
(Sample)**

Rating	Interpretation
5	Strongly Agree
4	Moderately Agree
3	Agree
2	Moderately Disagree
1	Strongly Disagree

Experiences & Observations

Indicators*	Rating	Interpretation
Are you experiencing		
• Overcrowding	2	Moderately disagree
• lack of space (for movement, baggage, etc.)	2	Moderately disagree
• nature disruption	2	Moderately disagree
• pollution (land, water and air)	2	Moderately disagree
• difficulty in disposing trashes	2	Moderately disagree

Experiences & Observations

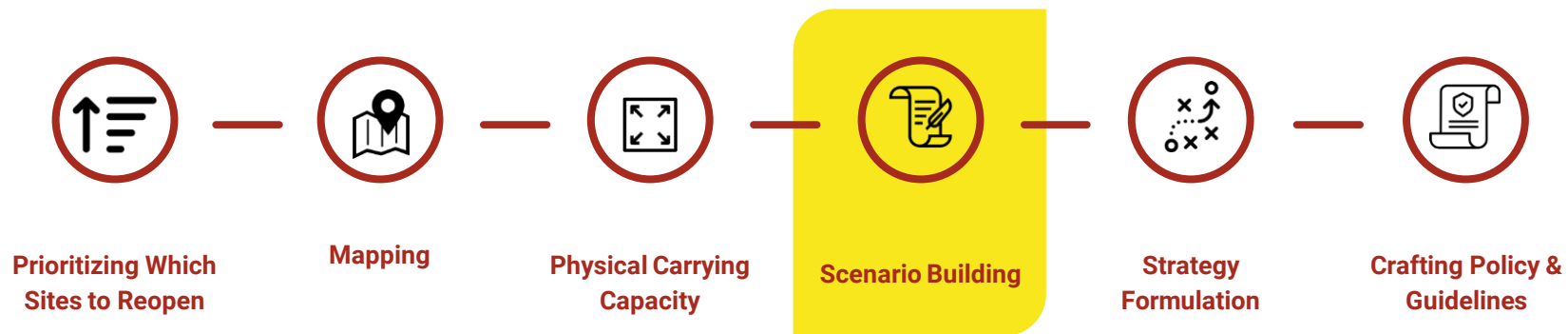
** Adapted from Briones (2009)*

Indicators*	Rating	Interpretation
Is there a need for		
• regulating & monitoring tourist arrivals?	3	Agree
• area development (landscapes, rest stops, trails, etc.)	3	Agree
• environmental policy awareness (signage, etc.)	3	Agree
• solid waste management & monitoring	3	Agree
• additional environmental protection policy	3	Agree

Experiences & Observations

* Adapted from Briones (2009)

Framework



4. Scenario Building

Is a story which is based on the analysis and understanding of current and historic trends and events. It includes a consistent description of possible future situations. The development of sets of narrative scenarios helps to identify possible pathways towards a vision of the future.

– Moriarty P. et.al. (2007)

Methods & Steps

1 Brainstorming

- identify all internal and external factors that will affect achieving the vision
- separate internal factors from external factors

Internal Factors	External Factors
<ol style="list-style-type: none">1. Skills and capacities of workforce2. Availability of facilities3. Readiness of support groups4. Knowledge of the community on the minimum public health standards	<ol style="list-style-type: none">1. Occurrence of infectious and emerging diseases2. Community quarantine status3. Access to e-communication and internet connectivity4. LGU policies and guidelines

Scenario Building

Methods & Steps

2 Classifying

The factors in the upper-right quadrant which are labelled as the most important and most uncertain factors are used to differentiate between possible futures described by the narrative scenario. A reduction of these key factors to **two or three factors** helps to keep the number of possible scenarios low.

Increasing Importance	Q1: Most Important and Less Uncertain	Q2: More Important and More Uncertain
	Availability of facilities Readiness of support groups LGU policies and guidelines	Occurrence of infectious and emerging diseases Knowledge of the community on the minimum public health standard
	Q3: Less Important and Less Uncertain	Q4: Less Important and More Uncertain
	Access to e-communication and internet connectivity	Skills and capacities of workforce Community quarantine status
Increasing uncertainty of happening		

Scenario Building

Methods & Steps

3 Identifying (different futures)

The results have to be **combined** in order to come with the main storylines of different scenarios. The less uncertain or less important factors in the other three quadrants can be used to develop a **“background story”** that is shared by all the scenarios. Another discussion should be started which includes the classification of the scenarios as **high or low probability**.

Main Story Line	Background Story	High/Low Probability
Readiness of support groups to respond to occurrence of infectious and emerging diseases	While <u>trainings</u> and orientations on emergency response are being provided at the barangay level, their skill and promptness to act during emergency situations are still uncertain. Most of the time, they are still dependent on their municipal or provincial DRRMOs. BHERTs, together with different support groups such as healthcare workers, uniformed personnel, government agencies and others were oriented to respond to CoVid19 outbreak. However, no one (or very limited) is really trained or skilled enough to handle the situation as this is all new to everyone.	High Probability

Scenario Building

Methods & Steps

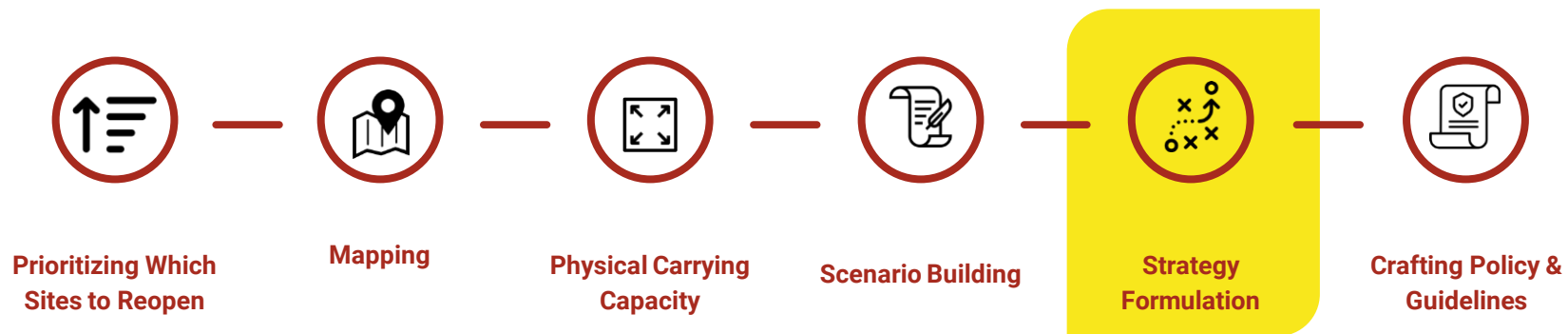
4 Writing (narrative scenarios)

Write down a series of narrative scenarios in which the factors from **quadrant one** of the chart provide a common background story to a set of diverging possible futures described by those factors in **quadrant two**. Depending on the length and detail of the scenarios being developed, factors from **quadrants three and four** can be included or left out of the write-up.

Scenario Building

Scenario 1	Scenario 2	Scenario3
One of the guests in a group of 5 tourists had a fever a day after their arrival. The guest shows signs of body malaise and persistent coughing. The tour guide reported the case to the local tourism office. The local tourism office coordinated and sought the assistance of the DRRMO to bring the guest to the nearest hospital.	Two companions of the guest who had a fever went to a cafeteria near the hospital while waiting for the result of the medical examination. A server assisted them with their orders. A week after, the server experienced severe headache, high fever and difficulty of breathing. She was rushed to a hospital in the city.	The family of the cafeteria server was monitored by BHERTs. The LGUs issued Executive Orders to establish containment zones and prepared the local quarantine facility.

Framework



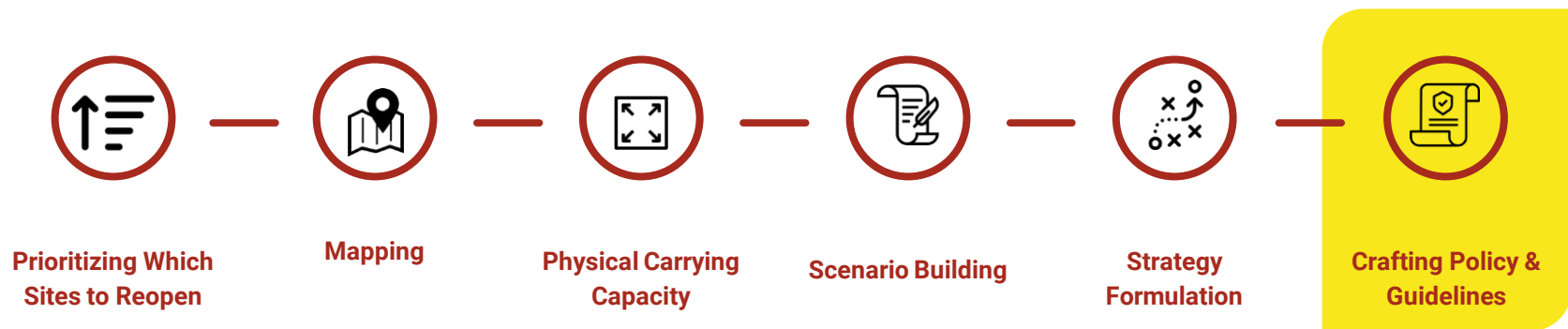
Strategy Formulation

After the different scenarios have been written down, **strategies are developed to meet the vision.**

Sometimes it is necessary to refine the vision since visions, being desired states, tend to be unrealistic. There is often a broad nature of scenarios, so that multiple strategies can lead to the vision.

Scenario 1 Strategy	Scenario 2 Strategy	Scenario 3 Strategy
<ol style="list-style-type: none">1. Inform the LGUs and activate the BHERTs within the tourist destination and location of accommodation of the tourists2. Follow the standard protocols on managing infectious diseases3. Prepare a set of policies and guidelines for the tourists and the community		
<p>Emergency Protocol: Guest is symptomatic a day after the arrival</p> <ol style="list-style-type: none">1. Temporary close the destination for disinfection2. Quarantine all employees on duty including the tour guide3. Perform contact tracing procedures.4. Coordinate with LGU BHERT	<p>Emergency Protocol: The cafeteria server manifested symptoms a week after interaction with the guests</p> <ol style="list-style-type: none">1. Temporary closure of the establishment2. Quarantine all employees3. Perform contact tracing and conduct of swab testing4. Establish critical zones	<p>Emergency Protocol: The family of the tour guide and the cafeteria server tested positive for Covid19</p> <ol style="list-style-type: none">1. Perform contact tracing and swab testing2. Establish containment and buffer zones3. Issue policies and guidelines for the affected community/ies

Framework



Develop Policies & Guidelines

Policies

*mandatory, formalized
statements that apply to a
specific area or task*

Guidelines

*general, non-mandatory
recommendations*

Develop Policies & Guidelines

Policies <i>(mandatory, formalized statements that apply to a specific area or task)</i>	Guidelines <i>(general, non-mandatory recommendations)</i>
Coordination with the local tourism office and advanced booking in the accommodation is needed. Strictly no walk-in guests.	Tourism industry workforce are encouraged to attend trainings on Standard First Aid and Basic Life Support
Temperature of guests shall be checked and a contact tracing/health declaration form shall be filled up	Constant coordination of National and Local Government Agencies to address issues and concerns
Escorts and tour guides should inform the local tourism office of the itinerary of the guests	Periodic inspection of Tourism-related establishments
Establish signboards on health protocols and waste management	Guests are advised to bring emergency kits and sanitizers
Strictly observe the carrying capacity limit of the destination	Owners and managers should conduct regular disinfection of their TREs
Accommodation facilities operating without CAO shall be closed	
Enforce Emergency Protocols when: <ul style="list-style-type: none"> a. One of the guests shows symptoms of COVID-19 before entering the premise b. One of the members of the group shows symptoms of COVID-19 during the tour c. 2-3 days after the tour, one of the guest advised that he/she is COVID-19 positive 	



AURORA.PresentationDay3

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1



2



3

Site Re-opening Prioritization

CRITERIA FOR REOPENING	Score
Readiness of local policies to ensure strict compliance to health protocols	2
Readiness of referral hospitals & BHERT	2
Readiness of infrastructures to accommodate tourists/visitors	2
Readiness of staff (in terms of training)	2
Readiness of site (in terms of contingency/emergency plan) in case of outbreak	2
TOTAL	10

4



5

Carrying Capacity

Waterfalls Area

Area Requirement Limits	Area Used by Tourists (in sqm)	Average Individual Standards* (in sqm)	Carrying Capacity
Lower Limit	350	4.65	75.2688172
Upper Limit	350	18.58	18.83745963

6

Rotation Co-efficient

Area Requirement Limits	No of daily hours area is open to tourists	Average (shortest) time of visit	Average (longest) time of visit	Average time of Visit
Lower Limit	9	0.75	1.5	1.125
Upper Limit	9	0.75	1.5	1.125

Total Daily Visit

Area Requirement Limits	Rotation Coefficient (shortest time) in hours	Rotation Coefficient (longest time) in hours	Total Daily Visit (shortest time)	Total Daily Visit (longest time)
Lower Limit	12	6	903.2268065	451.6129032
Upper Limit	12	6	226.0496156	113.0247328

Assess if Carrying Capacity is Observed

1-Hour Stay Interval	Frequency of Tourists' Visit (Peak Season)	Is Carrying Capacity Observed?
7:00 - 8:00	50	observed
8:00 - 9:00	250	not observed
9:00 - 10:00	225	observed
10:00 - 11:00	250	not observed
11:00 - 12:00	225	not observed
12:00 - 1:00	175	not observed
1:00 - 2:00	125	not observed
2:00 - 3:00	100	not observed
3:00 - 4:00	50	observed





DAVOR TOURISM

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DAVAO ORIENTAL TOURISM OFFICERS

1

EMERGENCY RESPONSE PLAN

September 4, 2020

Roles in case of Emergency:

Scenario A: If one of the guest/staff manifests symptoms of COVID-19

1. Quarantine Guest
2. Inform BHERT/ COVID-IMT For Swab Test
3. Direct contact trace personnel and family of the guest
4. Disinfect the room used by the guest

Scenario B: After 2-3 days, one of your previous tourist/visitor advised you that he is confirmed COVID-19 positive.

5. Close The Establishments
6. Inform BHERT/ COVID-IMT for contact tracing
7. Check CCTV to those Direct Contact of confirmed Covid-19 guest and refer to COVID-IMT
8. Quarantine all personnel that who are directly in contact with the guest
9. Disinfect establishment
10. Quarantine direct contact of guest for 14 days

2

Developing Policies & Guidelines

Policies (mandatory, formalized statements that apply to a specific area or task)	Guidelines (general, non-mandatory recommendations)
WEARING OF FACE MASK/FACE SHIELD	UNDER GO SUCH MANDATORY TEST
HAND SANITIZING/WASHING	NO BOOKING, NO ENTRY
SOCIAL DISTANCING	TRAVEL MANIFEST/CERTIFICATION/EMBARKATI ON FORM
HEALTH DECLARATION FORM	HEALTH CERTIFICATE
TEMPERATURE CHECK	CURFEW HOURS
50% CAPACITY PER ESTABLISHMENTS	
FOOT BATH	

3

LOBBY/ RECEPTION AREA

4





POLO, MANIWAYA AND MONGPONG ISLAND

Sta. Cruz, Marinduque
Site & Visitor Management Assessment

1

POLO, MANIWAYA AND MONGPONG ISLAND

This is Island in Sta. Cruz is a small, palm-fringed island off the coast of Marinduque that made its mark as an ideal weekend getaway of urbanites. It is a great activity for families or group of friends for relaxation.



2

SITE REOPENING PRIORITIZATION

CRITERIA FOR REOPENING	Score
Readiness of local policies to ensure strict compliance to health protocols	1 (Least Prepared)
Readiness of referral hospitals & SWS	1 (Least Prepared)
Readiness of infrastructure to accommodate tourists/visitors	3 (Prepared)
Readiness of staff (in terms of training)	2 (Somewhat Prepared)
Readiness of site (in terms of contingency/emergency plan) in case of outbreak	1 (Least Prepared)

Notes: If you have received a score of 1 (least), you are prepared in respect. Look for the red color for the status. There are areas of concern.

3

COMPUTATION FOR CARRYING CAPACITY & TOTAL DAILY VISIT

4

CARRYING CAPACITY MANIWAYA SOUTHWEST SIDE

Area Requirement Limits	Area Used by Tourists (In sqm)	Average Individual Standards* (In sqm)	Carrying Capacity
Lower Limit	30,000	4.65	6387.09774
Upper Limit	30,000	18.55	2020.931216

5

CARRYING CAPACITY MANIWAYA PALAD SANBAR

Area Requirement Limits	Area Used by Tourists (In sqm)	Average Individual Standards* (In sqm)	Carrying Capacity
Lower Limit	1,000	4.65	215.037634
Upper Limit	1,000	18.55	53.82131324

6

CARRYING CAPACITY MANIWAYA NORTH EAST SIDE

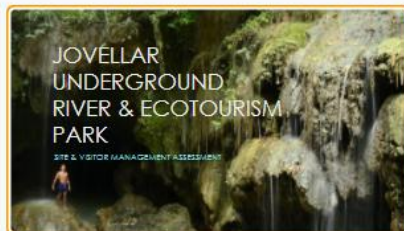
Area Requirement Limits	Area Used by Tourists (In sqm)	Average Individual Standards* (In sqm)	Carrying Capacity
Lower Limit	30,000	4.65	7741.93944
Upper Limit	30,000	18.55	1927.997277

CARRYING CAPACITY POLO ISLAND

Area Requirement Limits	Area Used by Tourists (In sqm)	Average Individual Standards* (In sqm)	Carrying Capacity
Lower Limit	2,000	4.65	430.107529
Upper Limit	2,000	18.55	107.842925

CARRYING CAPACITY UNGAR ROCK FORMATION

Area Requirement Limits	Area Used by Tourists (In sqm)	Average Individual Standards* (In sqm)	Carrying Capacity
Lower Limit	3,000	4.65	655.913755
Upper Limit	3,000	18.55	164.195054



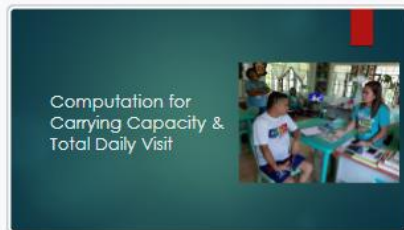
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2



3



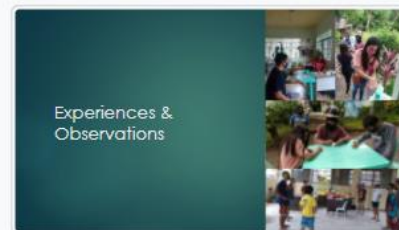
4



5



6



Thank You
