

Tourism planning

Sport & Tourism



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Introduction

Tourism provides a major economic development opportunity for many countries and a means of improving the livelihoods of its residents. Both the public and private sectors involved in tourism depend on planning to achieve sustainable tourism development that respects the local community, creates appropriate employment, maintains the natural environment, and delivers a quality visitor experience.

However, many tourism destinations have pursued development without proper planning and without considering the many impacts such development will bring to the community. This session will discuss tourism planning approaches to achieve the goals and objectives of tourism development for a destination. For the purposes of discussion, a tourism destination can mean an entire country, a region, an island, a resort area, or a single project. The tourism plan is generally a formal document to guide both public sector and private sector development activities.

Destination planning includes many different forms of planning such as economic development planning, land use planning, infrastructure planning, and social services planning and involves many groups with different perspectives including governments, private investors and developers, and local communities. Balite Falls is nestled in a simple but clean and peaceful resort in the town of Amadeo. The latter is famous for its coffee; many coffee shops get their supply of beans from this town. A stream running through the resort drops down on a small shallow pool before cascading down into a larger and deeper pool at another lower level.

The two waterfalls thus formed are the centerpiece of the resort. The waters of the stream and falls are relatively clean. The resort is covered in lush vegetation and is ideal for picnics or a quiet getaway. When we arrived in the morning there were just a few people around, most of them preparing for a picnic and fewer still taking a dip in the pools. As noon approached, however, the place started to get more visitors. The warm and courteous hosts told us that the place really fills up during the summer. We left well before noon to have lunch in nearby Tagaytay.

The roads, even the one leading to the resort are well paved all the way, making Balite Falls an ideal place to visit if you are looking for a quieter place away from Tagaytay (just go there on a weekday as the place can fill up during the weekends). There are two falls of Balite. The first one on top is smaller compared to the falls below it. The water in the bigger falls is 18 feet deep. A lot of people dive onto the deep water. I wish I had the courage to do what they did but I'm terribly afraid of deep water. I only stay on 5 feet or less. Nevertheless, I enjoyed the green scenery of Balite Falls.

They say that the water in Balite falls has healing effects. Maybe because it's pristine, pure and free of inorganic materials. The management doesn't permit the guests to even use soap or shampoo when taking a bath in the falls.

II. Brief description of the Place

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The water in the bigger falls is 18 feet deep. A lot of people dive onto the deep water. Nevertheless, you will also enjoy the green scenery of Balite Falls. They say that the water in Balite falls has healing effects. Maybe because it's pristine, pure and free of inorganic materials. The management doesn't permit the guests to even use soap or shampoo when taking a bath in the falls. Brief History of the Province Amadeo was formerly called Masilaw, a Tagalog word meaning glaring. It used to be a forest with abundant dapdap trees that bore bright red flower after shedding of leaves. These flowers that crown the trees produce a dazzling glaring light. That locality was originally a barrio of Silang. It was made a town in 1872, and was called Amadeo in honor of Prince Amadeo Fernando Maria of Savoy. The inauguration of the town (May 30) coincided with the birthday of the said prince who was born on May 30, 1845 in Turin, Italy, as the second son of the king of Spain and Italy. It was given the Tagalog name Maypag-ibig (With love) during the Philippines revolution. Amadeo was recognized as a town for twenty-one years. It was reverted as a district of Silang, however, in 1902.

Local leader including Geronimo Bayot and Primo Villanueva, for the next thirteen years, continued to secure the separation of Amadeo from Silang. It was not until 1915 during the administration of Governor Antero Soriano, that Amadeo regained its independence. In recognition of his persevering effort in behalf of Amadeo, Geronimo Bayot was made the town's first municipal president under the American regime. The Municipality of Amadeo is a fourth class municipality in the province of Cavite, Philippines. It is nicknamed the "

Coffee Capital of the Philippines". According to the 2010 census, it has a population of 33, 457 people.

Amadeo is best known for their Pahimis Festival, which showcases the town's coffee industry. It is usually held on the last weekend of February and its town fiesta is held on the last Sunday of April. Land Area: 47. 90 sq. km No. of Barangays: 26 Income class: 4th class Population: 25, 737 (2000) 31, 705 (2007) 34, 564 (2010 Projected) Population Density: 662 persons/ sq. km. Growth Rate: 2. 70% per annum (2000) Amadeo is politically subdivided into 26 barangays (12 urban, 14 rural). Banaybanay| Maymangga| Barangay IV (Pob.)| Barangay X (Pob.)| Buho| Bucal| Minantok| Barangay V (Pob. | Barangay XI (Pob.)| MinantokSilangan| Dagatan| Pangil| Barangay VI (Pob.)| Barangay XII (Pob.)| | Halang| Barangay I (Pob.)| Barangay VII (Pob.)| Salaban| | Loma| Barangay II (Pob.)| Barangay VIII (Pob.)| Talon| | Maitim II| Barangay III (Pob.)| Barangay IX (Pob.)| Tamacan| | Geography An upland and inland town with an elevation of 1, 400 feet above sea level, Amadeo is situated approximately 60 kilometers south of Manila. It is flanked on the north by the municipality of General trias and Trece Martires City, on the east by Silang and on the west by Indang.

The City of tagaytay occupies the south of the municipality Climate Cavite belongs to Type 1 climate based on the Climate Map of the Philippines by the Philippine Atmospheric, Geophysical and Astronomical Services Administration(PAGASA). Being a Type 1, Cavite has two pronounced seasons – the dry season, which usually begins in November and ends in April, and the rainy season, which starts in May and ends in October. Cavite's

cool periods are from December to February while summer months are from April to May. Land resources and distribution

Amadeo Cavite's land resources are categorized into two: forest lands and alienable and disposable lands. Forest lands are being maintained as they play a great role for the ecological balance of the Province aside from the fact that they are home to numerous flora and fauna that needs to be protected and preserved. Correspondingly, the alienable and disposable lands are the built-up areas as well as production areas. These lands are intended for urban, economic and demographic developments. Production Land-Use Majority of production land-use is into agriculture. Considering that 50. 3% of the total provincial land area is engaged into agriculture, it can be generalized that in spite of rapid urbanization in the province, Cavite remains to have an agricultural economy that makes food security attainable. Some of the major crops being produced in the province are rice, corn, coffee, coconuts, cutflowers and vegetables. " Coffee beans" " Pineapple" " Banana" " Coconut tree" Included in the agricultural land use are livestock farms that range from piggeries, poultries, goat farms and cattle farms. The climatic suitability of Cavite makes the province ideal for integrated farming, having crops and livestock rising in one farm. Cattle" Fishery is also another major component of the agricultural sector. Having rich marine resources and long coastlines, the province is home to numerous fishery activities. This industry has provided livelihood to many Cavitenos. In some lowland and even upland areas, fishery, in the form of fish ponds are also producing considerable amount of fish products. Some areas in Cavite are also engaged in fish processing and production of fish products like fish sauce. " Fresh water

shrimp” Mining is the third component of production land-use in the province. As of 2009, there are 15 mining and quarrying areas operating in Cavite.

Extraction includes filling materials, gravel and sand. How to get there. * Balite falls is in Barangay Halang which is roughly 3km+ north of Amadeo. If you are travelling using private vehicle, you can take the South Luzon Tollway and exit at Exit 33 (Carmona) and head southwest towards Carmona. Near Carmona, take the Carmona Bypass road so you do not have to go through Carmona town proper. This road actually leads all the way to Trece Martires and crosses Aguinaldo Highway (the more popular road to Tagaytay City coming from Zapote). About 7.7km on this road from the Exit 33, there will be a junction to Silang.

Take this road and head for Silang (about 8.3 km). At Silang, and at every major junction in Silang, you may need to ask directions from locals which way to Barrio Luksuhin. If you can't find help, just follow the major streets of Silang with a southwest general direction until you hit the wide nicely paved roads of Aguinaldo Highway. * From Lawton ride a bus bound Trece/Indang (Cavite,) ask the driver to drop you in Manggahan. Look for the 7-11 store in front of Mcd. You will find the jeepneys that will take you to Balite, Amadeo. Ask the driver to drop you to Balite, Falls. The road to Barrio Luksuhin actually starts from a crossing point along Aguinaldo Highway on the section that now bypasses Silang. Follow this road to Luksuhin, through Luksuhin, Calubcob, Lit-lit and up to the crossing in Banay-Banay (about 4 km total). At Banay-Banay, turn right northwestward while carefully taking note of your odometer reading at the intersection. As of travelogue time there are no

clear landmarks near the road junction that leads to Balite so we will rely on measuring the distance from the Banay-Banay intersection. Go 1.3 km northwestward then you will see a small dirt road on the left.

Turn left on this dirt road and follow this road for about 1 km to the end. On both sides of this dirt road would be coffee farm/plantation. The end of the road will be a sudden descent to a clearing which serves as the parking lot for visitors to the falls. The falls would just be a few meters south of the clearing behind the trees.

III. Socio cultural Economic Pattern Religion In line with national statistics, the majority (70%) of the population are Roman Catholic while adherents of the Aglipayan Church account for 20% and the Iglesiani Cristo account for 4% of the population. Other Christian sects and Muslims comprise the remainder.

However, the strong presence of the Christian Churches such as the mainline Evangelical Churches (UNIDA, IEMELIF, Methodist, UCCP, Baptist and Assemblies Of God), Christian Fellowships (Jesus Is Lord, Bread of Life, Christ's Commission Fellowship, Jesus Christ Spreading the Good News), and other Christian Churches such as the United Pentecostal Churches and numerous Oneness groups, have increased the population of the other Christian Churches. This may now account for about 5% of the total Cavite population.

Ethnic Group Caviteño. A Chavacano community (family of Spanish-based).

Chavacano is a Spanish-based creole language and known in linguistics as Philippine Creole Spanish. Initially, and as a means to express themselves, native speakers mixed Spanish with their respective dialect: Tagalog in Cavite. Now used almost exclusively in Cavite City and coastal Ternate,

Cavite Chabacano enjoyed its widest diffusion and greatest splendor in Spanish and American period of Filipino history, when newspapers and literary outputs flourished. During the Spanish regime, it was prevalent for Spaniards, both peninsulares and insulares, to use the creole in their negotiations with the townfolk.

Cavite Chabacano was spoken with relative ease because it was essentially a simplification of Castilian morphology patterned after Tagalog syntax. Gradually and naturally, it acquired the sounds present in the Spanish phonological system, which had the autochthonous phonetics as core. After World War II, creole Spanish speakers within the capitol of the archipelago vanished. Languages The main languages spoken are Tagalog, Chabacano and English. Chabacano, sometimes spelled as Chavacano, is a creole originally spoken by majority of the Cavitenos that lived in Cavite City and Ternate after the arrival of the Spaniards three centuries ago.

Around 30000 Cavitenos speak Chabacano. Due to Cavite's proximity to Metro Manila a large number of people migrated from farther provinces, resulting in a significant usage of Bikol, Cebuano and Ilokano. Culture and traditions Cavitenos are very proud of their majestic and interesting culture and traditions. Aside from the celebrations of town fiestas, the province of Cavite celebrates festivals as forms of thanksgiving for a bountiful harvest and in honor of its patron saints.

Some of these festivals are also observed in honor of the historical legacies passed from one generation to another generation. In fact, the province fetes the renowned Kalayaan Festival which is given a great social importance in commemoration of the heroism of its people. The province has very rich

culture, traditions and fiesta celebrations such as Mardicas which is a war dance held in Ternate town and Karakol or street dancing with a fluvial procession which is usually held in coastal towns. There is also a pre-colonial ritual called the Sanghiyang as a form of thanksgiving and to heal the sick.

Another cultural tradition is the Live via Crucis or KalbaryoniHesus which is being done during Holy Week and Maytinis or word prayer that is annually held in Kawit every December 24 just before the beginning of the midnight Mass. Cavite proudly stands as a place with a glorious past. It's warm and friendly people, whose ancestors came down with a noble cause, manifest industry and patience in various skills and professions, openly receptive to the entry and exchange of culture and technology that are of value to the province.

IV. Tourism Facilities

A. Existing Tourist Facilities / Resources

1st Division USAFFE Marker The 41st USAFFE marker is one place where you will know more about Tagaytay's rich political history. It is located beside Metro Tagaytay College of Business and Arts, Kaybagal South, Tagaytay City.

Japanese Friendship Garden This 1200 sq. meter garden was constructed to inculcate in the people the value of freedom, peace and international unity. It is located in front of the Development Academy of the Philippines Conference Center, Sungat East, Tagaytay City.

Tagaytay Highlands A masterplan blending of natural and man-made wonders dedicated to leisure at its best.

It is located at Cababuso, approximately 8 to 9 km. away from Silang Cavite.

People's Park in the Sky An artful blending of natural and man-made attractions poised on the highest point of Tagaytay City. It stands on 4, 516 sq. meters of solid ground and overlooks four bodies of water – Taal Lake,

Balayan Bay, Laguna de Bay, and Manila Bay. It is located at Dapdap West and Dapdap East, approximately 6 to 7 km. away Silang Crossing Picnic Grove and Livelihood Complex Located at Sungay East, 3 km. away from Silang Crossing, it is run by the Philippine Tourism Authority (PTA). It is suitable for picnics, horseback riding, and sightseeing. It also offers services for seminar accommodations, overnight stay, and others. The Flower Farm On the windy slope of a hill in Tagaytay City sprawls a flower farm that keeps Manila in bloom the whole year round. The five-hectare flower farm has many varieties of flowers, such as chrysanthemums with assorted colors, gerberas, carnations, roses, and anthuriums. B. Other Infrastructure / Superstructure 1. Accommodations Leisure Farm in Amadeo Cavite It has a resthouse with 2 bedrooms and 2 bathrooms, pavilion, gazebos, fruit bearing trees and exotic ornamental plants, and palm trees.

With natural spring water. Ideal for retreat place, hideaway, or retirement home. It has been featured in "Our Home" and "Blueprint Design" magazines. Microtel Inn & Suites Eagle Ridge, Cavite, Philippines | Have a pleasant stay in our clean, comfortable rooms with the much talked about Microtel chiropractic "healthy for the back" beds. Whether for business or pleasure, Microtel Inn & Suites Eagle Ridge, Cavite will definitely satisfy your needs as this 57-room hotel provides an ideal setting combining comfort, privacy and a convenient location.

Microtel Inn & Suites Eagle Ridge, Cavite also has a distinctive character especially with the multitude of activities available in its neighboring country club. 15 minutes of breezeway from the hotel or about 5-minute drive by car is the exclusive Eagle Ridge Golf & Country Club, which has the largest golfing

facility in the country. Hotel Kimberly Tagaytay Is located along Amadeo Road, a 40 minute drive from Manila City. The hotel offers an outdoor pool, free wi-Fi, free parking and coffee shop Taal Vista Hotel KM 60 Aguinaldo Highway, Tagaytay, Philippines

The Taal Vista Hotel is located in the heart of Tagaytay, and is renowned for its comfort and service. The hotel offers free Wi-Fi, an outdoor pool and tennis courts as well as conference room(s), a beauty centre and a 24 hour reception. Tagaytay Country Hotel Olivarez Plaza, E. Aguinaldo Hi-way, Tagaytay, Philippines Discover all that Tagaytay has to offer with Tagaytay Country Hotel as a base. Each of the 67 well-furnished guestrooms at the hotel ensures a comfortable stay with industry-standard room amenities. Each guestroom features amenities such as shower, television, mini bar.

This Tagaytay accommodation contains all of the facilities and conveniences you would expect from a hotel in its class. Hotel's guests can experience on-site latest leisure and sports facilities such as tennis courts, sauna, spa. This hotel is characterized by a combination of modern comfort and traditional element of Tagaytay, making it a distinct accommodation. To make your reservation at the Tagaytay Country Hotel via our secure online booking form, please submit your visit dates. 2. Churches Our Lady of Manaoag in Tierra de Maria in Tagaytay

Inside the Tierra de Maria is the replica of The Lady, but outside is a 50-foot statue that towers majestically over this meditative place, made more awesome at around 2 p. m. when the sun shines directly over her crown. At her feet is a wishing well and candle holders where the faithful throw their hearts' desires to Mary, Mother of God, Queen of Heaven and Earth. St. Mary

Magdalene Church Beside the Plaza of Amadeo is the St. Mary Magdalene Church. During World War II, it was used as a garrison by the Japanese. Nineteen guerillas were killed in that church-turned-garrison.

Today, Catholics who visit the church remember to pray for the souls of these martyrs. Because of its rich historical background, it was declared a National Historical Landmark by the National Historical Institute in 1984 when it celebrated its 100th year as parish church.

3. Hospitals South Prime Medical and Wellness Center | | | Address: | Delos Reyes Ave. , Dagatan, Amadeo, Cavite - 4119 | *First and only Hospital in Amadeo, Cavite. *24Hr Emergency Department with resident doctors and nurses 24hrs duty. *Patient's admission and Ambulance assistance. Estrella Hospital Emilio Aguinaldo Highway

Municipality of Silang 4118? (046) 414 1483 Gen. Emilio Aguinaldo Memorial Hospital Trece Martires-Indang Road Trece Martires City? (046) 419 2883

4. Restaurant Ala Eh! Cafe Amadeo Brgy. 6, Poblacion Amadeo, Cavite, Philippines Phone Number(+63 46) 682-0074 Mushroom Burger Tagaytay City Phonw Number:(046) 413 1330 ? Fire Lake Grill Unit 3 Cliffhouse Tagaytay, Aguinaldo Highway, Tagaytay City 4120 (046) 483 2069 ? · Josephine'S Restaurant Km. 58 General E. Aguinaldo Highway, Tagaytay City (046) 413 1801 ? ·Jollibee Emilio Aguinaldo Highway, Tagaytay City (046) 413 0921 ? Bag Of Beans - Tagaytay

General Emilio Aguinaldo Highway Mendez Crossing West, Tagaytay City, Tagaytay-Nasugbu Highway, Tagaytay City Phone Number:(046) 413 4356 ? ? KING BEE (Chinese Cuisine) Newhall Complex Governor's Drive, Manggahan Gen. Trias, Cavite Tel No. : (046) 402-0632/402-0634/538-
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0791/887-2784 CHOWKING (Walmart)Governor's Drive, Manggahan Gen. Trias, Cavite Tel No. : (046) 419-1006 JOLLIBEE (Walmart)Governor's Drive, Manggahan Gen. Trias, Cavite Tel No. : (046) 419-0991/419-0993 MC DONALD'S (Walmart)Governor's Drive, Manggahan Gen. Trias, Cavite Tel No. : (046) 402-0092/402-0091 5. SCHOOLS

Brightways Academy| Banay BAnay, Amadeo| Dorcas Samaritan Academe, Inc. | J. Dela Pena St. , Amadeo| Dom Geraldo Childrens Center| Salaban Amadeo Cavite| Father Luigi Caburiotto School| Buho, Amadeo| Istituto Maria Immacolata| Banay Banay Amadeo| Maymangga Evangel Learning School| Brgy. Maymangga Amadeo| Scuola Maria Santissima, Inc. | 419 Brgy. Tamakan Amadeo Cavite| St. Mary Magdalene Parochial School| 348 P. Zamora St. Amadeo| Sunstar Academy| Villanueva St. , Amadeo Cavite| St. Raphael School for Special Children, Inc. | Amadeo, Cavite| Tourism Activities
A weekend coffee farmer

Coffee farming can indeed be profitable. All it takes is dedication, patience and maybe, yes, a book of instructions. People's Park The building here was a project of ex president Marcos, but it was never completed. It is located around 8 kms from the rotunda and is built on the highest of the surrounding hills and offers spectacular views of Lake Taal. Many souvenir shops and fruit stands. Entrance 50 pesos. Zipline and Cable Car Affordable and basic, the Zipline and Cable Car is actually inside the Picnic Grove compound. The zipline was a fun experience The cage-like cable car looks boring though
Horse Back Riding

One of the most common thing that many people who visited Tagaytay is to ride a horse, and your trip to tagaytay is not complete without trying this

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activity, you can find them in taal vista, picnic grove and people's park area. Pineapple Plantations There are lots of pineapple plantations in the areas around Amadeo as the conditions here are perfect for growing pineapples which are huge, sweet and juicy. Fishing When you are at Taal Lake, you will notice that there are many fish farms here. These farms are harvesting the famous tawilis fish and perhaps maliputo fish which are endemic to this lake, both are local delicacies.

You will also see small boats on the lake, where the local fishermen will cast their nets and catch fishes in the lake Sight-Seeing Taal Volcano- an active volcano on the island of Luzon. Consists of an island in Lake Taal situated within a caldera formed by an earlier very large eruption. It is about 50 km from the Manila. The volcano has erupted violently several times, causing loss of life in the populated areas surrounding the lake. Because of its eruptive history and location close to population centres, the volcano has been designated a Decade Volcano.

SWOT ANALYSIS

STRENGTHS| WEAKNESSES| * Interesting ponds * Many varieties and choices to swim from * Friendly community * The depth of the lakes differ from each other * Many ponds to choose from * Near to malls, fast foods, hotels and Tagaytay City * Perfect for nature lovers, adventurous and those who loveswimming* Very affordable entrance and no time limit * Rooms for overnight stay are available * There are different kinds of entertainment such as videoke, bar, picnic table and barbeque grillers * Temperature of the ater is tolerable| * Transportation from the main road for those commuters * Slippery pathways to the lake * Steep and dangerous stairs * No lifeguard *

No indication of how deep are the ponds * No caution signs and guidelines * Undeveloped Comfort rooms * Very scary in the dark * Lack of safety measures * Insufficient cottages * sari-sari store is not available any time * lack of lights at night in the main road| OPPORTUNITIES| THREATS| Job opportunities for the community * Could make the place popular * best for resting and pampering * could increase the income of the government * could feed many families * can attract much more tourists| * Uncontrolled calamities * Landslide prone area * Unsafe and rocky waterbed * Uncontrollable strong flow of river *Global warming* Unfamiliar sea creatures * Flood prone area| VII. Recommendation Our group takes a research about Balite Falls that you can find in Amadeo Cavite.

Even though the place was a bit developed still needs some development in the place which is transportation to get through the resort like to ride on the tricycle because the resort is too near to the main road. The place needs to put also a mini grocery or even a mini restaurant. The both sides of the road has a tree of coffee bean which is the one that the place needs also to put a mini coffee shop so that the coffee bean tree must be recognized to the tourist people who will visit the place. The Balite Falls Resort also needs to put mini cottages in the sides of the resort so people can left their things there.

Balite Falls needs to put more comfort rooms. Balite Falls was owned by the Local Government. The local Government needs to give pay attention and needs to put a big fund on this place that the things that needs to develop will be well developed. VIII. Conclusion We therefore conclude that the Balite Falls must be recognized as one of the best tourist spots in our country

because of having a good view in the place, can breathe a fresh air, beautiful waterfall in the falls. If you're a nature lover you will love the place because of it is very quiet and relaxing place.

The Local Government also needs to recognize their own tourist spot so it can be well known by the people and will be visited by the people in other countries.

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