

Boracay famous white beach tourism essay



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According to Tourism Philippines, Boracay is famous for its long white sandy beaches, and is also a popular outlet for water sports activities such as scuba diving, snorkeling, sailing etc. Other than the sandy beaches, Boracay is well known for the nightlife and party scene. There are numerous bars and clubs along the whole stretch of beach, mostly located at station 2 of Boracay.

Spas are also readily at most places; you can even find freelance masseurs “patrolling” the beaches! (Tourism Philippines, 2008, Retrieved From: <http://tourism-philippines.com/boracay-travel-guide/>)

According to corporate.mozcom.com, “The best part of the island is its 4 km. White Beach, also called long beach by the locals. It is situated at the west coast between the villages of Angol and Balabag, and some experienced travellers claim it to be the finest beach of all Asia. The water is shallow here and its sand brighter and finer than most beaches in the archipelago. There are about 350 beach resorts with 2000 rooms to suit virtually everyone’s taste. There is accommodation of all types and price categories. Restaurants range from the native fastfood stalls to establishments that would satisfy even a gourmet. You can find beer joints as well as discos with amazing light and sound equipment.” (corporate.mozcom.com, n. d, Retrieved From: <http://corporate.mozcom.com/dot/r6/borfacts.html>)

Nestor P. Burgos Jr. of the Philippine Daily Inquirer states that, “DISCERNING travelers and tourists prefer destinations off the beaten track. But many of them still end up in the world-famous beach of Boracay Island in Aklan.” This is because of its white beach and fine white sand and crystal clear waters, according to Edwin Trompeta, regional director for Western Visayas of the <https://assignbuster.com/boracay-famous-white-beach-tourism-essay/>

Department of Tourism. “ The beach and waters combined with the island’s nightlife make Boracay irresistible,” he says.

Despite controversies on land ownership and unregulated development, Boracay has drawn more tourists every year because of its famous white beach, consistently included in the lists of the best beaches in the world.

Furthermore, the global economic slump has failed to dampen tourist arrivals with new foreign markets and local tourists making up for the slack in visitors from countries hit hard by the world recession.

As a matter of fact, tourist arrivals on the island have been on the upswing for a decade. They are up from 554, 181 tourists in 2006, 596, 707 in 2007, 634, 263 in 2008 and 649, 559 last year. For the first five months of this year, tourist arrivals have grown by 12 percent, according to data from the tourism office of Malay town in Aklan.

Boracay’s peak season usually begins in October and lasts until May the following year

From January to May 2010, tourist arrivals reached 378, 694, higher than the 337, 664 tourists who visited the island in the same period last year and the 320, 994 tourists who came in 2008.

The highest number was recorded in May with tourist arrivals reaching 101, 349, higher than the 92, 813 tourists in the same month in 2009 and 83, 731 in 2008.

More than 600, 000 local and foreign tourists visited the white sand beaches and various parts of Boracay during the period, more than 40 percent higher than the 2009 figure of around 470, 000.

DOT 6 said they have recorded more than 230, 000 foreign tourists in the island as of early October.

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This is good news amid the various travel advisories issued by several countries against visiting in the Philippines, the DOT 6 said.

The United States, Australia and United Kingdom had earlier issued advisories as precautions in traveling to the country in the wake of reported terror threats.

The tourism of Boracay is continuing to grow in fact, The News Today states that, “ Boracay’s revenue, mainly due to tourism, has reached P 12. 17 billion as of the third quarter, higher compared to last year’s figures.

Income from tourism in Boracay from January to May reached P6, 961, 683. 28.” (Burgos, 2010, Retrieved From: <http://newsinfo.inquirer.net/inquirerheadlines/regions/view/20100814-286677/Boracay-tourism-still-up-amid-woes>)

Tourist Attractions and Activities in Boracay

According to travelnet. com, Boracay is famous for the following:

Beaches / White Beach

Boracay boasts of a sugary white sand beach and azure blue waters. The best part of the island is the four-kilometer White Beach known to be the “ finest beach in the world.” The surrounding water is shallow and the sand is finer and brighter than most beaches in the archipelago. White Beach is so, soooo fine, it feels like treading on miles of baby powder!

Aquasports

The island paradise of Boracay is a perfect place for watersports. Here, you can partake in a smorgasbord of exhilarating aqua action – from swimming and snorkeling to scuba diving, windsurfing, sailboating, kayaking, boardsailing, and boating.

Nature Tripping / Eco-Adventure

World-renowned Boracay is an adventure island ideal for island hopping, hiking, trekking, caving, mountain climbing, biking, and horseback riding. Trekking and mountain biking can bring even the intrepid to the island’s quaint interior villages and to the edges’ scenic rocky cliffs, discovering along the way many hidden coves with isolated beaches far from the tourist crowd.

Boardsailing at Bulabog Beach

On the eastern side of Boracay Island is Bulabog Beach. It is a boardsailor’s mecca that draws enthusiasts from all over the world, especially during the peak season from November to March. In January, it is the site of an International Funboard Cup.

Paraw Regatta

Sailboating and kayaking are popular sporting activities, with Boracay playing host to the annual Paraw Regatta, an international sailboat race that makes use of the native outrigger.

Diving

Dive sites surround the island and are learning venues to both novice and professional divers, guided by competent instructors of the many dive shops that operate in the area. For trueblue scuba diving enthusiasts, Yapak in Boracay is a great deep dive.

Recreational Sports

Laid-back Boracay is the perfect venue for golf, tennis, bowling, even beach volleyball. Top-of-class amenities for these activities are available in the island. For golf bugs, Fairways and Bluewater Resort Golf and Countryclub has an 18-hole championship course.

Partyhopping

The code in Boracay is strictly informal. Walking barefoot than shod is the rule rather than the exception. Swinging discos have the beach for a floor, giving dance a new twist. From dusk to dawn, the island turns into one big party place where everyone is welcome to join in.

Mambo Number 5

For the adventure-driven, “ Mambo Number 5” is a little bit of boating and wind surfing, a little bit of scuba diving, a little bit of trekking, a little bit of mountain biking, and a little bit of golf.

Shopping

Bargain shopping is a joy of a diversion while in Boracay. Souvenir pieces provide endless possibilities, from trinkets and native accessories made of shells and semi-precious stones to exotic or contemporary beach wear and fashion artworks.

Dining

The taste of the 6th Region, to which Boracay belongs, is quite simple. Charbroiled chicken is common fare. Another favorite dish is raw fish marinated in spicy vinegar. Dining is no problem in Boracay, with most resorts having their own restaurants that serve both Filipino and international cuisines. Small snack bars line the island.

Relaxation

Diversions are not a problem in Boracay, with leisure activities calendared throughout the year and amenities offered by some 350 tourist establishments. The island is ideal for beachbumming, relaxing, and simply lazing around. At the end of the day, unwind with a relaxing massage. The island never runs out skilled masseurs offering massage services by the beach. For a more luxurious treat, visit the new Mandala Spa.

Boracay Boardsailing

The picture-perfect tropical island of Boracay offers flat-water speed sailing, wave jumping, and longboard cruising. White Beach, shielded from the amihan, or northeast monsoon, is for beginners. Bulabog Beach, on the other side of the island, has ideal conditions for speed, slalom, and high-wind shortboard sailing. It is also the site of the annual Boracay International

Funboard Cup. Tabon Strait has superb high-performance sailing, but there is a real risk of being swept away, so this site is for skilled sailors only.

Tibiao Whitewater River

Rising near the peak of Mt. Madja-as, the Tibiao River descends almost 2000m on its short but tumultuous journey to the sea. The lower section of the river, known as the “ Chicken Run”, is grade 3; the more difficult upper section reaches grade 4. The Tibiao has all the classic features of a tropical whitewater river, with rich vegetation hemming the banks, views of rice terraces, spectacular falls and clear water. The river is close to Boracay and easily accessible.

Natural Formations

Beaches / White Beach

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Festivals

Ati-Atihan (second weekend of January)

January is the time to hang loose in Kalibo, the “ Land of the Atis” and the gateway to Boracay. For all of three days, it celebrates the Ati-Atihan Festival – where frenzied streetdancing is performed by costumed and black-sooted “ tribes” as they wend through the main streets from dawn until the witching hours. Ati-Atihan commemorates the 13th-century land deal between ten

migrating Bornean chieftains and the aboriginal Ati King Marikudo. It also honors the town patron, the infant Santo Niño. To the accompaniment of hundreds of lyres and drums, merrymakers throw all inhibitions to the wind as they join the tribes in a mad jig punctuated by rhythmic shouts of: “ Hala bira! Puera pasma! Hala bira! Viva Santo Niño!” (Loosely translated: “ Let go! Don’t get sick! Let go! Hail the Holy Child!”)

Paraw Regatta

Yearly, Boracay Island plays host to the Paraw Regatta, an international sailboat race that

makes use of the native outrigger.

International Funboard Cup

A music and dance festivity depicting the history, folklore, and traditions of the Lobocanons. Bolibong Kingking is a term applied to the drums and gongs and their rhythm used to accompany the supplication dance ritual in front of the Image of Our Lady of Guadalupe, the 2nd Patron of Loboc.

Pana-ad sa Loboc (Holy Thursday & Good Friday)

Bulabog Beach, situated on the eastern side of Boracay Island, is a boardsailor’s mecca that draws enthusiasts from all over the world. Every January, it is the site of an International Funboard Cup.

Marketing Boracay

A study was undertaken for the International Finance Corp. (IFC) by a team of Filipino and German consultants to improve and develop Boracay to make it a world-class tourist destination. According to this study, the plan is

achievable and through this, the island of Boracay can compete with other world-renowned beaches like those in Phuket, Thailand and Bali, Indonesia.

“ The plan is to redesign the marketing strategy to make the island more visible and accessible to tourists from around the world,” declared IFC Country Manager Vipul Bhagat. Boracay is presented as a haven of good investment opportunities, paying attention to strategic tourism marketing and promotion so as to invite and persuade more tourists into visiting the island.

[http://www. mb. com. ph/node/61659](http://www.mb.com.ph/node/61659)

The study emphasizes the major changes which are intended to be done and implemented to develop, sustain and make Boracay a major destination for big-ticket tourism. These changes include the “ transfer of solid waste management facility from Boracay to Caticlan; the construction of low-cost mainland housing to ease migration and congestion in Boracay; improved transport facility between Boracay and Caticlan; development of Caticlan’s airport and marina; a Caticlan-based full service hospital to respond to emergencies, and; an agro-industrial center in Caticlan with ice and cold storage facilities and a public market.” Issues like migration, zoning, lack of health facilities and medical personnel, visual and noise pollution, solid waste and water management, energy supply and intra- and inter-island transport are also addressed. In addition, the building of educational facilities offering tourism-related services, environmental management and eco-tourism in Caticlan was also recommended to raise the awareness of the locals to continue preserving, sustaining and developing the island that is

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considered as one of the Philippines' most treasured and precious natural resources. .

To start with the marketing and strategic management development, the IFC conducted a web marketing seminar for local officials and businessmen to improve and hone their skills and utilize the use the Internet to market Boracay and improve and build-up its image. A separate forum for potential investors was also held in Manila.