



PHILIPPINES:

Tourism company develops offers with indigenous groups

In the Philippines, tourism plays an important role in economic development – almost 20 percent of the gross domestic product is generated through it. For further expansion, it is important to preserve the cultural and natural heritage of the island nation and place greater focus on environmental and social standards. As part of the develoPPP programme funded by the German Federal Ministry for Economic Cooperation and Development (Bundesministeriums für wirtschaftliche Zusammenarbeit und Entwicklung, BMZ), Pardon/Heider Touristik GmbH (Reisen mit Sinnen) and DEG – Deutsche Investitions- und Entwicklungsgesellschaft mbH developed appropriate tourism offers that include local ethnic groups. In this way, the company hopes to open up new destinations for its programme and thus meet the increasing demand for sustainable tourism offers.

THE CHALLENGE

Among other aims, the Philippine development plan for 2017 to 2022 focuses on creating new jobs in the tourism sector to fight poverty and achieve prosperity for as many people as possible.

Mass tourism such as in Boracay, one of the most visited holiday resorts in the archipelago, is not a model for this. In the future, the country wants to put more emphasis on sustainable tourism that focuses on the preservation of traditions, cultural heritage and nature and establishes environmental and social standards.

This should help to improve climate and environmental protection in the island state and offer previously disadvantaged indigenous population groups an economic prospect. For Reisen mit Sinnen, which offers sustainable travel, the establishment of corresponding offers beyond the regions developed for mass tourism is economically indispensable in order to be able to position itself with its own profile in the long term. This is where the develoPPP programme comes in, because cooperation with ethnic groups requires a lot of time and preparation to qualify people accordingly and to be able to develop marketable products.

PROJECT APPROACH

The aim of the project, which had a budget totalling 350,000 euros, was to initiate tourism offers in selected communities in less developed regions. To this end, the project partners implemented the following measures, among others, on the island groups of Luzon and Visayas and in the province of Palawan between 2017 and 2019:

- Four ethnic communities were selected for training programmes on tourism at the community level.
- Community members received training on first aid, food safety, hygiene and sanitation, as well as other topics, as a prerequisite for setting up transport and hospitality businesses.
- Basic infrastructure was created for sustainable tourism in the communities.

Reisen mit Sinnen managed the project together with Travel Authentic Philippines (TAP), long-time local partner and expert on the ground, both contributing their expertise in establishing sustainable tourism. In addition to providing financial support, DEG structured the project together with the partners in the preliminary stages.

"Working closely with the local ethnic communities, we have managed to develop a tourism offer that meets ecological, economic and social aspects and adds some very special and attractive destinations to our offer."

Marion Heider, Partner at Pardon/Heider Touristik GmbH



RESULTS

The project supported the selected ethnic communities to protect their natural and cultural heritage while developing a tourism offer that improves their income and creates economic prospects. In addition to those who directly received a qualification or were able to set up their own business, numerous other family members in the communities benefited from the improved overall economic situation.

In close cooperation with the ethnic communities, the company succeeded in developing new offers for environmentally and socially responsible tourism, and was thus able to expand its own programme to include attractive destinations.



Improved environmental and social standards in tourism

357

community members directly trained

18

transport and hospitality businesses established

PROJECT PARTNERS

Reisen mit Sinnen – Pardon/Heider Touristik GmbH

Marion Heider
Partner

T: +49 231 589 792 11

E: marion.heider@reisenmitsinnen.de

Deutsche Investitions- und Entwicklungsgesellschaft mbH

Alexandra Neuwirth
Project Manager develoPPP

T: +49 221 498 614 72

E: develoPPP@deginvest.de

QUESTIONS ABOUT DEVELOPPP?

develoPPP is aimed at companies that want to invest sustainably in a developing and emerging country and become operational. Suitable projects can receive technical and financial support of up to 2 million euros. The basic requirement is a long-term business interest in the country that goes hand in hand with a sustainable developmental benefit for the local people. Are you planning to train local professionals or sustainably expand an existing supply chain? Do you have an

innovative business idea that can be expected to have a positive development effect? Then learn more now and become part of the develoPPP success story! Further details on the programme, current project examples and the right contact for your questions can be found at: www.develoPPP.de.

Information on further BMZ funding opportunities for companies can be found at: www.wirtschaft-entwicklung.de.

LEGAL NOTICE

Publisher: Agentur für Wirtschaft & Entwicklung (Agency for Business and Economic Development), Berlin, a project of DEG - Deutsche Investitions- und Entwicklungsgesellschaft mbH, Cologne, and Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Bonn and Eschborn **Design concept and layout:** incorporate berlin, Berlin **Use and copyright:** Agentur für Wirtschaft & Entwicklung, Berlin **Photos:** © Reisen mit Sinn **Last revised:** June 2021

On behalf of



In cooperation with



Funding programme



Implemented by

