



Republic of the Philippines

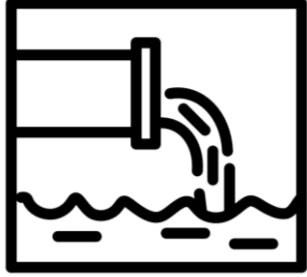
National Economic and Development Authority



Manila Bay Sustainable Development Master Plan

Technical Committee Meeting on Promote Responsible and Sustainable Tourism

via Zoom | 15 January 2021



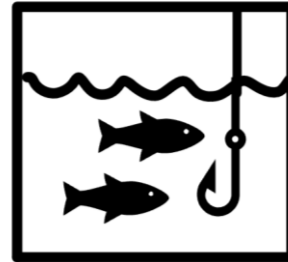
REDUCE POLLUTION LOAD



RESTORE NATURAL HABITATS



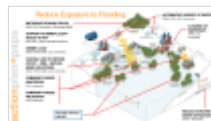
IMPROVE SOLID WASTE MANAGEMENT



BOOST FISH BIOMASS



REDUCE EXPOSURE TO FLOODING



PROMOTE RESPONSIBLE AND SUSTAINABLE TOURISM





Promote Responsible and Sustainable Tourism

RESPONSIBLE AND SUSTAINABLE TOURISM
DOT

MANILA BAY AREA TOURISM PROJECTS
DOT
ECOLOGICAL PARKS AND ECO-MUSEUMS
DOT

REDUCE EXPOSURE TO FLOODING

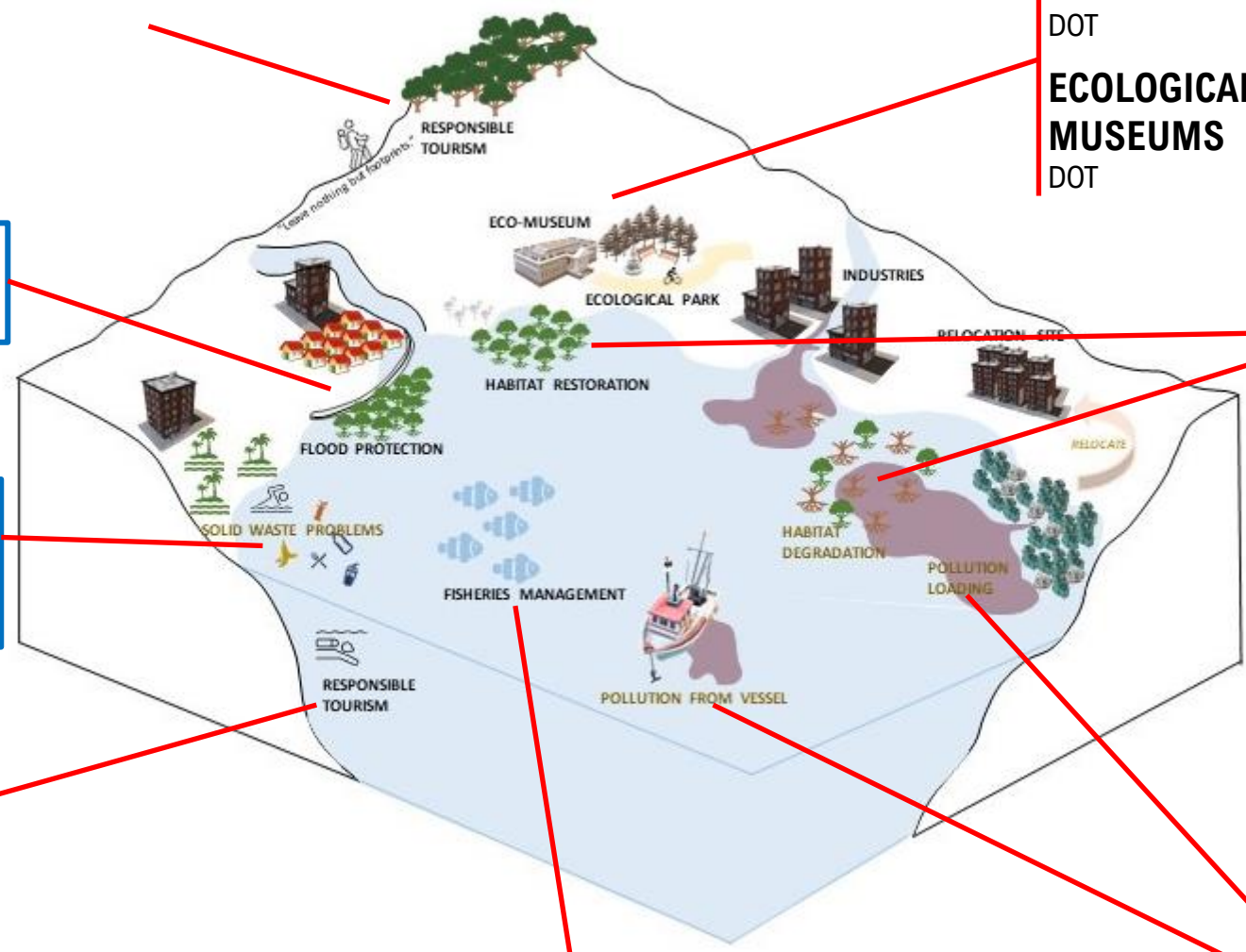
RESTORE NATURAL HABITATS

IMPROVE SOLID WASTE MANAGEMENT

RESPONSIBLE AND SUSTAINABLE TOURISM
DOT

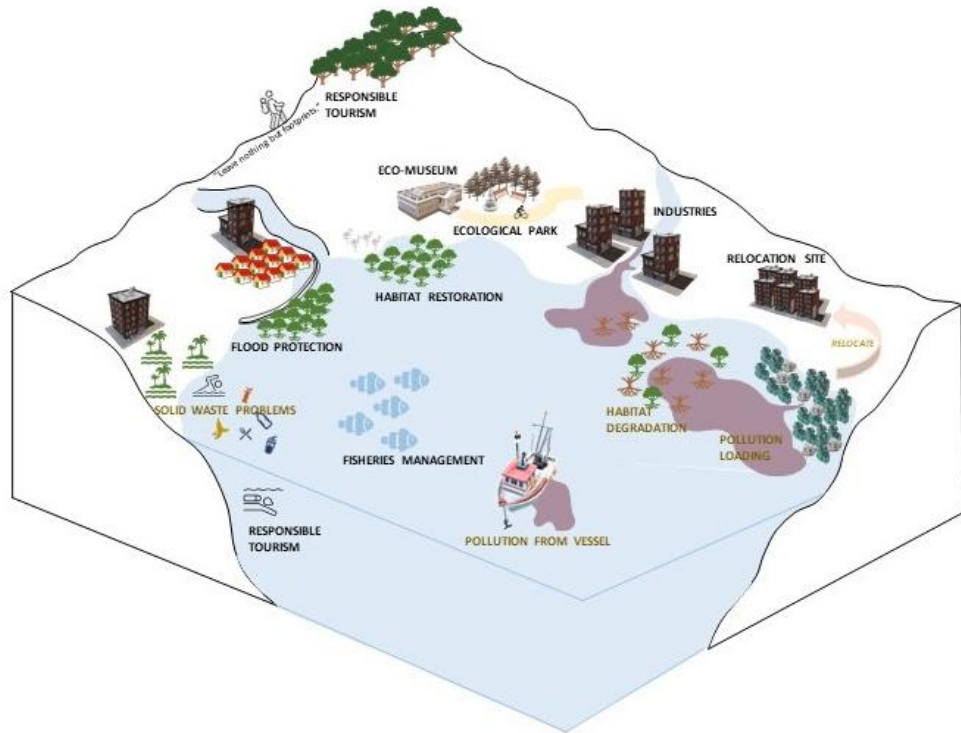
BOOST FISH BIOMASS

REDUCE POLLUTION LOAD





Promote Responsible and Sustainable Tourism



- ✦ **PRST01 | Strengthen Responsible and Sustainable Local Tourism Planning**
 - Development of Provincial and City/Municipal Tourism Development Plans
 - Monitor Enforcement of Provincial and City/Municipal Tourism Development Plans

- ✦ **PRST02 | Improve Tourism Modalities in Manila Bay Area**
 - Manila Bay Area Tourism Project
 - Implement and Enforce Tourism-Related Policies

- ✦ **PRST03 | Development of Manila Bay Ecological Park and Eco-Museum**
 - Manila Bay Ecological Park(s) and Eco-Museum(s) Project
 - Local Ecological Parks And Eco-Museums Project in Manila Bay Area - Funding Mechanism for LGUs



Manila Bay 2040 (Projected Impact)

- Amenity value was used as an indicator to quantify the tourism goal of the MBA.
- Utilized the four (4) identified tourism amenities in establishing amenity value, namely (i) destination attractiveness, (ii) infrastructures and facilities, (iii) financial requisites, and (iv) tourism management and schemes (MBSDMP Amenity Value Study, 2020).
- Basis for evaluation of the amenity value also included the concerned environmental aspects and indicators of the MBSDMP, such as solid waste, pollution load, and, if available, status of natural habitat (MBSDMP Amenity Value Study, 2020).
- To improve the amenity value of Manila Bay, the five (5) measures (i.e., RPL, ISWM, RFL, RNH, BFB) is further complemented by the PRST Actions
 1. PRST01 supports the DOT and LGUs in strengthening responsible and sustainable Local Tourism Planning which includes preparation of local tourism development plans, tourism management action plans, and beach management plans that are consistent with the National Tourism Development Plan.
 2. PRST02 supports the DOT, LGUs, and the private sector in improving tourism modalities in Manila Bay Area.
 3. PRST03 provides the technical support and funding mechanism for the development of Manila Bay tourism areas and infrastructure, such as ecological parks and eco-museum.



Indicative Cost (in PhP Million)

Action Plan No.	Title	Timeframe	Indicative Cost
PRST01 01-01P	Development of Provincial and City/Municipal Tourism Development Plans	2022-2026	3,024.00
PRST01 01-02 T	Monitor Enforcement of Provincial and City/Municipal Tourism Development Plans	Every 5 years	95.0
PRST02 01-01 P	Manila Bay Area Tourism Project	2022-2026	65.00
PRST02 01-02 P	Implement and Enforce Tourism-Related Policies	2026, 2031, 2036, 2040	20.00
PRST03 01-03 P	Manila Bay Ecological Parks and Eco-Museums Project	2023-2028	320.00
PRST03 02-01 P	Local Ecological Parks and Eco-Museums Project in Manila Bay Area – Funding Mechanism for LGUs	2023-2032	50.00

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Reports are available at www.mbsdmp.com