

# Alternative Tourism Workshop

November 7, 2007  
Partnership Center

## Background and Rationale

Southeast Asia ranks among the top world destinations for alternative travel. According to the recent forum on "The Future of Travel and Tourism in Asia-Pacific Tourism, the global tourism industry is in for significant growth. For the past 2 years, the global tourism industry has witnessed the largest growth in the number of tourists since 1984. In the next 10 years, millions of tourists are projected to flock to the Asia-Pacific region due to the diversity of Asian source markets and the proliferation of low cost carriers.

With the evolving profile of the travelers, their needs and demands are also changing. Relaxation, wellness and health are becoming highly prized components of any trip taken, giving rise to spa tourism, medical tourism and spiritual tourism but travelers are also becoming socially more responsible, placing value on sustainable and eco-tourism .

Furthermore, the decline in the popularity of frequently visited destinations and the growing popularity of smaller, less familiar destinations is a trend. Tourists are looking for novelty, and in search of new and different places for them to visit. This explains the increasing popularity of home-stay and cultural tourism, as tourists seeks authenticity as part of their travel experience. Altour or ecotourism ( more popularly known in the industry) is also a trend growing significantly among the tourist sending countries in Europe & US.

While there are many alternative tour operators who offer culturally sensitive and enriching tours throughout Southeast Asia, AsiaDHRRA through the country DHRRA's can offer a better and a more responsive alternative tourism program because of its direct link to the communities. The DHRRA experience in organizing and hosting field visits and interact with the different communities may be considered a preparation for this proposed initiative. Likewise, the alternative tourism program will not only generate resources for AsiaDHRRA , member DHRRA's and communities but will be a mechanism to increase public awareness on the different rural development initiatives of POs and NGOs.

## Workshop Objectives

- To present the altour program concept of AsiaDHRRA
- To know the tourism thrusts and updates in the Philippines
- To present the different altour concepts and models
- To determine capacities and preparedness of the members of PhilDHRRA
- To conduct a preliminary assessment of the existing and potential ecotourism destinations
- To identify strengths, potentials, needs and gaps of the members of PhilDHRRA on altour
- To define the AsiaDHRRA-PhilDHRRA members partnership framework on altour program

## Program

Schedule	Activities	In charge/ Res Person
08:30 - 09:00	Registration	
09:00 - 09:30	Opening and Introduction of Participants	Mac Jusayan
09:30 - 10:30	Overview of the Altour Program of AsiaDHRRA  Presentation of the Workshop objectives, content , process and flow	Lorna David
10:30 - 11:30	DOT thrusts and report DOT policies, guidelines and programs	DOT invite
11:30 - 12:00	Sharing of Models, Trends and Experiences	Fundacion Santiago
12:00 - 01:30	Lunch Break	
01:30 – 02:00	Cont... Sharing of Models, Trends and Experiences	Likas
02:00 – 03:00	Workshop: Mapping of existing and potential eco tour sites, destination and products; identifying niches and packages	Lany Rebagay/ Lorna David
03:00 - 03:45	Reporting	
03:45 - 04:15	Synthesis and Next Steps : Critical activities and immediate action	Lany Rebagay
04:15 - 05:00	Defining the AsiaDHRRA-PhilDHRRA members partnership framework	Lany Rebagay
05:00 - 05:15	Closing	