

Ecotourism Sites in Central Visayas, Philippines: A Green Business Profile

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Abstract : Alongside inadequate implementation of ecotourism standards and other pressing issues on sustainable development is the lack of business plans and formal business structures of various ecotourism sites in the Central Visayas, Philippines, and other parts of the country. Addressing these issues plays a key role to boost ecotourism which is a sustainability tool to the country's economic development. A three-phase research is designed to investigate the green business practices of selected ecotourism sites in the region in order to propose a business model for ecotourism destinations in the region and outside. This paper reports the initial phase of the study which described the sites' profile as well as operators of the following selected destinations: Cebu City Protected Landscape and Olango Island Wildlife Bird Sanctuary in Cebu, Rajah Sikatuna Protected Landscape in Bohol. Interview, Self-Administered Questionnaire with key informants and Data Mining were employed in the data collection. Findings highlighted similarities and differences in terms of eco-tourism products, type and number of visitors, manpower composition, cultural and natural resources, complementary services and products, awards and accreditation, peak and off peak seasons, among others. Recommendations based from common issues initially identified in this study are also highlighted.

Keywords : ecotourism, ecotourism sites, green business, sustainability

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