



# TOURIST MAP

## LUBANG, OCCIDENTAL MINDORO

### CABRA ISLAND



### LEGEND:

- Boundary
- National Road
- Municipality
- Barangay / Sitio

### Municipal Tourism Office, Municipal Building

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 Photography: Jonathan V. Felix & Dr. Milton John D. Saludar







# LUBANG TOURISM

## Investment Primer

### SUSTAINABLE ISLAND DEVELOPMENT

As the implementation of the Tourism Master Plan becomes a priority for the Municipality of Lubang, various opportunities are opened up for investment. The pro-poor and community-based approach to tourism planning provides livelihood options, not only for big investors, but even more importantly for small to medium enterprises. Strengthening local linkages between the supply chain—food, transportation, accommodations, souvenirs, tours—is crucial for jump starting and sustaining local economic growth. Local ownership is also being encouraged to prevent economic leakages and ensure that displacement of local residents, like what happened to places like Boracay and Puerto Galera, does not occur. Alongside with local investment, the master plan encourages the infusion of investment from independent sources in order to provide for the infrastructure needs of the tourism industry. Investment in small to medium resorts and hotels are part of the strategy. Improvement in transportation—land sea and air—is an important component to open the gates for the arrival of tourists.

The strategies of the Tourism Master Plan was drafted in order to make tourism an engine of growth and an agent of poverty alleviation. As the lowest portion of the population are mobilized and become active participants in the tourism economy the gap between the rich and poor will improve. Equality is the key towards “real” growth and as more people become active players in the provision of services for the tourists, negative consequences of tourism will be prevented and eliminated. The Lubang Master Plan is for the improvement of the lives of Lubangeños, so that they are motivated to further protect the resources that will make sure that their islands remain an amazing destination for many generations.

**BE A PART OF THE GROWTH OF THIS ISLAND COMMUNITY  
AS IT PROPELS ITSELF TOWARDS THE FUTURE.  
INVEST IN LUBANG, LEAVE A LEGACY, AND BE PART OF  
SUSTAINABLE ISLAND DEVELOPMENT.**

This primer presents two types of investment— business and community development. This material is being provided both to parties interested in investing capital and those who wish to provide financial assistance for other components of the master plan. For more information on how you can help, contact the Mayor’s Office.

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Municipality of Lubang, Occidental Mindoro Philippines



# Transportation

Considering the types of roads in Lubang, buses are not ideal. Coasters, mini-buses and vans are the most suitable types of conveyance for visitors. They should be comfortable, well maintained and preferably designed to be moving advertisements. The exterior may have photos of the different attractions of the island in order to entice people to sign up for the tours being offered by communities. Drivers must be well trained and should be able to communicate well with people. They must have knowledge of the attractions and services being offered and be able to answer questions from guests. All transport services must be accredited by the LGU and drivers must all be wearing uniforms and ID. An innovation in tourist transport for a rural setting is an open-type vehicle in the form of a jeepney, van or tricycle. They provide a pleasant riding experience for visitors because they allow passengers to have a better view of the sites that they are visiting.



Being an island, sea transport is a standard component of the tourism services of Lubang. Improvement in the ferry services is crucial if the island is to cater to foreign tourists. For island cruises or water related activities, boats need to be comfortable, spacious and safe. Boats designed to ferry tourists need to have life vests or floatation devices and fire extinguishers. Each boat's maximum capacity should be determined and strictly followed. They should have ladders that will allow guests to embark and disembark without difficulty. For extended cruises it is advisable that boats have twin engines and have comfortable seats and an awning for shade.





## Hotels, resorts, bed and breakfast, inns

To prevent severe economic leakages, small to medium resorts development is encouraged. The standards of this type of accommodation facilities are simple enough to be able to allow them to link up with the local supply chain and contribute to faster local economic growth. Location of these facilities will have to comply with land use plans and tourism development plans. In order to harmonize with sustainable principles being promoted by the Lubang Tourism Master Plan, resorts and hotels need to integrate green technologies and sustainable practices in their operation and building designs. Clean energy in the form of pico-hydro generators, wind generators and solar panels are simple technologies that can easily go well with the concept of green resorts. Solid waste management systems—composting, recycling and re-using— should be part of the operational systems of the facility. It is highly recommended that accommodation facilities serve breakfast, at the minimum in order to make their place more attractive to tourists. This will provide not only convenience on the part of the visitors, but also an opportunity for the host to highlight local cuisine. Integrating food delivery in the accommodation business expands the earning capacity of a hotel, consequently widening the linkages to local suppliers.

Using abundant indigenous materials and local labor during the construction phase is also one way by which investors can jump start development in the community where they are locating their businesses. Working closely with the other players in the local tourism industry helps resorts find a “win-win” scenario where community-run tours benefit directly from the visitors that stay in the resorts. At the same time resorts will no longer have to be concerned with the intricacies of organizing and facilitating activities outside of their usual business whilst being able to offer meaningful programs to their guests.

For a more rustic and localized experience old houses may be converted by the owners to “bed and breakfast” accommodation facilities. A certain segment of the tourist market actually prefer to stay in such a facility because it is different from the usual. By highlighting the fact that visitors who choose to stay in these heritage houses are actually helping preserve them, puts an extra element of enhancement in the experience.





## Restaurant, café, places to eat local food

Places where visitors can sample local cuisine, delicacies and where local flavor may be highlighted side by side with culture, arts and heritage are attractions by themselves. Restaurants decorated with local materials and designed tastefully to entice tourists to hang out and order from the menu of local food, is a good investment. Food is a way by which visitors experience the places they visit. Unique and delectable dishes that make use of local ingredients from the farms and the sea provides a showcase of some aspects of Lubang as a destination. A new concept in restaurant integrates an organic farm component such that fresh healthy food is served to customers.





# Souvenirs

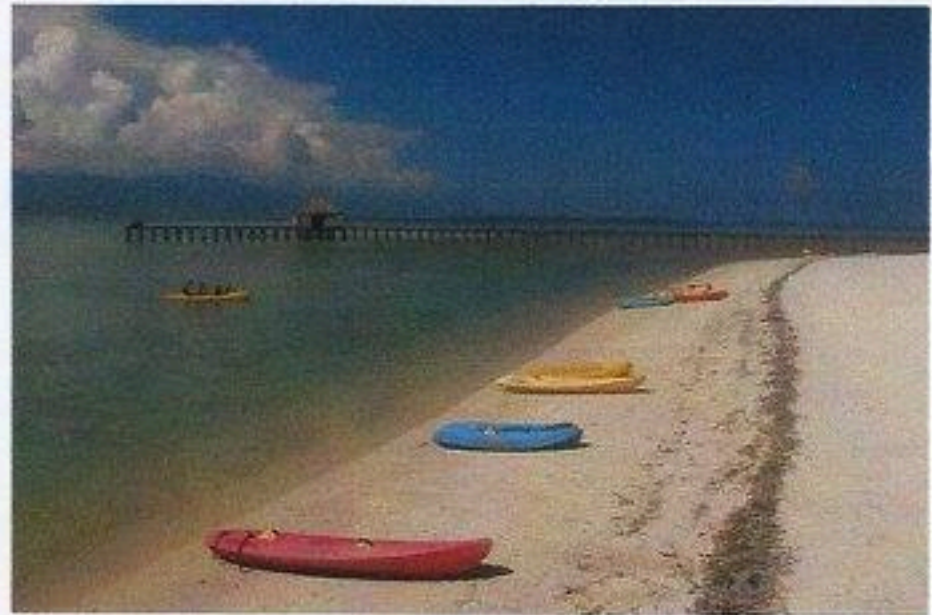
Souvenirs from abundant indigenous materials are encouraged in order to ensure minimal economic leakages from the purchase of imported goods and to promote local arts and crafts. Souvenirs need to showcase local talents, designs and skills such as basket making, weaving, painting, and even food preservation and local candy making. Island souvenirs may be labeled in order to develop awareness on what Lubang can offer in terms of food, delicacies, crafts and local souvenirs. A Pasalubong Center is a central place where various products, food, crafts and souvenirs may be bought. T-shirts are common items for tourists to buy. They should be made of good quality material and must feature different elements that represent the brand of Lubang.





# Outdoor recreation

Outdoor recreational activities are considered tools for learning. By going into kayaking, skin diving, SCUBA diving, rappelling or spelunking, people learn the skills necessary to explore the natural world. Lubang Island Group is rich in natural ecosystems that provide venues for various outdoor activities. The coral reefs are ideal for snorkeling, glass bottom boat tours and SCUBA diving. The forests are suitable for hiking, camping, spelunking, rock climbing and river trekking. Mountain biking around the island can also prove to be exciting because of the scenic routes, ideal terrain and rural appeal.





# Spa, massage, alternative medicine



A new trend in tourism is health and wellness which promotes alternative healing techniques, massage, relaxation and meditation. Facilities are often located in quiet, clean and inspiring locations with outstanding view and amazing landscapes. Lubang has the ideal conditions for such development with stunning natural environment, abundance of fruits and vegetables from the organic farms and freshly caught seafood from the surrounding waters.





# Grants for sustainable projects



Creating safe destinations



**VISITOR CENTER**

Information, Assistance, Tours

**HERITAGE FOR THE FUTURE**

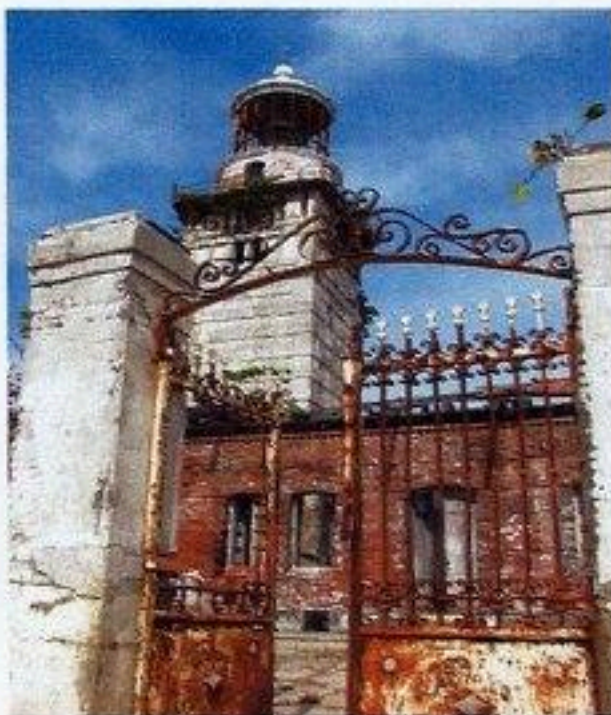
**COMUNITY**

TRAINING CENTER

Empowering People, Building Lives.



**CLEAN  
ENERGY**



**ISLAND  
MUSEUM**



**NATURE CONSERVATION**