

SANROKAN 2006

A GLOBAL CONVENTION ON ECO-TOURISM **Theme: “Sharing Our Vision towards an Economically Empowered** **Romblon through a Sustained Eco-Tourism Industry”**

April 6-8, 2006
Odiongan, Romblon

I. INTRODUCTION

ROMBLON AND ITS POTENTIAL FOR ECO-TOURISM

The province of Romblon is a cluster of 20 exotic, rugged and unspoiled islands at the center of the Philippine archipelago. It is composed of three main islands that make up the mass of Romblon’s 1355.9 square kilometer area, which is divided into 17 municipalities. Tablas, the largest island among the three has nine municipalities and where the airport is located. Mountainous and thickly forested Sibuyan Island, a natural forest reserve, is the second largest with three municipalities. Romblon, the marble island, is the third largest island, where the Provincial Capitol is situated. The rest are small islands and islets, some are inhabited with rich marine resources.

Romblon boasts of being one of the emerging eco-tourism and investment paradise in the Philippines. SANROKAN is a series of annual activities spearheaded by the Romblon Discussion List- Cultural, Livelihood, and Educational Assistance for Romblon (RDL-CLEAR) for the benefits of the people of Romblon. This is a vehicle by which the organization and its members worldwide would be able to share their expertise, time, and resources, without having to expect something in return. “Sanrokan” manifests an age-old tradition of Romblomanon and a virtue of sharing and power of unity to address crucial issues that affects the future of Romblon.

RDL-CLEAR and SANROKAN 2002

In the year 2002 RDL-CLEAR sponsored the 1st SANROKAN Convention held in the capital town of Romblon. Subsequently, annual fund raising activities were held both in Manila in 2003 and Los Angeles, USA in 2004 to support its project funding assistance programs.

SANROKAN 2006 Global Convention is a collective endeavor which focuses on the collective intent of RDL-CLEAR members to promote Romblon as an alternative tourist hub on eco-tourism. It will strive to bring together academicians, professionals, public officials, tours and travel operators, other service providers, NGOs, and other stakeholders in a collaborative

atmosphere to identify, enhance, and promote Romblon as an Eco-Tourism destination domestically and internationally.

II. RATIONALE

Why SANROKAN 2006?

SANROKAN 2006 will delve on Eco-tourism to bring to the Romblomanon's attention the benefits that Eco-tourism can bring. What is Eco-tourism? The Eco-Tourism Society defines it as "environmentally responsible travel and visitation to relatively undisturbed natural areas in order to enjoy, study and appreciate nature and any accompanying cultural features that promote conservation, have a negative visitation impact and provide for substantial, beneficial active socio-economic involvement of local populations." It contributes to the local government units in a way that is economically, ecologically, and socially sustainable. It has less impact on natural resources and the environment than most other industries; provides an economic incentive to conserve and enhance natural environments and habitats; tends to have less start-up costs and continued growth into the foreseeable future; is based on enjoyment and appreciation of our local culture, built heritage, and natural environment; provides a direct and powerful motivation to protect and enhance these assets. Eco-tourism also provides for full and effective participation and viable income-generating opportunities for indigenous and local communities.

Our Province composed of seven (7) small islands has great potentials to become an alternative eco-tourism destination both domestically and internationally. Eco-tourism when properly planned and executed, offers an alternative that can add value to the local community, while making use of practices that help finances its indigenous culture and protecting the environment. Like in the island of Palawan, several eco-resorts make a living from practicing "high-income, low-impact" tourism- a sustainable (and profitable) break with the local fisher's tradition of dynamiting the coral.

All of us, whether we like it or not, are the guardians of mother earth, for our own as well as coming generations. No longer can we expect to find new travel destinations when old ones are used up or worn down.

Sanrokan 2006 Eco-Tourism Convention can represent a turning point when Romblon tourism shed its old ways and become greener and more eco-friendly.

III. SCOPE, OBJECTIVES AND EXPECTED OUTPUT

Sanrokan 2006 Global Convention on Ecotourism will feature keynotes, panel discussions, thematic workshops, lectures on success stories (case studies of Apo Reefs, Bohol, Vigan, and Palawan) and plenary session as a way forward. As part of its activities, Sanrokan 2006 will also include side events such as trade exhibits (WOW! “GALING” ROMBLON), food “KUMO” festivals, photo exhibits of Romblon’s tourist spots, Island Tours, Outdoor Sport Tournaments and Traditional Games, Cultural Shows, and a showcase of tourism information booths.

Sanrokan 2006 Convention will focus on the following thematic frameworks;

General Themes	Sub-themes
<p>A. Conserving biological and cultural diversity through eco-tourism</p>	<p>1. <u>Strengthening public and private protected area systems</u> a. Eco-systems and eco-tourism b. Nature of eco-tourism c. Heritage and eco-tourism</p> <p>2. <u>Increasing the value of sound eco-systems</u> a. Eco-tourism development and conservation b. Risk assessment of eco-tourism c. Romblon’s natural resources and tourism</p>
<p>B. Promoting sustainable use of biodiversity through community based eco-tourism and development</p>	<p>3. <u>Assessing current eco-tourism programs</u> a. Romblon’s sustainable eco-tourism projects b. Blazing Tourism Trails</p> <p>4. <u>Culture and natural heritage and the role of Indigenous peoples’ communities</u> a. Languages b. Music c. Oral tradition d. Built Heritage (churches, buildings, etc.) e. Myths f. Legends g. History h. Indigenous Romblon Tribes i. Artifacts j. National Parks</p> <p>5. <u>Planning, Product Development, Marketing and Promotion of Ecotourism</u></p>

<p>C. Implications and benefits of tourism on environmental conservation, socio-cultural and economic development</p>	<p>6. <u>Eco-tourism as a business activity</u> a. Outdoor activities and their economic possibilities (e.g. Birding in Romblon) b. Economic impact of sporting tournaments c. Best practices of marketing a national scenic spots d. Health issues affecting tourism and eco-tourism and the role of continuing medical education</p>
<p>D. Regulation of eco-tourism: Policies at the International, National, Provincial and Municipal Levels</p>	

Generally, the objective of the Sanrokan 2006 Convention is to promote sustainable tourism through the sharing of knowledge, best practices and experiences in designing and managing eco-tourism projects especially in the province of Romblon.

Specifically, it intends to:

1. Assess the range of eco-tourism and sustainable tourism activities currently undergoing in the province or in the pipeline;
2. Cohesively promote established eco-tourism principles and practices in the provincial and municipal levels, respectively;
3. Encourage and promote community-based cultural and eco-tourism to help ensure that local communities benefit fully from it;
4. Foster partnerships between the local communities and national, international NGOs and tour agencies;
5. Empower local people in creating local museums and making them custodians of these Heritages;
6. Build mechanisms for collaboration of eco-tourism practitioners and proponents within the province; and finally
7. Raise the level of public awareness at provincial and local levels, especially on eco-tourism and conservation of biodiversity.

EXPECTED OUTPUT

1. A workable provincial advisory body composed of all stakeholders in collaboration with the National Agencies and LGUs to promote educational awareness among Romblomanons build partnerships and support sustainable eco-tourism practices.

2. An effective strategy for marketing and promotion of Romblon as an emerging eco-tourism destination.
3. Establish financial support mechanisms to develop and maintain ecologically-sound infrastructure (i.e. trails, waste management, waste water treatment, retirement village or housing, historical park and river walks, etc.)

IV. IMPLEMENTATION STRATEGY

The implementation of the Sanrokan 2006 Global Convention on Eco-Tourism is an NGO initiative with a strong support from the Congressman, the Provincial and LGUs.

I. Organization and Management

Considering that RDL-CLEAR Officers and members are mostly foreign-based, Standing Committees composed of volunteers both from expats and pinas will principally provide the lead role and support group to operationalize the Sanrokan 2006 Global Convention. Below are the Compositions of the Steering and Standing Committees:

A. STEERING COMMITTEE

Chairperson : MS. LUVIE FOPALAN-LUMANG
 Vice Chair : MR. ALBERT DE JOYA
 Members : Chairpersons of Standing Committees
 Mayor Jemly Fernandez, Host Town of Odiongan
 RSC President, Jetter Sespeñe
 SP Alice Fetalvero

Adviser/Moderator: Ish Fabicon ,RDL-CLEAR FOUNDING MEMBER

B. STANDING COMMITTEES

1. **PROGRAM COMMITTEE** - shall be responsible for the program design, program flow , invitation of resource persons and speakers, panelists, discussants, facilitators and cause the preparation and implementation of Programme and Schedule of Activities.

Chairman : LUVIE F. LUMANG
 Vice Chair : Dr. Wilson Faderon
 Members : Jaz L. Buncan
 NGO staff

2. **MEDIA AND PUBLICITY**- shall be responsible for the information campaign to raise the level of public awareness of the expected attendees, in-charge of the photo-documentation, media-bltiz, press releases and mini-press conferences.

Chairman : MR. LYNDON FADRI
Vice Chair : Ms. Arlene Servañez (Philippine Star)
Members : Julius Fortuna (National News Papers)
Manuel Martinez (People’s Journal)
Denis Fetalino (Journal)
Bobot Fradejas
Jeremy Goldblatt, USA Peace Core Volunteer
On Tourism

3. **SOUVENIR PROGRAM** - shall be responsible in causing the preparation of the design, content, feature stories, Ads Solicitation, printing, and distribution of the souvenir program.

Chairman : Hon. Alice Fetalvero
Vice Chairperson : Ed Fetalvero
Member :Newsmag Staff
Jerome Fetalvero

4. **SECRETARIAT, REGISTRATION AND DOCUMENTATION** – shall be responsible in providing staff support in the documentation of proceedings, food, venue, physical arrangements, billeting arrangements, registration, preparation of convention kits materials, and registration packets.

Chairman : MS. TRINNA FIRMALO
Vice Chair : Ms. Zilla Grace Tan
Members : Congressional Scholars
SKR

5. **TOURISM EVENTS AND PROMOTION COMMITTEE**- shall be responsible in planning, coordination, and implementation of events related to promotion and marketing of locally-made products and eco-tourism spots such as;

- a) Food Fair “Kumo” Festival and WOW ! “GALING” ROMBLON
- b) Tablas Island Tour/Fun Run
- c) Camping
- d) Search for Miss Sanrokan 2006 Eco-Tourism

Chairman: TURISMO ROMBLON/MR. VINCE FOPALAN

Vice Chair : Ms. Pearl Harder

Member : Ms. Tess Rombines

Ms. Marithess Nabor- Fopalan

Mr. Julius Ornum

- 6. OUTDOOR SPORTS EVENT COMMITTEE – shall be in-charge of planning, coordinating , identifying of participants, and execution of outdoor sports activities namely; “Tiyog et Bisekleta sa Tablas”, Karera et Baroto, and Fishing Sports Tournament.**

Chairman: Romblon State College(RSC) Physical Education Dept.

Vice Chair: Romblon Biker’s Club

Member: Angler’s Club Members

- II. AREA COORDINATORS – shall be responsible in searching for prospective attendees in their areas of jurisdictions and invite them to attend the Sanrokan 2006 Global Convention on Eco-Tourism. Determines the number of attendees and give regular feedbacks to the Secretariat.**

FOREIGN-BASED:

- 1. Texas – Nilo Sangalang**
- 2. New York and New Jersey – Romy Carillo, Sr.**
- 3. United Kingdom - Raymund Leño**
- 4. Singapore – David Muleta Montojo**
- 5. Middle East – Erwin and Danny Relox**
- 6. Switzerland – Albert de Joya and wife, Patricia**
- 7. USA – Ish Fabicon, Eve Fradejas, Moigs Benedicto, Van Famarin**

LOCAL-BASED:

- 1. Sibuyan Island- Lilian Ruado/Sam Rios**
- 2. Banton Island –Rinzi Fadrilan/Lyndon Fadri**
- 3. Corcuera Island**
- 4. Carabao Island- Ex-Mayor Philip Tandog**
- 5. Romblon Island –Elsa Madera**
- 6. Tablas Island- Mayor Diding Madrona/Dominic Correa**
- 7. Sibale Island – Nikon Fameronag**

V. EXPECTED INVITEES AND PARTICIPANTS

Considering that the Sanrokan 2006 is both an opportunity for the Romblomanons worldwide to touch base with their beloved province and integrate once again with their kins and relatives, expected invitees would come from expats or balikbayans and OFWs. Program design is very informative and enriching and we expect to get participants also from the

Academes, NGOs, People's Organizations (POs), local government units (LGUs), Provincial Government Agencies, Tourist and Resort Operators, Business Sector, Small Entrepreneurs, Tourism Councils, Cooperatives, and Indigenous Peoples (IPs). An estimated number of invitees and participants is approximately 300 persons, exclusive of resource persons, speakers, facilitators, panelists, guests and committee members and staff.

The 17 Municipalities are expected to send the following:

7 – Representatives from both the Executive, Legislative and Municipal Offices

**4 – Reps from the transport groups (jeepneys, motorcycles, tricycles, boatmen
One (1) rep per establishment recognized by DTI (Hotel & Resort Operators)**

One (1) rep per municipality/sector(woman, out-of-school youth, senior citizen, farmers, and fisherfolks,

One (1) rep per Academic Institution recognized by DepEd / CHED/ TESDA

Others to include Congressman, Governor, Vice Governor and 12 SPs as Observers/Guests

VI. BUDGETARY REQUIREMENT AND ESTIMATED CASH FLOWS

Sanrokan 2006 Global Convention on Eco-Tourism will require an initial amount of FIVE HUNDRED THOUSAND PESOS (P500,000.00). to defray the cost items broken down as follows:

- 1. Rentals**
 - a. IT Equipment and accessories**
 - b. Audio-visual Aids Equipment**
 - c. Service Vehicle**
 - d. Tables and Chairs**
 - e. Mobile and Sound System**
- 2. Supplies and Materials**
- 3. Registration Packets(inclusive of kits, Convention IDs, etc.)**
- 4. Oil and Gasoline**
- 5. Printing of Souvenir Program**
- 6. Convention T-Shirts**
- 7. Bantings, backdrops and decors**
- 8. Streamers/Tarpulin**
- 9. Newspaper Supplementary**
- 10. Souvenir Items**
- 11. Postage, and freight**
- 12. Xerox, Films and Reproduction**
- 13. Monthly Internet Provider**
- 14. Encoder/Secretary/Driver**

15. Down payments for Printing of Souvenir Programs and Reservation of Rencio's Resort.

16. Honorarium of Resource Persons and Facilitators

Since the bulk of cash inflows will come from convention fees, ads solicitations, corporate sponsorships, booth rentals, sales of souvenir programs, sales of souvenir items and t-shirts, an initial mobilization fund of P200,000.00 would be needed to be deposited under a Trust Fund Account for Sanrokan 2006 which shall be opened with two signatories and one alternate signatory. Convention Fees to be charged will include food, rooms, registration packets. While it's optional, participants to join the Island Tour, etc. shall be charged individually and separately.

Projected Cash Inflows is estimated at approximately P1.5 Million and Projected Cash Outflows is approximately P1.1Million. This is not an income generating project but should there be excess funds after the Sanrokan2006, that amount will form part of the seed fund of the ECO-TOURISM PARK PROJECT to be located at Cota, Brgy. Budiong, Odiongan, Romblon.

VII. DURATION AND PROPOSED SCHEDULE OF ACTIVITIES

A. PRE-CONVENTION ACTIVITIES

April 1, 2006, Saturday - Start of Early Registration

Venue: Rencio's Resort, Odiongan Poblacion

Note: April 6, 2006 - Last Day of Registration

Morning - Opening of the Sanrokan Food Fair "Kumo" Festival

Venue: Firmalo Blvd., Brgy. Tabin-Dagat and Brgy. Ligaya

April 2, 2006, Sunday

Afternoon - Opening of WOW! "GALING" Romblon at RSC Covered Court to be participated in by the 17 Municipalities, and other stakeholders. Cultural Presentations by Municipalities will also be held simultaneously. Prizes for the Booth competitions and Cultural Presentations will be up for grabs.

April 3, 2006, Monday

Morning - "Bicycle Eco-Tour of Tablas" Contest

Assembly Area: South Central School, Odiongan, Romblon

Evening - Miss Sanrokan 2006 Beauty Pageant

Venue: Odiongan Town Plaza or Romblon National HS Grand Stand

April 4, 2006, Tuesday

Evening - Miss Odiongan 2006 Coronation Night

April 5, 2006, Wednesday

Morning - Opening of Sanrokan 2006 by joining the Odiongan Town Fiesta Civic Parade cum “Kanidugan Festival” with a Sanrokan 2006 Float portraying one tribe. Riding on the Sanrokan2006 float are the Finalists of Miss Sanrokan 2006, Miss Sanrokan 2006 USA Ambassador of Goodwill

B. CONVENTION PROPER

**April 6-9, 2006 Sanrokan 2006 Global Convention on Eco-Tourism
(Thurs. to Sun.) Venue: Rencio’s Hotel & Resort**

**-Community Medical Mission and Education
Venue: Rencio’s Hotel & Resort**

**April -10-11, 2006
(Mon. to Tues.) Island Tours(SouthernTablas,NorthernTablas, Sibuyan Island, and Camping (Aglicay Beach Resort)**

**April 12, 2006
(Wednesday) Trip to Carabao Island, 1-hr Window Shopping at Boracay Island Resort then back to Odiongan for the Formal Closing Ceremony, Awarding of Prizes and Certificates of Attendance.
Venue: Odiongan Town Plaza
Time: 7 PM**

C. POST-CONVENTION

**Last Week of April - Boat Racing(Congressman’s Cup)
Venue: Sta. Fe, Romblon**

**May 2006 - Fishing Sport’s Invitational Tournament
(Governor’s Cup)
Venue: San Fernando(Sibuyan Island)**

**Note: Detailed Information , Mechanics, Rules and Regulations for all the events shall be posted in the Sanrokan 2006 Website
www.sanrokan2006@yahogroup.com**

VIII. ESTIMATED ASSESSMENT FEES

I. CONVENTION REGISTRATION FEE- will vary depending on the status as delegates/participants.

A. Regular Delegates- those that received letters of Invitations from the Sanrokan 2006 and RDL—CLEAR.

1. Stay-In at Rencio's Resort (Ex-pats) - \$ 60.00/person (inclusive of 5 meals per day, 3 nights stay, registration packets, and convention kit & Materials) Souvenir Programs will be sold at P300/copy but free for those with paid whole page ads.

2. For Locals who wants to be billeted at Rencio's Resort – P3,000.00 Inclusive of 5 meals per day, 3 nights stay, registration packets, convention kits and materials. Souvenir Programs shall be sold at P300.00 but free for those who have paid one-whole page ads. Local participants have options to stay with their relatives and friends or stay at other available hotel rooms, pensions, boarding houses, or at RSC, or put up their own tents at Rencio's Resort.

3. Regular Delegates, Live-out - P 2,000.00 (Inclusive of meals, convention kit with materials , and registration packets.

B. Observers/walk-in – Those who shall opt to attend on a daily basis.

Registration Fee – one time payment of P1,500.00 (Inclusive of meals, registration packets, convention kit and materials)

II. EXHIBITOR'S FEE (P500/day x 7 days = P3,500.) for WOW “GALING” ROMBLON!!!

III. FOOD FAIR “Kumo” FESTIVAL PARTICIPANTS – P200/stall/day x 7 days = P1,400

IV. TABLAS ISLAND TOUR – Package Rate = P1,500/person (Inclusive of transportation, meals, and overnight stay at Aglicay Beach Resort). The package rate might change subject to increases due to e-vat.

