

will be another typhoon; and two, it could be stronger than the one which struck the island in November last year.

C. Plan Strategies for the Improvement of Ecotourism Management System for Daanbantayan, Cebu.

For the improvement of ecotourism management system for Daanbantayan both residents, ecotourism resort companies, tourists (local and foreign) and local and national governments should direct to conservation-oriented management rather than development-oriented. The biggest challenge is coping with the “uncontrolled entry of tourists” and deficient supply of potable water as more visitors discover Malapascua. Tourism in Daanbantayan should be directed to resource-centered tourism development that is minimizing facilities, operating programs of environmental interpretation/education.

V. CONCLUSIONS AND RECOMMENDATIONS

Based on the result of the study, it can be determined that the visit of Typhoon Yolanda (Haiyan) last November 2013 left a hopeless impression to Daanbantayan as ecotourism destination. Ecotourism resort companies, tourists (local and foreign) as well as residents are affected by Yolanda. This damage can be seen through the infrastructure, electricity and water supply, livelihood and the marine life/dive site. But with the damage brought by Yolanda, businesses, residents, tourists and the national and local government cooperatively tossed up Daanbantayan and its ecotourism industry to rise again; thus, promote resiliency of Daanbantayan as ecotourism destination after Yolanda. The following improvement of ecotourism management system is propounded:

1. Develop ecotourism education/awareness programs
 - Create an Ecotourism page on each local community’s official web site to inform web site visitors about ecotourism opportunities and businesses.
 - Develop an ecotourism certificate program in cooperation with community colleges and/or the state Department of Natural Resources and Environment (DENR) to distinguish authentic ecotourism businesses from non-ecotourism businesses.
2. Create a strategic marketing program
 - Create an ecotourism business directory and encourage the local government of Daanbantayan tourism related web-sites to use this directory.
 - Conduct future surveys to understand the demands of ecotourists and create marketing strategies based on that survey area.
3. Develop incentive programs
 - Offer incentives to ecotourism businesses that obtain ecotourism certificates.
 - Offer incentives to tourists who use certified ecotourism products or businesses.

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