

CHAPTER I

INTRODUCTION

BACKGROUND AND PURPOSE OF THE PLAN

A tourism master plan for the city is a must for the acceleration of tourism in the area. Its preparation has been vigorously pursued by both the local leadership on tourism and the Presidential Commission on Bicol Tourism Special Development Project (PCBT-SDP). Conferences and visioning workshops were conducted to firm up the role of LGUs in the region. Subsequently, a Memorandum of Agreement was forged by and among the Local Tourism Council, the City Government and the PCBT. One of the terms of the MOA is to evolve a comprehensive plan for the tourism sub-sector that is implementable in short and long term.

The objective is to formulate an integrated tourism master plan that will direct tourism development in the city along regional and national priorities and thrusts. The main purposes of the plan are:

1. To provide a framework to guide tourism development in the city;
and
2. To set policies and establish programs that will relate to regional and national tourism thrusts.

This tourism master plan for Legazpi City is an integral part of the Comprehensive Socio-Economic Development Plan of the city; and vertically jibes with the provincial, regional and national tourism development master plan.

METHODOLOGY

Steps taken in the preparation of the plan consists of the following:

1. Survey of accommodation facilities in the city e.g. hotels, lodging houses, inns, motels and all tourism related data;
2. Gathering of secondary data from agencies involved in tourism;
3. Collation and analysis of data including SWOT analysis;
4. Formulation of plan elements: visions, goals, objectives and policies; and
5. Identification of programs/projects and their corresponding implementation period.

The plan heavily relied on available data gathered by the CPDO in addition to those culled from the SEPP as well as other data generated from relevant agencies.

After its review by the local tourism council, the plan was forwarded to the Local Development Council which recommended its approval to the Sangguniang Panlungsod.

CHAPTER II

PHYSICAL AND SOCIO-ECONOMIC CHARACTERISTICS OF THE REGION, PROVINCE AND CITY

THE REGION AND ITS PEOPLE

The Bicol Region is located at the southeastern tip of Luzon and lies generally at the mid-section of the country. (*Fig. 1, Philippines Highlighting Bicol Region*)

It is composed of the provinces of: Albay, Camarines Sur, Camarines Norte, Sorsogon, and the 2 island provinces of Catanduanes and Masbate, which includes the 3 cities of Iriga, Naga and Legazpi and 112 municipalities. The regional administrative center is Legazpi, which is also the seat of the Provincial Government of Albay.

The region has a total land area of 17,633 square kilometers representing 5.6% of the country's total land area.

Total population per 1995 census is 4,325,307. Out of those in the population aged 15 years and over, about 67.95% are in the labor force with 65.85% employed and 2.1% unemployed.

The major industry group is Agriculture, Fishery and Forestry. Other major industries are community, social and personal services, wholesale and retail trade and manufacturing.

A bucolic ambiance set against lush and verdant vegetation. Pristine beaches with rolling mountains or a towering volcano serving as backdrop. A hospitable people in an atmosphere of serenity unspoiled by urban intrusion. All these in essence form the potential of the region for tourism.

SOCIO-ECONOMIC PROFILE OF ALBAY

Location

The Province of Albay is located at the Southern tip of Luzon Island approximately between 13 to 13.5 degrees North latitude and 123.25 to 124.25 degrees East longitude. It is bounded by the Lagonoy Gulf and Camarines Sur in the North Northwest; the Pacific Ocean in the East; the Province of Sorsogon in the South; and the Burias Pass in the Southeast. (*Figure 2*)

Map of Albay Province Showing Legazpi City

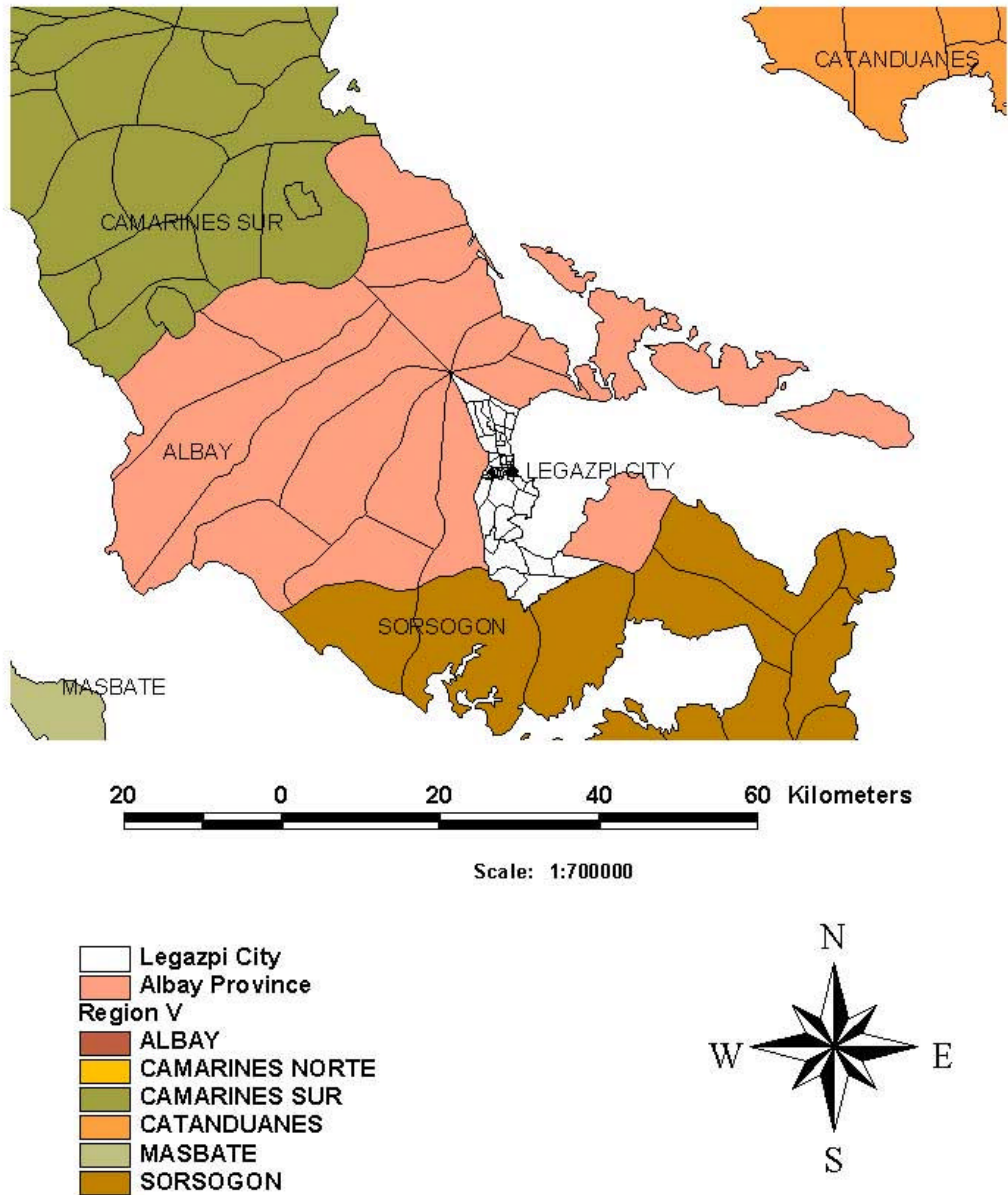


Figure 3

It has a total land area of 2,552.6 square kilometers or 14.48 % of the region's total land area. It is composed of 17 municipalities and one city grouped into three planning units, i.e., Sub-Integrated Development Areas (SIADs) as defined by the three congressional districts.

The Municipality of Oas has the biggest land area of 271.3 square kilometers or 10.63% of the provincial land area, while Malilipot has the smallest land area of 53.6 square kilometers or 2.10% of the provincial land area.

Legazpi City serves as the provincial capital and the seat of Bicol's regional administrative center.

The province is composed of 719 barangays; majority of which (41.45%) are found in SIAD III, Legazpi has the most number of barangays numbering 70 while Manito has the least with 15 barangays.

Land Use

The existing land use of the province is as follows: agricultural areas - 55%; grassland/shrub land - 26.49%; forest - 12.45%; wetland areas - 1.15% and 4.59% for miscellaneous uses (see table below).

LAND USE	AREA (Has.)	% SHARE
Agricultural Areas	141,204	55.32
Grassland/Shrub land	67,612	26.49

Forest Land	31,786	12.45
Wetland Areas	2,927	1.15
Miscellaneous	1,728	4.59
GRAND TOTAL	255,257	100.00

Source: Regional Physical Framework Plan
NEDA V, Legazpi City

It is worthy to note that 55% of the provincial land area is devoted to agricultural activities, while a measly 12.45% is for forestlands. This forest cover is way below the 40% requirement for sound ecological balance.

DEMOGRAPHIC PROFILE

Based on the 1995 Population Census, Albay has a population of 1,005,315. Legazpi City accounts for the biggest share of 14.09%, while Jovellar has the smallest with 1.68%. Similarly, Legazpi and Tabaco have the highest population density with 694 and 833 persons per square kilometer, respectively. Jovellar is the least densely populated with 160 persons per square kilometer.

On the average, the province is growing by 1.10% over the 1980 population with Legazpi City growing by 2.98% and Tiwi by 1.89%. Jovellar experienced a negative growth rate of 0.09%.

The province is predominantly rural with 731,668 or 72.78% of its population classified as rural dwellers. In terms of level of urbanization,

Legazpi City has the highest with 73.02% during the period 1980-1990. Among the municipalities, Sto. Domingo has the highest level of urbanization of 39.92% while Malinao has the lowest with 2.56%.

A number of tribal communities can be found in the Municipalities of Tiwi and Rapu-Rapu. The total tribal population is 1,283 and their distance from the town proper ranges from 8 kilometers to 27 kilometers.

Labor Force and Employment

Based on the first quarter data of CY 1992, the total labor force population is 688,804 of which, 465,976 or 67.65% are employed, while the rest are unemployed. Employment of the male labor force population (83.71%) is higher than that of the female labor force population of 51.46%.

The majority industries and the percentage of employment they absorb are as follows:

1. Agriculture, Fishery & Forestry	-	37.80%
2. Manufacturing	-	17.46%
3. Community, Social and Personal Services	-	17.45%
4. Wholesale & Retail	-	15.55%

Economy/Business Activity

Based on the 1989 PCA Region III data, coconut occupies the largest area (approximately 914,682 has.) among the crops grown in the province. Production is estimated at 89,443 MT. The average annual yield is 30 nuts per tree or 978 kilograms per hectare.

Some 39,277 farmers are dependent on coconut for their livelihood, but these exclude farmers who are working either as share workers, tenants and/or plantation squatters.

The total area planted to rice in 1989 was 30,091.06 hectares with SIAD III chalking up the largest portion (18,245.42 has. or 61%). About 73% of the total production was harvested over this area. Among the municipalities, Polangui, Oas and Ligao are the top three rice producers of the province.

Among the food crops, corn ranks second to rice in terms of hectareage and production. It is used as food and animal feed formulation by feed millers.

In 1990, the total area planted to root crops was 1,851 hectares generating a total yield of 12,859 MT, of which 55% were sweet potatoes.

Legumes and vegetables occupied 266.5 hectares and 924 hectares in 1990, respectively. Average yield was placed at 375.5 MT for legumes and 5.44 MT for vegetables. Among the biggest producers are peanuts and fruit vegetables.

Abaca, which used to be a major crop of the province, experienced a decline in production brought about by the decrease in the number of areas planted from 11,400 hectares to 8,715 hectares. This shift in land use was attributed to the slump in fiber prices and the onslaught of the abaca mosaic and bunchy top diseases.

Mineral resources, both metallic and non-metallic, also abound in the province. Mineral Resource shows that among the metallic reserves, gold and copper quantities are largest with approximately 4 million MT each. Iron is likewise found in the province.

Among the non-metallic resources, dolomite lime has the largest reserves of 73 million MT. Small amount of pyrite, silica, sulfur, perlite and gypsum can also be found.

The value of mineral production in 1988 was estimated at P2.32 million.

The priority industries of the province are: (1) gifts, toys and house wares ; (2) ceramics; (3) food and beverages processing; (4) light metals especially cutlery and farm implements; and (5) garments (small scale).

Investment Statistic Table shows that in 1991, value of investments infused to gifts, toys and house wares amounted to P6.659 M followed by food and beverages processing in the amount of P2.774 M.

In terms of exports, coconut oil topped the list among the export products with sales amounting to \$6.418 M in 1991. This was followed by gifts, toys and house wares and unbleached abaca pulp sheet with export sales of \$3.779 M and \$2.259 M respectively.

Tourism industry is a major contributor to the province's economy. The province is the region's major tourist destination with its well-known tourist attractions/spots. There are approximately 7 hotels, 19 inns/lodging and pension houses and 4 beach resorts to support the tourism industry in the province.

Infrastructure and Utilities

The Province of Albay has a total road network of about 1,570.194 kilometers broken down as follows: national roads - 331.885 kilometers; provincial roads - 432.987 kilometers; municipal roads - 202.512 kilometers; and barangay roads - 602.81 kilometers. By type of pavement, 174.68 kilometers are concrete roads, 242.46 kilometers are asphalt, 873.91 kilometers are gravel surface and 215.33 kilometers are earth roads.

Present gross road density is about 0.63 km./sq. km. of land. This figure is higher than the region's road density of 0.50 km./sq. km. and the national figure of 0.54 km./sq. km., but lower than the national target of 1 km./sq. km. of land

The bridge component of the road network is composed of about 6,564.6 linear meters wherein 4,515.70 linear meters are permanent type of bridges and the rest are temporary.

The southline of the Philippine National Railways in Albay is now fully operational.

Legazpi Airport, the only trunkline airport in the region with 2,210 meters runway is being serviced by the Philippine Airlines and Air Philippines and has flight services to and from Manila, Cebu, Virac and Masbate. The largest aircraft that can be accommodated is BOEING 737.

The province's two national ports play a vital role in the region's trade and commerce, both domestic and international. The Port of Tabaco serves as a shipping point for most of the region's exports and is classified as a Port of Entry with a total port area of 25,400 square meters. The Legazpi Port on the other hand is classified as Sub-Port of Entry with a total port area of 4,943 square meters.

The province is likewise serviced by 6 municipal ports, 15 barangay ports, 6 private ports and 2 national fish ports.

It has two lighthouses, the Malinao Front at Malinao, Albay and the San Roque Lighthouse at Legazpi City.

Household electrification is provided by the Albay Electric Cooperative (ALECO) which is grouped into districts. As of December 31, 1989, the percentage of electrification development is 68%.

Two main sources of water supply in the province are groundwater through wells and springs, and surface water. In 1990, 46% of the total population has inadequate water supply. Thirty six percent (36%) of the urban population and 50% of the rural population were unserved with water system.

Albay is a major supplier of geothermal energy for the Luzon Grid. It is hosting two geothermal plants namely: the Tiwi Geothermal Plant with energy generating capacity of 330 megawatts and the Bacon-Manito Geothermal Plant, still on its testing stage, with an estimated energy generating capacity of 110 megawatts.

The Mayon Telephone Corporation (MATELCO), DIGITEL and BAYANTEL, private corporation franchise holders, operate the telephone system in the province. In addition, station to station long distance services are provided by three private companies (RCPI, PT&T and PLDT) and the Telecommunications Office (TELOF). Cellular

phone services are also provided by SMART, GLOBE HANDYPHONE and MOBILINE.

The 17 municipalities and one (1) city of the province are equipped with telegraph services which usually operate for 14-16 hours daily. As of 1989, the province has three teletypes, 13 landlines, seven HF/CW radio and three VHF radio facilities for telecommunications.

In 1989, Albay has 33 post offices and 17 postal stations. Private messengerial firms also share in the postal communication market demand. Some of these are the LBC, JRS Express, Daily Overland Express, DHL and Speed Cargo, mostly located in the Legazpi-Daraga area, and key growth municipalities like Tabaco, Ligao and Polangui.

THE CITY AND ITS PEOPLE

Legazpi City is centrally located in the eastern portion of the Bicol Region. It is accessible by all modes of transportation - air, sea, and land. Based on the 1995 census, Legazpi City has a total population of 141,657 with an average growth rate of 2.98% over the 1990 population of 121,116. (*Figure 2 & 3*)

The city is composed of 30,621 households with an average family size of 5.12 persons. The population density is 768.89per sq. km. and has a land area of 204.204 square kilometers.

Population is distributed as follows: urban (45 barangays) – 60.52% and rural (25 barangays) – 39.48%.

Agricultural workers - farmers, fishermen, hunters, loggers, and other related workers - take the lead in terms of occupational groupings at 28.31%. This is followed by craftsmen, production & process workers, and laborers (22%). Next are the services, sports, and related workers group (12.08%).

As to class of employed workers, 57.16% are wages and salary earners, 42.84% are self - employed. Of the wage and salary earners, 78.5% are privately employed, while the rest are employed in the government.

SOCIAL PROFILE

Legazpi City has 7 hospitals; one (1) public and six (6) private with a total of 597 beds or a bed population ratio of 1:329 or well above the minimum standard of 1:1,000.

There are 83 clinics of which 81 are private and 2 are public. These clinics plus health stations located mostly in rural centers provide health services in the area.

The city has 4 parks providing open space and a place for promenading and socializing.

The social welfare service of the government is carried out through the City Social Welfare Development Office. In addition, sixteen (16) private non-governmental agencies, thirteen (13) support agencies and eight (8) civic organizations are involved and committed to various social welfare programs/projects within the city.

There are 76 schools providing the 3 levels of educational needs. Of this number, 115 are public and 61 are privately owned. By location 44% are urban - based, while 56% are rural.

About 54.07% of the total number of dwelling units are located in the urban area (1.382 hectares) while 45.93% are in the rural areas (19.037 hectares). Slum areas are found in 16 urban barangays and one rural barangay. There are 53 (1993-2001) subdivisions with a total area of 1,933,050 square meters and 5,901 built-up units.

As of 2001, the Legazpi PNP has a strength of 110 policemen and 7 civilian employees. This is the main protective force in the city complemented by a member of security agencies and the tanods in each barangay. Fire protection is provided by the Legazpi City Fire Station with its current personnel complement of 46 and fire-fighting equipment which need upgrading to come up to standards.

PHYSICAL PROFILE

Boundary

Legazpi City, capital of Albay province, is bounded on the north by the Municipality of Sto. Domingo; on the east by the Albay Gulf; on the west by the Municipality of Daraga, Albay; and on the south by the Municipalities of Manito, Albay and Pilar and Castilla, Sorsogon. (*Fig. 2*)

Location

The City of Legazpi lies approximately 123°44' longitude (east) and 13°08' latitude (north). It is situated on the eastern portion of Albay province, approximately 556 kilometers south of Metro Manila, seat of the national government. It is likewise, centrally located in the Bicol region and is accessible by all modes of transportation - land, air and water.

Measured from north to south, at the outermost tip, it spans approximately 29 kilometers and from the east to west, the smallest portion is about 3 kilometers (urban area) while the widest is about 15 kilometers (Southeast Area).

Land Area

The City's 204.204 sq. kms. of land tract is sub-divided into: Urban Area, composed of 41 barangays with an approximate area of 13.826 sq. kms.; North Area, composed of 13 barangays with an approximate area of 37.723 sq. kms.; Near South Area, composed of 11 barangays with an approximate area of 63.4097 sq. kms.; Southeast Area, composed of 5 barangays and with an approximate area of 80.6669 sq. kms.; and National Park with an approximate area of 8.579 sq. kms. (inclusive of the 3.49 sq. kms. Mayon Volcano permanent danger zone).

Land Use

As of 1995, following are the land uses in Legazpi City.

Table 1
Land Use of Legazpi City

Land Use	Area (in hectare)	Percentage
1. Agriculture	11,198.09	54.84
2. Open Space (Grass/Shrub and Lava Flow)	4,969.58	24.34
3. Forest/Wet Lands	864.70	4.23
4. Built-Up	2,187.00	10.71
5. Mineral/Quarry	274.31	1.34
6. Military Reservation	12.07	0.06
7. Airport	56.76	0.28
8. National Park	857.90	4.20
TOTAL	20,420.40	100.00

Source: CPDO, Legazpi City

Built Up Area

The built-up area of the City covers approximately 2,187.00 hectares representing 10.71% of the City's total land area. This is allocated to the following urban uses: Residential, Commercial, Industrial, Institutional, Infrastructure and Utilities, Parks and

Playgrounds and other Recreational Spaces, Tourism, Buffer Zone/Greenbelt and Agro-Industrial. More than half (about 53%) of the total built-up area is in the urban section while the rest (about 46%) is scattered in the 29 rural Barangays.

Zoning

The City of Legazpi, through Sanggunian Panglunsod (SP) Ordinance No. 778, series of 1997, as amended by Ordinance No. 05, series of 1990, more commonly known as the City Zoning Ordinance, has adopted this legal tool in implementing its land use goals and objectives in its all-out effort to provide orderly development of the City.

By virtue of the Zoning Ordinance, all developments with spatial considerations have to be guided/directed to their proper land use districts. This is ensured by the requirement to secure locational clearance prior to actual physical development.

DEMOGRAPHIC PROFILE

Population

Per 2000 National Statistics Office (NSO) data, the city has a total population of 157,010 with 30,612 households, indicating a growth rate of 2.23%. The rural-urban household distribution shows that 18,756 or 61.27% are urban residents and 11,856 or 38.73% are rural residents.

The following table shows the historical population growth rate of the city over a 25-year period.

Table 2
Population Growth Rate
Legazpi City, 1975-2000

Census Date	Population	Growth Rate
May 1, 1975	88,378	1.00
May 1, 1980	99,766	2.45
May 2, 1990	121,116	1.94

Sept. 1, 1995	141,657	2.98
May 1, 2000	157,010	2.23

The following table shows the projected population of the city, up to year 2005, using the 1995 growth rate.

Table 3
Population and Household Projection
Legazpi City, 2001-2010

Year	Population	Household
2000	157,010	30,612
2001	160,511	31,295
2002	164,090	31,993
2003	167,749	32,706
2004	171,490	33,435
2005	175,314	34,181
2006	179,224	34,943
2007	183,221	35,722
2008	187,307	36,519
2009	191,484	37,333
2010	195,754	38,166

Labor Force

The City's potential labor force population is estimated at 57.84% (86,528) subdivided into economically active persons with 49,234

(56.90%) and not economically active persons (housekeepers, student and the like) with 37, 294 (43.10%).

Employment rate among the economically active persons is estimated at 91% or 44,803 persons and the unemployment rate is 9% or 4,431 persons.

By occupational grouping, the economically active persons are distributed as follows: (Table 4)

Table 4
Labor Force by Occupational Grouping
Legazpi City, 1995

Occupational Group	Number	Percentage
Professional, Technical and Related Workers		
Administrative, Executive and Management Workers	2,554	5.70
Clerical Workers	1,214	2.71
Sales Workers	2,639	5.89
Farmers, Fishermen, Hunters, Loggers and Related Workers	4,870	10.87
Miners, Quarrymen and Related Workers	12,684	28.31
Workers in Transport and Communication	211	.47
Craftsmen, Production, Process Workers and Laborers	2,388	5.33
Service, Sport and Related Workers	9,857	22.00
Stevedores, Freight Handlers and Laborers	5,412	12.08
Occupations Unidentified	2,634	5.88
Not Stated	116	.26
	224	.50

T O T A L	44,803	100
------------------	---------------	------------

ECONOMIC PROFILE

Agricultural Land Use

The City of Legazpi has an aggregate area of 204.204 sq. kms. Agricultural use, as in the past records, still dominates the City's land use, accounting to about 63% or 128.0485 sq. kms. (1990 Approved Land Use Plan) of the total land area. These agricultural lands can be found mostly in the rural areas of the City. Agricultural activity however, is still visible in the urban area, representing a little less than a quarter of the area, primarily devoted to rice and cash crop production.

Agricultural land utilization in Legazpi City is mostly concentrated on coconut (76.70%) and rice (13.44%) productions. Fishpond activities also exist, especially at the southern barangays.

Fishery

Fish and other fishery products needs of the City heavily relies from the produce of nearby and neighboring coastal municipalities. This

is enhanced by the fact that the City is recognized as the trading center of Albay province, thus goods for marketing are brought here.

Production data as of 1996 for Legazpi City alone has netted 23,760 kilograms of assorted fish only. About 5.81% of these are consumed by the family of the fishermen, while the majority of the catches, about 94.19% are being marketed.

Small time fishermen of Legazpi City concentrate their activity only within the limits of Albay Gulf and Polique Bay. This is because the City abuts, on its eastern boundary sides, these two bodies of water.

Based from the records on file with the City Agriculture Office, Legazpi City, fishing methods commonly used by small time fishermen include hook and line (single & multiple set), gill net, ring net, fish trap, drive net, drive-in net, beach seine, harbor light and push net. These fishing methods/gears are used by both fishermen with motorized and non-motorized bancas.

There are about 66 part-time fishermen who use motorized fishing bancas and about 431 full-time and 37 part-time fishermen who use non-motorized bancas.

Infrastructure support for this sector is reflected in the next table.

Table 5
Fishery Support Facilities/Infrastructure
Legazpi City, 1997

Facility	Location	Remarks
Ice Plant & Cold Storage	Barangay Rawis	Operational & Privately Owned
Fishing Ports	Barangay Dapdap	Operational & Government Owned
	Barangay Bagacay	Operational & Government Owned
Fishing Landing	Legazpi Port, Barangay Victory Village North	Operational
Fish Markets	New Legazpi Public Market, Barangay Kapantawan	Operational & Government Owned but Privately Operated
	Albay Market, Barangay Baño	Operational & Government Owned
	Barangay Victory Village North	Operational & Privately Operated

Source: CPDO Data Bank

Livestock and Poultry Production

To augment/supplement consumption requirements and other family needs, farmers, especially those living in the rural barangays, also engage in livestock and poultry raising/production.

As of 1995, records from the City Veterinary Office, Legazpi City, show that livestock in the city were raised in backyard scale except for swine production. Carabao is basically used as draft animal.

Except for Broiler/Layer and Fighting Cocks, other poultry animals are raised in backyard scale.

Trade and Commerce

Comparative data for years 1995 and 1996 on investment by economic activity by initial capitalization is reflected in the table following:

Table 6
Investment By Economic Activity
Initial Capitalization
Legazpi City, 1995-1996

Economic Activity	Cost of Capitalization (Millions of Pesos)			
	1995		1996	
	Amount	Percent	Amount	Percent
Manufacturing	31.274	11.37	20.351	6.91
Trading	58.426	21.24	118.602	40.28
Services	132.424	48.15	144.583	49.11
Real Estate	52.924	19.24	10.890	3.70
TOTALS	275.048	100.00	294.426	100.00

A total of 867 establishments engaged in trade and commerce, representing 47.02% of the total business establishments in the city are registered under this category. The figure significantly establishes the role which the City of Legazpi is being projected among others, as center

for trading and commerce. Allied services, which include hotels, restaurants, banks, etc., which are supportive of tourism activities, rank 2nd at 544 (29.50%).

Table 7
Business Establishments By Type
Legazpi City, 2000-2001

Type of Establishment	2000		2001	
	No.	%	No.	%
Trade and Commerce	297		435	
Allied Services	520		296	
Manufacturing	166		153	
Construction	44		37	
Transportation and Communication	35		43	
Electricity, Gas and Water	21		21	
Mining and Quarrying	3		2	
Agriculture, Forestry and Fishing	22		9	
Others (Miscellaneous)	107		102	
TOTAL	1215	100	1,098	

Source: Permits and Licenses Division/CMO, Legazpi City

Detailed classification of trade and commerce activities is reflected in the table following:

Table 8
Trade and Commerce By Classification
Legazpi City, 1995

Type of Establishment				
Meat shop/Vendors				
Peddlers				
Auto Machineries & Spare Parts Dealers				
Retail/Wholesale of Wine/Beer, Domestic/ Imported Liquors				
Retail/Wholesale of Tobacco				
Copra Dealers				

Major Crop Sales (rice, palay, copra)				
Scrap Materials Dealer/Junk Shop				
Exporter/Distributor/Buy and Sell				
Retailer/Wholesalers/Dealers of Essential Commodities/Groceries/Repacking				
TOTAL				

Source: Permits and Licenses Division/CMO, Legazpi City

Industry

A total of 193 industries of various types are registered and operating in the City as of 1995. Notable among these industries are: coconut oil processing, wig manufacturing, bakeries/bakeshops, furniture/ upholstery shops, etc., as shown in the following table.

Of this total, 24 are classified under the Cottage Industries category, they are abaca, wood and metal crafts, garments, candle, shoe, cosmetic, bleach, tiles and marbles, floor-wax, soap and coffee making.

Table 9
Industrial Establishments By Type of Activities
Legazpi City, 1995

Type of Establishment	Number	Percentage
A. Mining	11	5.70
B. Manufacturing	182	94.30
1. Bakeries/Bakeshops	34	18.68
2. Hollow Blocks Making	9	4.94
3. Furniture/Upholstery	11	6.04
4. Lumber/Minor Forest Products	24	13.19
5. Food Manufacturing	16	8.79
6. Abaca Crafts/Wood Crafts/Metal Crafts/ Garments Industry/Tiles and Marble	23	12.64
7. Shoe Manufacturing	1	0.55
9. Oil Processing	1	0.55
10. Printing Press	28	15.39

11. Dressmaking/Tailoring	15	8.24
12. Rice Mill	9	4.94
13. Photo Studio	8	4.40
16. Coffin Manufacturing	1	0.55
17. Coco Midrib	1	0.55
19. Wig Manufacturing	1	0.55
TOTAL	193	100.00

Source: Permits and Licenses Division/CMO, Legazpi City

Financing Institution

a.) Banks

There are 24 banking institutions operating in the City. Sixteen (16) are commercial banks, four (4) development banks, three (2) rural banks, and two (2) thrift banks. Chapter III, 3.3.7 lists these banks.

b.) Credit Facilities

Eighteen (18) private lending institutions and pawnshops are operating within the City. Services offered include salary, chattel and mortgage and real property loans.

Sixty-three (63) duly registered and accredited cooperatives which serve as conduits of lending/financing institutions, also exist in the City.

c.) Insurance Companies

Insurance companies abound in Legazpi City. To date, there are 36 registered companies, most if not all, are with either national or international networks.

Services offered by these companies are either one or a combination of the following: life, non-life, dealers of securities, educational/pre-need, memorial/pre-need, and vehicle (all types) insurance.

CHAPTER III

CURRENT TOURISM SITUATION

3.1 TOURIST ATTRACTIONS

CLASSIFICATION/ NAME OF TOURIST ATTRACTION	LOCATION	DESCRIPTION	DISTANCE/ TRAVEL TIME FROM THE CITY PROPER (Albay District)	MEANS OF TRANSPORT/ FREQUENCY OF TRIP	STATUS OF ROAD	REMARKS
1. HISTORICAL 1.1 Liberty Bell	Peñaranda Park, Rizal St.	<ul style="list-style-type: none"> • A bronze bell installed in 1945 by the American liberation forces. • This is enclosed w/n a dome-shaped concrete structure with this inscription, "Whenever oppression knocks at your door feel free to ring this bell". 	Walking distance	-	-	Properly maintained by the Provincial Govt.
1.2 Jose Ma. Peñaranda Monument	Peñaranda Park, Rizal St.	<ul style="list-style-type: none"> • A Monument built as a tribute to the late Jose Ma. Peñaranda who served as Governor of Albay from 1834-1843. 	Walking distance	-	-	-do-
1.3 Headless Monument	Brgy. Lapu-Lapu within the Legazpi City Post Office	<ul style="list-style-type: none"> • This monument was constructed as dedication to the unknown heroes who died and shed their blood during the Japanese military occupation of the City. 	3 kms. 10-15 mins. 5-10 mins.	PUJ Private Car/ Tricycle	Concrete Road	Properly maintained by the City Govt.
1.4 Legazpi Heroes Memorial Trylon	Junction of Rizal St. and Quezon Ave., Leg. Port Dist.	<ul style="list-style-type: none"> • A 16 meters high trylon which towers in the commercial district of Legazpi symbolizing the spot where the battle of Legazpi was fought between Spaniards and Filipinos. 	3 kms. 10-15 mins. 5-10 mins.	PUJ Private Car/ Tricycle	-do-	-do-
1.5 Japanese Tunnel	EM's Barrio South, Albay District	<ul style="list-style-type: none"> • 40 meters long (L-shaped) and 7 feet deep. This tunnel was used by the Japanese forces as arsenal. 	2 kms. 5-10 mins. 5 mins.	PUJ Private Car/ Tricycle	-do-	Proposed for renovation and upgrading

CLASSIFICATION/ NAME OF TOURIST ATTRACTION	LOCATION	DESCRIPTION	DISTANCE/ TRAVEL TIME FROM THE CITY PROPER (Albay District)	MEANS OF TRANSPORT/ FREQUENCY OF TRIP	STATUS OF ROAD	REMARKS
2. NATURAL						
2.1 Kapuntukan Hill	Brgys. Dap-Dap & Victory Vill.	<ul style="list-style-type: none"> Described as the “sleeping lion” mountain because of its form and contour. The view can be appreciated more within a radius of about 5 kms. 	3-5 kms. 10-15 mins. 5-10 mins.	PUJ Private Car/ Tricycle	-do-	-
2.2 Puro White Beach	Brgy. Puro	<ul style="list-style-type: none"> White sandy beach. It offers big opportunities for picnickers, swimmers, leisure seekers, boating enthusiasts, and fishing buffs. 	3.5 kms. 10-15 mins. 5-10 mins.	PUJ Private Car/ Tricycle	Concrete Road	Not properly maintained
2.3 Mayon Volcano	Legazpi City	<ul style="list-style-type: none"> Acclaimed as one of the “Seven wonders of the world” with its nearly perfect cone-shape. The foot of the Volcano is situated within the brgys. of Buyuan, Matanag, Bonga, and Mabinit. Stands at an elevation of 8,189 feet from a broad base of about 10 kms. in radius. This can be viewed within a radius of 10 kms. up to 50 kms. 	55 kms. 45 - 60 mins.	PUJ/ Private Car/ Tricycle	Concrete Road	- After the 1993 eruption, reforestation programs were implemented and families within a 10 kms. radius were resettled. -“On to Mayon” hiking activity is scheduled by DOT at least once a year.
2.4 Bagacay Beach	Brgy. Bagacay	<ul style="list-style-type: none"> This southern beach is ideal for swimming, boating, and fishing. 	20 kms. 20-25 mins.	PUJ Private Car/ Tricycle	Concrete/ Asphalt/ Gravel	No improvements were introduced.
3. RELIGIOUS						
3.1 St. Raphael Parish Church	Legazpi Port District	<ul style="list-style-type: none"> Patron saint of the City; feast day is celebrated every 24th day of October. 	3 kms. 10-15 mins. 5- 10 mins.	PUJ Private Car/ Tricycle	Concrete Road	Properly maintained
3.2 St. Gregory the Great Cathedral	Albay District	<ul style="list-style-type: none"> This Church became a cathedral when the Diocese of Legazpi opted its residence in Albay District. (Feast Day - Sept. 3) 	-	-	-do-	-do-
3.3 Iglesia ni Kristo	Brgy. Cabagñan	<ul style="list-style-type: none"> This serves as the central church of this religious denomination in the Province of Albay. 	1.5 km. 5-10 mins. 3-5 mins.	PUJ Private Car/ Tricycle	-do-	-do-

CLASSIFICATION/ NAME OF TOURIST ATTRACTION	LOCATION	DESCRIPTION	DISTANCE/ TRAVEL TIME FROM THE CITY PROPER (Albay District)	MEANS OF TRANSPORT/ FREQUENCY OF TRIP	STATUS OF ROAD	REMARKS
3.4 Our Lady of Guadalupe Shrine	Brgy. Buraguis	<ul style="list-style-type: none"> Newly constructed shrine located atop the Buraguis hill overlooking the city proper, other developments w/n the compound of the shrine are; life-size images of the characters of the way of the cross station arranged within the slope of the hill; 20 ft. image of the Blessed Virgin Mary located at the topmost of the hill. Feast day is December 12; every 12th of the month a mass is celebrated. 	2 kms. 5-10 mins. 3-5 mins.	PUJ Private Car/ Tricycle	-do-	<p>-Properly maintained by the NGO's and the Parish.</p> <p>- Frequently visited by domestic tourists.</p> <p>-W/n the compound is a Marriage Counseling Center managed by volunteers/ nuns/ priests/ psychologists. There is also a mini-museum within the compound.</p>
4. CULTURAL 4.1 Legazpi City Museum	Albay District, w/n the City Hall compound	<ul style="list-style-type: none"> Housed at the second floor of the newly constructed City Hall Annex building; a 3 years old City Museum where display of artifacts and other antiques can be seen. 	Walking distance	-	-	<p>-Properly maintained by the City Govt.</p> <p>- Frequently visited by students coming from schools of different places in the Bicol Region.</p>
5. MANMADE 5.1 Rizal Park & Monument	Legazpi Port District, in front of St. Raphael Church	<ul style="list-style-type: none"> A modest place to while-away time. Its dominating features are; the Monument of Jose Rizal which was sculpted by national artist Napoleon Abueva in 1966; and the fountain located at the center of the Park. The Park is planted with flowering plants and is provided with concrete benches. 	3 kms. 5-10 min. 3-5 min.	PUJ Private Car/ Tricycle	Concrete Road	<p>-Properly maintained by the City Govt.</p> <p>- The Park is visited by students, employees, & churchgoers, etc.</p>

CLASSIFICATION/ NAME OF TOURIST ATTRACTION	LOCATION	DESCRIPTION	DISTANCE/ TRAVEL TIME FROM THE CITY PROPER (Albay District)	MEANS OF TRANSPORT/ FREQUENCY OF TRIP	STATUS OF ROAD	REMARKS
5.2 Locsin Park	Along the Natl. Highway, on the Northern side of St. Gregory the Great Cathedral, Albay Dist.	<ul style="list-style-type: none"> Usually occupied for sports activities; with perimeter fence, concrete stage, concrete benches for spectators; and a basketball court. The Park is planted with trees and flowering plants on its sides. 	-	-	-	-The Park is usually occupied for paid inter-brgy. basketball tournament every summer; also occupied for trade fairs sponsored by DTI, City Govt., Prov'l Govt., & other agencies.
5.3 Peñaranda Park	In front of the City Hall Bldg. and Provincial Capitol, Albay District	<ul style="list-style-type: none"> Installed w/ neon lights A round shape park with a skating range, concrete benches and stage surrounded by towering trees and ornamental plants. 	-	-	-	- Also occupied for trade fairs sponsored by DTI, City Govt., Prov'l Govt., & other agencies.
5.4 Freedom Park	Brgy. Gogon	<ul style="list-style-type: none"> A children's playground with a fountain at the center, concrete walks and curbs, concrete benches around the mini-park and display land; this park is planted with different kinds of trees and flowering plants; with neon lights. 	3 kms. 10-15 min. 5-10 min.	PUJ Private Car/ Tricycle	Concrete Road	<ul style="list-style-type: none"> Maintained by the City Govt. & Brgy. Council of Gogon. The fountain w/n the park is frequently out of order. Needs improvement
5.5 Statue of the Risen Christ	Brgy. Banquerohan	<ul style="list-style-type: none"> A 60-ft. statue of the Risen Christ, facing the Albay Gulf, serving as a beacon to seafarers. 	20 kms. 20-25 mins 18-20 mins.	PUJ Taxi/Private Car	Macadam Road	<ul style="list-style-type: none"> For further improvement to include park; conc. access rd. and "cabanas"
6. FESTIVAL						
6.1 Bicol Pastores	Peñaranda Park, Albay District	<ul style="list-style-type: none"> An interpretative folk dance festival related to the celebration of Christmas. This is locally called as "The Pastores". During the group competition, young boys and girls in colourful costumes sing folk compositions interpreting the shepherds who rejoiced at the birth of Jesus in Bethlehem. 	-	-	-	<ul style="list-style-type: none"> An annual competition sponsored by DOT, Prov'l Govt., City Govt. and other agencies. Celebrated every month of Dec.

CLASSIFICATION/ NAME OF TOURIST ATTRACTION	LOCATION	DESCRIPTION	DISTANCE/ TRAVEL TIME FROM THE CITY PROPER (Albay District)	MEANS OF TRANSPORT/ FREQUENCY OF TRIP	STATUS OF ROAD	REMARKS
6.2 On to Mayon	-	<ul style="list-style-type: none"> A mountaineering activity held in the month of May. This is an organized climb for people who would like to conquer the sloping Mt. Mayon which towers at 8,189 feet. From the crater, one would see in wide panorama the majestic view of the Province of Albay, Legazpi City, and portion of the Bicol Region. 	-	-	-	- Organized by the DOT-Reg. V, held every month of May.
6.3 Tourism month	-	<ul style="list-style-type: none"> An observance of tourism in the City of Legazpi during the whole month of May. Activities are scheduled to showcase and present the City as a tourist center. 	-	-	-	- Celebrated every month of May.
6.4 May-time Santacruzán	-	<p>May- flower devotions held in the Catholic church in Legazpi Port and Albay Dist. are complemented by the "Santacruzán" which is celebrated by the different brgy. of the City at different dates. Usually a whole day celebration of the Barangay, activities are culminated by a mass in the morning and highlighted by a procession of the adorned image of the Blessed Virgin Mary, "Sagalas" in their beautiful gowns and the brgy. devotees. During the procession, brgy. devotees pray & sing songs of praises, accompanied by a band, to the Blessed mother.</p>	-	-	-	-do-

CLASSIFICATION/ NAME OF TOURIST ATTRACTION	LOCATION	DESCRIPTION	DISTANCE/ TRAVEL TIME FROM THE CITY PROPER (Albay District)	MEANS OF TRANSPORT/ FREQUENCY OF TRIP	STATUS OF ROAD	REMARKS
6.5 Feast of St. Raphael the Archangel	Legazpi Port District	This festivity never fails to turn the downtown Legazpi into a center of festive commercial activity. This activity usually starts several days before the actual feast day and lasts for about a week. A procession and mass in honor of St. Raphael culminates the religious parts of the feast.	-	-	-	- Celebrated every 24 th day of Oct.
6.6 Holy Week	-	is a mournful period of penitence & sacrifices of Jesus Christ manifested by "Passion" and "Cinaculo". Procession of life-size images of Jesus Christ and other religious characters is done in Good Friday.	-	-	-	- Observed by catholic churches (St. Raphael and St. Gregory the Great Cathedral)
6.7 Easter Rites (Salubong or Encuentro)	-	is the re-enactment of the tracing Blessed Virgin Mary of Jesus Christ. This is made at the church compound.	-	-	-	-do-
6.8 Fluvial Procession	Albay Gulf, by boat	<ul style="list-style-type: none"> It is a type of procession being done traditionally at the Albay Gulf by the residents of barangays Sabang and Pigcale. During the procession, the Patron Nuestra Señora de Peñafrancia is placed in a decorated motorized banca or kumpit. While at the sea, the hymn for the saints is sung by the faithful and is accompanied by a band. 	-	-	-	- Celebrated every month of October.

CLASSIFICATION/ NAME OF TOURIST ATTRACTION	LOCATION	DESCRIPTION	DISTANCE/ TRAVEL TIME FROM THE CITY PROPER (Albay District)	MEANS OF TRANSPORT/ FREQUENCY OF TRIP	STATUS OF ROAD	REMARKS
6.9 Sibidan Race	Albay Gulf	<ul style="list-style-type: none"> It is a race of several one-man bancas by the used of the paddle, the participants display skill and speed in banca sailing. It is conducted in Oct. during the feast day of St. Raphael. 	-	-	-	- Celebrated every month of October.
6.10 Ibalong Festival	-	<ul style="list-style-type: none"> A historic-cultural activity designed to enhance development in the region specifically to promote tourism in Legazpi City. This is a week long celebration; activities are: beauty pageant, stage presentation of the epic Ibalong, food and garden show, games and amusements/sports feast, ballroom dancing, and trade fair. The center-piece of the whole events is a Mardi gra's style street presentation featuring the characters of the Ibalong epic. 	-	-	-	- Celebrated every month of October.
6.11 "Karangahan" Festival	-	<ul style="list-style-type: none"> An annual month-long festival conducted by the Province of Albay, participated in by the 17 municipalities and the City of Legazpi during the month of May. Activities include cultural, sports; educational, historical events. 	-	-	-	-Celebrated the whole month of May.

3.2 VISITORS' CHARACTERISTICS

3.2.1 TOURIST ARRIVALS IN THE BICOL REGION

As shown in the table below, the number of foreign tourists visiting Bicol Region consists of just a small portion of the total travelers, registering at 4%, 6% & 12% in 1987, 1991 and 1996 respectively. Dominant tourists are domestic tourists coming from different parts of the country.

The nominal percentage of foreign tourists in the Bicol Region could be attributed to the Asian region's unpredictable economy and the dearth of focused marketing of the Region's tourism potential.

Over the ten-year period (1987-1996) tourist arrivals increased 10 fold reflecting a 10% average increase of tourist arrivals per year. The following table defines the year-to-year tourist arrivals.

Table 10
Tourist Arrivals In The Bicol Region
1998-2001

YEAR	DOMESTIC	FOREIGN	TOTAL
1998	279,449	19,351	298,800
1999	313,437	27,302	340,739
2000	334,253	22,471	356,724
2001	353,230	14,630	367,860

Source: DOT, Region V

Unusually large tourism arrivals in 1990, 1993, can be traced to any of the following reasons: holding of the National Palaro in

Camarines Sur; eruption of Mayon Volcano and the aggressive marketing strategy adopted by the DOT nationally.

3.2.2 TOURIST ARRIVALS IN THE BICOL REGION BY PROVINCE AND CLASSIFICATION OF VISITORS

The four-year data in the following table reveals that Albay Province is the most frequently visited tourism area of the six provinces of the Bicol Region. This is true particularly in 1993 when domestic and foreign tourists flocked to the province to witness the Volcano's eruption, as it spewed lava, rocks, and ashes up to a height of 500-1,000 meters from the crater before rolling down to the gullies.

The presence of natural attractions and accommodation facilities likewise could be attributed as the reasons for most visitors to choose the province as their tourist destination.

Camarines Norte and Camarines Sur are the next most frequently visited provinces in the region.

Table 11
Tourist Arrivals in the Bicol Region By Province
1993-1996

PROVINCE	1993		1994		1995		1996		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Albay Cam. Norte										

Cam. Sur Catanduanes Masbate Sorsogon										
Total										

Source: DOT, Region V

By classification, majority of the visitors in the region (average in 4 years - 94%) are domestic tourists. In 1993, foreign tourists registered only at 7%, reduced to 4% & 3% in 1994 and 1995 respectively. However, the 1995 figure of 8,073 foreign tourists against the 1996 total of 22,382 is a 177% increase

Table 12
Tourist Arrivals By Province and By Type of Visitor
1993-1996

Province/ Type of Visitor	1998	1999	2000	2001	Total
Albay	100,010	106,613	117,180	123,101	446,904
Foreign	3,971	2,221	7,170	4,130	17,492
Domestic	96,039	104,392	110,010	118,971	429,412
Camarines Norte	59,814	59,221	52,627	50,026	221,688
Foreign	7,427	4,612	3,012	5,382	20,433
Domestic	52,387	54,609	49,615	44,644	301,255
Camarines Sur	83,472	101,632	101,979	107,260	394,343
Foreign	3,880	4,572	5,393	3,781	17,626
Domestic	79,592	97,060	96,586	103,479	376,717
Catanduanes	793	2,665	8,046	5,041	16,545
Foreign	156	1,715	299	526	2,696
Domestic	637	950	7,747	4,515	13,849
Masbate	4,783	30,269	28,429	31,254	94,735
Foreign	736	11,567	3,822	621	16,746
Domestic	4,047	18,702	24,607	30,633	77,989

Sorsogon	49,928	40,339	48,463	51,178	187,301
Foreign	3,181	2,615	2,809	2,607	11,212
Domestic	46,747	37,724	45,654	48,571	211,303
Grand Total	298,800	340,739	356,724	365,253	1,361,516

Source: DOT, Region V

3.2.3 TOURIST ARRIVALS IN ALBAY BY CLASSIFICATION

Table 13
Tourist Arrivals in Albay By Type
1993-1996

Year	Foreign		Domestic		Total	
	No.	%	No.	%	No.	%
1993						
1994						
1995						
1996						

Source: DOT, Region V

Tourist arrivals in Albay for years 1993-1996 showed an increasing trend as the table above shows except for 1994. Foreign tourist over the same period indicated an erratic pattern, although the 1996 figure was increased by 68% over the 1993 figure.

Over-all, the average increase of foreign visitors in Albay is 66%, domestic visitors is 35%.

3.2.4 ORIGIN OF VISITORS IN BICOL

As shown in the next following table, 51% of the domestic tourists in the Bicol Region mostly came from the National Capital Region (NCR) which is Metro Manila and its neighboring cities. The peak of their visit is during holy week or summer time where they spend their vacations in the province to unwind themselves from the pressure of work in Manila.

Table 14
Origin of Visitors to Bicol
1989 and 1993

Area	1989 (%)	1993 (%)
National Capital Region (NCR)		
Northern Region		
Region VII		
Other Regions		
Total	100.00	100.00

Source: DOT, Region V

3.2.5 FOREIGN VISITORS IN BICOL

Tourists coming from Western Europe dominate the foreign tourists in the Bicol Region. Table below shows the different origins of tourists coming to Bicol.

Table 15
Origin of Foreign Visitors to Bicol
1989 & 1993

Country of Residence	1989 (%)	1993 (%)
Western Europe		
Japan		
USA		
Australia		
Balikbayan		
Others		
Total		

Source: DOT, Region V

3.2.6 OCCUPATION OF VISITORS (BICOL)

Based on the 1993 survey, the bulk of all visitors to the city were professionals (24.30%) and private firm employees (19.80%) as shown in table below.

Majority of domestic travelers are either employed or self-employed; while foreign visitors who went to the city were mostly professionals.

Table 16

**Occupation of Visitors (Bicol)
1989 and 1993**

Occupation	Foreign		Domestic		All Visitors	
	1989 (%)	1993 (%)	1989 (%)	1993 (%)	1989 (%)	1993 (%)
Government Employee						
Businessmen						
Manager/Executive						
Private Firm						
Employees						
Professionals						
Military Personnel						
Retiree/Pensioner						
Housewife						
Student						
Others						
Total	100.00	100.00	100.00	100.00	100.00	100.00

Source: DOT, Region V

3.2.7 PURPOSE OF TRAVEL IN BICOL

In 1993, majority of domestic travels in the region were commercial/business trips, as in attendance in conferences/conventions; while foreign visitors were on pleasure/holiday trips.

Table below shows the purpose of travel among domestic and foreign visitors.

**Table 17
Purpose of Travel
1989 & 1993**

PURPOSE OF TRAVEL	PERCENT OF RESPONDENTS			
	Domestic		Foreign	
	1989 (%)	1993 (%)	1989 (%)	1993 (%)
Pleasure/Holiday				
Commercial/Business				
Visit Friends/Relatives				
Convention/Conference				
Incentive Tour				
Study/Training				
Government Official Mission				
Medical Treatment				
Others				
Total				

Source: DOT- V, Legazpi City

3.2.8 FACTORS INFLUENCING CHOICE OF DESTINATONS AMONG PLEASURE TRAVELERS

The main factor that influenced the domestic travelers in choosing destinations is the presence of their friends and relatives in the area (47.6%). On the other hand, foreign visitors (69%) cited the presence of natural attractions as the chief influencing factor. Other reasons for choosing destinations are enumerated in the table below.

Table 18
Factors Influencing Choice among Pleasure Travelers Visiting Bicol
1989 & 1993

Factors Influencing Choice	PERCENT OF RESPONDENTS			
	Domestic		Foreign	
	1989 (%)	1993 (%)	1989 (%)	1993 (%)
Previous Visit Experience				
Have Friends/Relatives				
Good Visitors' Facilities				
Natural Attractions				
Shopping Opportunities				
Sports/Recreation				
Safe/Secure Area				
Accessibility				
Moderate Cost of Trip				
Recommended by Others				
Included in Package Tour				
Others				
Total	100.0	100.0	100.0	100.0

Source: DOT - V, Legazpi City

3.2.9 LENGTH OF STAY IN BICOL

As shown in the table below, in 1993, 54.3% of all visitors stayed for 2 - 3 nights in the region; and 19.8% stayed for just a night.

The average length of stay is only 2.8 days, a little lower compared to 1989 estimate of 4.4 days. Foreign travelers stayed a little longer with an average of 3.3 days which is little bit lower than the 1989 estimate of 4.4 days.

Table 19
Percentage of Visitor for Various Lengths of Stay, 1993

Length of Stay	PERCENT OF RESPONDENTS		
	Domestic (%)	Foreign (%)	All Visitors (%)
One night			
2 to 3 nights			
4 to 5 nights			
6 to 7 nights			
8 to 14 nights			
15 to 30 nights			
31 nights and above			
Total	100.00	100.00	100.00
Average Length of Stay			

Source: DOT-V, Legazpi City

3.2.10 AVERAGE LENGTH OF STAY IN BICOL BY PURPOSE OF VISIT, 1989

Table below shows the average length of stay by purpose of visit. For the domestic visitors, majority of them stayed from 1-2.8 days with commercial and business as their main purpose of visit. Majority of foreign visitors likewise stayed from 1-3.3 days with pleasure/holiday as the main purpose of their visit.

Table 20
Average of Length of Stay by Purpose of Visit, Bicol

Purpose of Travel	Average Length of Stay (Days)		
	Domestic (%)	Foreign (%)	All Visitors (%)
Pleasure /Holiday Commercial/Business Visit Friends/Relatives Convention/Conference Incentive Tour Study/Training Government Official Mission Medical Treatment Others			
Over All Total			

3.2.11 VISITOR ARRIVALS IN LEGAZPI BY CHOICE OF ACCOMMODATION

Data from a sample of seven (7) accommodation establishments, namely: *Xandra Lodging House, Hotel Rex, Tanchuling Hotel, Hotel La Trinidad, Mayon Hotel, Legazpi Tourist Inn and the Legazpi Plaza Hotel*, were taken in 1994. Said establishments registered a total number of visitor arrivals at 5,136. Of the over-all total, 4,065 or 79.10% were domestic travelers, while 1,071 or 20.90% were foreign travelers.

In terms of arrivals by accommodation, the distribution was as follows:

Name of Establishments	Domestic	%	Foreign	%
Xandra Lodging House				
Hotel Rex				
Tanchuling Hotel				
Hotel La Trinidad				
Mayon Hotel				
Legazpi Tourist Inn				
Legazpi Plaza Hotel				
TOTAL				

On the other hand, DOT records in 1997, Jan. - July, showed occupancy rate of the existing hotels in the city as follows:

NAME OF HOTEL	LOCA-TION	#. OF RMS.	AVERAGE OCCUPANCY (%)							
			Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul	Ave.
1. Mayon International Hotel ♥	Leg. City	93								
2. Hotel La Trinidad ♠	Leg. City	41								
3. Casablanca Hotel ♠	-do-	27								
4. Alicia Hotel ♠	-do-	20								
5. Hotel Victoria ♣	Leg. City	16								

6. Tanchuling Hotel ♣	-do-	43								
--------------------------	------	----	--	--	--	--	--	--	--	--

Source: DOT -V, Legazpi City

Legend:

* - NO DATA AVAILABLE

♥ - First Class

♠ - Standard

♣ - Economy

3.2.12 SEASONALITY PATTERN

Distributed among the four quarters of the year, visitor arrivals in the city showed the 1st quarter with the most tourist arrivals during the year. Details by quarter are as follows:

Quarter	Domestic	%	Foreign	%	Total	%
1 st > Jan.-Mar.	84,534	23.93	4,054	27.71	88,588	24.08
2 nd > Apr.-Jun.	101,363	28.70	4,284	29.28	105,647	28.72
3 rd > July-Sept.	83,306	23.58	2,928	20.01	86,234	23.44
4 th > Oct. Dec.	84,027	23.79	3,364	22.99	87,391	23.76
TOTAL	353,250	100.00	14,630	100.00	367,860	100.00

3.2.13 SEX OF VISITOR ARRIVALS

Visitors to the city were predominantly males. For both domestic and foreign visitors, more than 70% were males.

Sex	All Visitors	%
Male		
Female		
TOTAL		

3.2.14 PURPOSE OF VISIT

Pleasure travelers comprised the majority of all visitors, totaling 1,431 or 27.86%, followed by commercial business with 1,169 or 22.76% and the presence of friends and relatives in the area with 554 or 10.78. *(Please refer to table below)*

Purpose of Travel	All Visitors	%
Pleasure/Holiday		
Commercial Business		
Visit Relatives/Friends		
Convention/Conference		
Stop-Over		
Purpose Not Stated		
TOTAL		

3.2.15 LENGTH OF STAY

Majority (57.85%) of the visitors in the city stayed for just a night. Table below shows of the length of stay of all visitors in the city.

Length of Stay	All Visitors	%
One night		
2 - 3		
4 - 5		
6 - 7		
8 - 9		
10 & above		
Length of Stay not Stated		
TOTAL		

3.3 TOURISM FACILITIES AND SERVICES

3.3.1 ACCOMMODATION (Legazpi City, 1997)

NAME OF ESTABLISHMENT	ADDRESS	CLASSIFICATION	TYPES AND NO. OF ROOMS	RATES (Pesos)	FACILITIES
1. Mayon International Hotel (MIH)	Taysan Hills, P. O. Box Legazpi City 4500 Albay, Philippines	First Class Hotel	<u>Standard</u> Single Php Double Php <u>De Luxe</u> Single Php Double Php <u>Hillside</u> Single Php Double Php <u>Mayonside</u> Single Php Double Php <u>Junior Suites</u> Hillside Php Mayonside Php <u>Php</u> Additional Bed Extra Bed Php <u>Executive Suites</u> Hillside Mayonside Php <u>Board Room</u> 1 st 5 hours Php 1 st 8 hours Php Total No. of Rooms: 95	850.00 1,200.00 950.00 1,300.00 950.00 1,300.00 1,000.00 1,350.00 1,600.00 1,640.00 300.00 300.00 1,800.00 1,850.00 2,500.00 4,000.00	- Restaurant, convention hall, function room, pipe-in music, cable TV, bar/cocktail lounge, shuttle service, direct dial fax, mailing, sundries shop, laundry, disco, videoke bar, Japanese restaurant, swimming pool, parking space, wide screen TV at the lobby, Presidential suite.
2. Hotel La Trinidad	Rizal St., Legazpi City	Standard	<u>Centralized A/C</u> (Tax Included) Single Double/Twin Exe. Room Total No. of Rooms: 41	713.51 819.84 1,612.00	- Restaurant, convention hall, function room, pipe-in music, cable TV, bar/cocktail lounge, shuttle service, direct dial, fax, mailing, shopping arcade, laundry.

NAME OF ESTABLISHMENT	ADDRESS	CLASSIFICATION	TYPES AND NO. OF ROOMS	RATES (Pesos)	FACILITIES
3. Hotel Casablanca	Peñaranda St., Legazpi City	Standard	<u>Standard Double</u> P624.00-12% less 74.00 <u>Suite Double</u> P732.00-12% less 87.90 Total No. of Rooms: 27	698.90 820.10	- Restaurant, convention hall, function room, bar/cocktail lounge, videoke bar, cable TV, pipe-in music, music hall, shuttle service, fax, mailing, sundries shop, direct dial, laundry, parking space.
4. Alicia Hotel	F. Aquende Drive, Albay District, Legazpi City	Standard	<u>Standard Rooms</u> Single Occupancy Double Occupancy Superior Rooms Superior De luxe Junior Suites Executive Suites Extra Bed Total No. of Rooms: 20	732.00 854.00 1,037.00 1,220.00 1,464.00 1,769.00 185.00	- Piano bar and coffee shop, jazz bar, fine dining restaurant – 300 capacity, swimming pool, boutique, function room.
5. Hotel Victoria	Rizal St., Legazpi City	Economy	<u>Single A/C</u> Twin w/ Cable TV Twin w/o CTV Extra Person Total No. of Rooms: 16	580.00 750.00 680.00 150.00	- Restaurant, function room, hot and cold water, private bath, laundry.
6. Legazpi Plaza Hotel	Lapu-Lapu St., Legazpi City	Economy	Single Double <u>Suite</u> Single Double <u>Extra Person</u> A/C NAC Total No. of Rooms: 40	438.00 525.00 595.00 691.00 125.00 105.00	- Restaurant, function room, disco with live music, karaoke, parking space.

NAME OF ESTABLISHMENT	ADDRESS	CLASSIFICATION	TYPES AND NO. OF ROOMS	RATES (Pesos)	FACILITIES
7. Mayon Hotel	Peñaranda St., Legazpi City	Economy	Single Double Extra Bed Single NAC Double NAC Extra Bed Total No. of Rooms: 19	300.00 400.00 80.00 150.00 200.00 50.00	- Private toilet and bath, restaurant, A/C, function rooms (A/C-50 pax) (NAC-200 pax), laundry, sound system.
8. Tanchuling Hotel	Imperial Subd., Legazpi City	Economy	Single/Double A/C Extra Bed Single/Double NAC Extra Bed Total No. of Rooms: 42	616.00 95.00 215.00 75.00	- Restaurant, function room, disco, karaoke, parking space.
9. Albert's Inn	Elizondo St., Legazpi City	Inn	Single AC 3 Twin AC Single NAC 7 Twin NAC Total No. of Rooms: 10	300.00 400.00 200.00 -	- Restaurant, private toilet and bath, function room, laundry.
10. Majestic Tourist Inn	Peñaranda Extension, Legazpi City	Inn	Twin Bed A/C Double NAC Twin Bed NAC Extra Person Extra Bed Total No. of Rooms: 8	288.00 170.00 220.00 40.00 40.00	- Roof deck terrace, TV with Beta for rent, parking space lot.
11. Legazpi Tourist Inn	Lapu-Lapu St., Legazpi City	Inn	Single A/C Double A/C Extra Bed Extra Person Total No. of Rooms: 17	350.00 400.00 80.00 500.00	- Canteen, parking space, laundry

NAME OF ESTABLISHMENT	ADDRESS	CLASSIFICATION	TYPES AND NO. OF ROOMS	RATES (Pesos)	FACILITIES
12. Washington Executive Inn	F. Aquende Drive, Legazpi City	Inn	Single A/C Double A/C Extra Bed Single NAC Suite Total No. of Rooms: 16	405.00 440.00 95.00 295.00 575.00	- Canteen, parking space, laundry
13. Legazpi Pension	Rawis, Legazpi City	Pension House	Twin A/C Extra Bed Total No. of Rooms: 10	463.70 67.20	- Restaurant, parking lot
14. Rawis Pension	Rawis, Legazpi City	Pension House	Single A/C Double A/C Total No. of Rooms: 14	400.00 400.00	- Parking lot, hot and cold water, private toilet and bath, coffee shop.
15. Villa Consuelo	Bonot Legazpi City	Pension House	Double A/C With TV Without TV Total No. of Rooms: 12	500.00 400.00	-Restaurant, parking space, private toilet and bath
16. Vista Al Mayon Pension	F. Aquende Drive, Legazpi City	Pension House	<u>Pensioner Room:</u> Single Double Double A/C Matrimonial A/C Double NAC Matrimonial NAC Double A/C 3 Beds 4 Beds Double NAC 3 Beds 4 Beds Extra Wooden Bed Folding Bed Extra Person Electric Fan Hot Water Total No. of Rooms: 25	120.00 200.00 480.00 550.00 350.00 370.00 550.00 625.00 735.00 400.00 470.00 560.00 150.00 100.00 75.00 40.00 50.00	- Function hall, swimming pool, restaurant, parking space.

NAME OF ESTABLISHMENT	ADDRESS	CLASSIFICATION	TYPES AND NO. OF ROOMS	RATES (Pesos)	FACILITIES
17. Josam Lodging House	Rizal St., Legazpi City	Pension House	Single NAC Total No. of Rooms: 14	150.00	- Comfort room, electric fan, private toilet and bath
18. Jennifer's Apartelle	Estevez St., Legazpi City	Apartelle	Magnolia Sampaguita Rose Orchids Lotus Anthurium Daisy Jasmin Camia Extra Person Extra Bed Beta/VHS Total No. of Rooms: 17	430.00 460.00 400.00 430.00 460.00 460.00 400.00 460.00 977.00 50.00 50.00 80.00	- Toilet and bath, beta, restaurant, parking space, function hall, laundry, open sheds.
19. Casa Avelina Apartelle	Pag-asa, Rawis, Legazpi City	Apartelle	Total No. of Rooms: 10	100.00/ person (max. of 3/room)	- Parking space - Coffee shop - Private toilet and bath - Electric fan
20. JR Lodging House	Rizal St., Legazpi City	Lodging House	Single NAC Total No. of Rooms: 9	150.00	- Common toilet and bath, electric fan.
21. King's Lodge	Peñaranda St., Legazpi City	Lodging House	A/C Single/Couple Double/Triple De Luxe S/C Double/Triple Add'l Bed – A/C NAC Total No. of Rooms: 9	330.00 400.00 180.00 230.00 50.00 40.00	- Private toilet and bath
22. Legazpi Lodging House	Mabini St., Legazpi City	Lodging House	Single NAC Total No. of Rooms: 8	60.00	- Private toilet and bath, electric fan

NAME OF ESTABLISHMENT	ADDRESS	CLASSIFICATION	TYPES AND NO. OF ROOMS	RATES (Pesos)	FACILITIES
23. Shirman Lodging House	Peñaranda St., Legazpi City	Lodging House	Single A/C Twin A/C Additional Bed Additional Person Single NAC Twin NAC Double NAC Additional Bed Additional Person Total No. of Rooms: 26	400.00 400.00 40.00 40.00 110.00 150.00 130.00 40.00 20.00	- Private toilet and bath
24. Xandra Lodging House	Peñaranda St., Legazpi City	Lodging House	Single A/C Double A/C Triple A/C Single NAC Double NAC Triple NAC Add'l Person - A/C NAC Total No. of Rooms: 52	350.00 470.00 540.00 200.00 280.00 330.00 70.00 50.00	- Restaurant, private toilet and bath, electric fan, laundry
25. Lita's Lodging House	Albay District, Legazpi City	Lodging House	A/C NAC Ordinary Total No. of Rooms: 32	370.00 330.00 320.00 165.00 160.00 150.00 100.00 80.00 45.00	- Private toilet and bath, common toilet and bath, electric fan, laundry, parking space.
26. Mila's Lodge	Rizal St., Legazpi City	Lodging House	A/C De luxe Economy <u>Additional Person:</u> Aircon De luxe Economy Total No. of Rooms: 11	385.00 185.00 155.00 70.00 50.00 30.00	- Common toilet and bath

NAME OF ESTABLISHMENT	ADDRESS	CLASSIFICATION	TYPES AND NO. OF ROOMS	RATES (Pesos)	FACILITIES
27. Rex Lodging House	Peñaranda St., Legazpi City	Lodging House	Ordinary - Single Double Extra Bed Standard - Single Double Extra Bed De Luxe S/D Total No. of Rooms: 16	180.00 200.00 70.00 380.00 400.00 150.00 430.00	- Function room, parking space, laundry
28. Regional Educational Learning Center – DECS	Rawis, Legazpi City	Dormitory	A/C - live-in live-out NAC - live-in live-out Total No. of Rooms: 13	50.00 75.00 400.00 450.00	- Conference hall, kitchen, karaoke, slide projector
29. Albay Hotel	Bonot, Legazpi City	Standard	De Luxe Single Twin Junior Suites Total No. of Rooms: 88	1,040.00 1,560.00 1,820.00	- Swimming pool, restaurant, karaoke bar, cable TV
30. Sampaguita Tourist Inn	Rizal St., Legazpi City	Inn	Single NAC Double NAC Single AC Double AC Total No. of Rooms: 42	175.00 275.00 350.00 450.00	- Coffee shop, fast-food, private toilet and bath
31. Grand Mansion Hotel	Rawis, Legazpi City	Economy	VIP Room Total No. of Rooms: 3	1,500.00	- Function room, restaurant, Videoke bar
32. Carlos Homestel	Rawis, Legazpi City	Motel	A/C Rooms	600.00	- Restaurant, private toilet and bath, cable TV

3.3.2 DINING AND ENTERTAINMENT (Legazpi City, 1997)

NAME OF ESTABLISHMENT	ADDRESS	TYPE OF ESTABLISHMENT	TYPE OF FOOD/SPECIALTY	AVERAGE MEAL/COST PER PERSON
1. Hologram Discotheque and Karaoke Lounge	Patio Napal Bldg., Rizal St., Albay Dist., Legazpi City	<u>Disco</u> Open from 8:00 PM to 12:00 MN daily except Monday <u>Entrance Fee:</u> - P60.00 for Tues., Thurs., and Sun. - P75.00 for Fri. and Sat. <u>Capacity:</u> Disco - 300 pax Karaoke - 75 pax	-	-
2. Jennifer's Garden Restaurant/Food Express Center	752 Rizal St., Legazpi City	Restaurant	Filipino	Meal P 49.00 Budget Meal 25.00 Special 30.00
3. Burger Crown	Magallanes St., Legazpi City	Fast-food/Restaurant	Ice Cream/ Hamburger	Per order
4. Café Old Albay	Rizal St., Legazpi City	Coffee Shop/ Restaurant	Filipino and International Dishes	Breakfast, lunch, dinner (30 sitting capacity)
5. Mama Lola	Peñaranda St., Legazpi City	Restaurant	Chinese dishes and Cuisine	Breakfast 45.00 Lunch 60.00 Dinner 60.00
6. Four Season Restaurant	Magallanes St., Legazpi City	Restaurant	Chinese Dishes/ Pata Hamon/ Seasons Chicken	Breakfast 45.00 Lunch Per order Dinner Per order
7. Family Kitchenette/ Salu-Salo Restaurant	Peñaranda St., Legazpi City	Restaurant	Fried Chicken and Spare Ribs	Fried Chicken P 71.00 Spare Ribs 66.00 * both w/ rice
8. Paayahayan	Peñaranda St., Legazpi City	Eatery	Filipino/Sea Foods	Per order
9. South Ocean Villa	Quezon Ave., Legazpi City	Restaurant	Chinese	Per order

NAME OF ESTABLISHMENT	ADDRESS	TYPE OF ESTABLISHMENT	TYPE OF FOOD/SPECIALTY	AVERAGE MEAL/COST PER PERSON	
10. Aroma Café	Legazpi City	Restaurant	Filipino	Per order	
11. Legazpi Ice Cream House	Magallanes St., Legazpi City	Fast-food/Snack	Ice Cream, Pizza, Hamburger	Per order	
12. Legazpi Restaurant	Lapu-Lapu St., Legazpi City	Restaurant	Chinese Dishes	Breakfast	45.00
				Lunch	60.00
				Dinner	60.00
13. Mike's Oakroom	Peñaranda St., Legazpi City	Restaurant	Beefsteak, Tenderloin, Sizzling Chicken	Breakfast	50.00
				Lunch	70.00
				Dinner	70.00
14. Shangrila Restaurant	Peñaranda St., Legazpi City	Restaurant	"Lechon Manok"	Per order	
15. Seven Diamonds Restaurant	Rizal St., Legazpi City	Restaurant	Chinese	Per order	
16. Icking's Pizzeria	Rivera Bldg., Rizal St., Legazpi City	Pizza House	Mexican and Italian Foods	Per order	
17. Cheers Pizza	Rizal St., Old Albay Dist., Legazpi City	Pizza House/Videoke (open from 6:00 PM to 2:00 AM)	Pizza, Pasta and Filipino Foods	Per order	
18. CNN Karaoke and Restaurant	Rizal St., Legazpi City	Restaurant	Filipino Native Foods and Japanese Foods	Per order	
19. Waway's Eatery	Peñaranda St., Legazpi City	Fast-food	Bicol Express/"Pinangat"/"Laing"	Per order	
20. LCC Food Garden	Peñaranda St., Legazpi City	Fast-food	Cakes, Noodles, Spaghetti	Per order	
21. Café Alejandro	Lakandula Drive, Barriada, Leg. City	Restaurant, Videoke Dart-house	Sea-foods and Native Dishes	Per order	

NAME OF ESTABLISHMENT	ADDRESS	TYPE OF ESTABLISHMENT	TYPE OF FOOD/SPECIALTY	AVERAGE MEAL/COST PER PERSON
22. Quick & Hearty Fast-Food	Rizal St., Legazpi City	Fast-food/Snackhouse	Hamburger, Pastries Fried Chicken,	Per order
23. New Golden Dragon	Rizal St., Legazpi City	Restaurant/Fast-food	Chinese Foods	Breakfast, Reg. 38.00 Spec. 42.00 Lunch, Reg. 80.00 Spec. 85.00 Dinner Reg. 80.00 Spec. 85.00
24. Bok Lan Foods	Elizondo St., Legazpi City	Restautant/Fast-food	Chinese Cuisine (e.g. noodles, etc.)	Per order

3.3.3 CONVENTION FACILITIES (Legazpi City, 1997)

NAME OF ESTABLISHMENT	ADDRESS	CAPACITY (Persons)	EQUIPMENTS/FACILITIES
1. Hotel Casablanca Azotea Audio Video	Peñaranda St., Legazpi City	Theater - 150 Classroom - 200 Banquet - 200 Cocktail - 200	- Sound system, rostrum video, black-board, bar, white-board, VHS, overhead projector
2. Seven Diamonds Restaurant	Rizal St., Legazpi City	Cocktail - 200 Theater - 200 Banquet - 250	- Sound system, white-board, black-board, overhead projector, tape recorder
3. Hotel La Trinidad Trident Ballroom	Rizal St., Legazpi City	Cocktail - 1,000 Banquet - 450 Classroom - 600	- Sound system, overhead projector, tape recorder, record player, screen rostrum, batamax, VHS, black board, dancing light prism
4. Hotel Victoria	Rizal St., Legazpi City	<u>Los Mares Room</u> Banquet - 30 Classroom - 35 Cocktail - 40	- Sound system, overhead projector, TV & VCR equipments, quick printing services, 16 accommodation rooms, mails and long distance services, guarded parking space

NAME OF ESTABLISHMENT	ADDRESS	CAPACITY (Persons)	EQUIPMENTS/ FACILITIES
5. Ago Medical and Educational Center	Rizal St., Legazpi City	<u>AMEC Theater</u> Classroom - 200 Banquet - 700 <u>Mc Donald Mem. Hall</u> Banquet - 700 <u>Pag-Asa Hall Auditorium</u> Banquet - 450	- Sound system, projector, projection room, typewriter, typing room, secretarial pool, mimeographing machine, library, swimming pool, recreational facilities
6. Aquinas University	Rawis, Legazpi City	<u>Daragang Magayon Hall</u> Classroom - 700 Theater - 700 Classroom - 200 Cocktail - 700	- Overhead projector, sound system, microphone, 16mm movie projector, megaphone, intercom, technical services, canteen services, secretarial & reproductive services
7. Bicol College Gymnasium	Daraga, Albay	<u>Gymnasium</u> Theater - 1,000 Banquet - 2,000 Cocktail - 1,200 <u>Social Hall</u> Theater - 300	- Sound system, overhead projector, TV & VCR equipments, quick printing services, 16 accommodation rooms, mails & long distance services, guarded parking space
8. Bicol University	Legazpi City	<u>BU Little Theater</u> Theater - 500 <u>Audio-Visual Center</u> Theater - 100 <u>Conference Room</u> Theater - 50	- Projector, rostrum, black board
9. St. Agnes Academy Gymnasium	Rizal St. Legazpi City	1,000	- Sound system, black board, benches
10. Divine Word College	Legazpi City	<u>Audio-Visual Hall</u> Theater - 300 <u>Social Hall</u> Theater - 300	- Sound system, slide projector, overhead projector, movie projector, microphone, amplifier, loud speaker, black board, rostrum, secretarial services
11. Divine Word College Gymnasium	F. Aquende Drive, Legazpi City	Seat - 4,000	- Basketball court, session hall, stage, marble chairs, canteen, comfort rooms

NAME OF ESTABLISHMENT	ADDRESS	CAPACITY (Persons)	EQUIPMENTS/ FACILITIES
12. Ibalong Centrum for Recreation	Brgy. Bitano, Legazpi City	<p><u>Ground Floor</u></p> <ul style="list-style-type: none"> > Multi-Purpose Hall 500-800 > Delegation Lobby/ Exhibit Hall 80-130 > Conference Hall 100-125 * Meeting Rooms <ul style="list-style-type: none"> - Room A 50 - 60 - Room B 100-150 > Function Hall/ Dining & Entertainment 100-150 > Administration Office 12 > Maintenance & Store Rooms <i>variable</i> > Players' Lounge 24 - 30 > Locker Rooms 80 > Shower Rooms 8 (at a time) > Rest Rooms 62 (at a time) > Backstage Dressing Rooms (at a time) 10 > Ticket Windows 4 > Store Rooms <i>variable</i> > Lower Tier Bleacher 1,372 > Entrance Lobbies <i>variable</i> > Upper Box Vestibules <i>variable</i> > Access Ramps 5 (at a time) > Props Stock Rooms <i>variable</i> > Business Lobby <i>variable</i> > Access Indoor Corridor <i>variable</i> > Electrical/ Control Room <i>variable</i> <p><u>Second Floor</u></p> <ul style="list-style-type: none"> > Upper Box Lobbies <i>variable</i> > Upper Lobby/ Exhibit Hall <i>variable</i> <ul style="list-style-type: none"> > Upper Tier Bleacher 2,640 > Rest Rooms 86 <p>Max. Cap. 7,000</p>	<p><u>Ground Floor</u></p> <ul style="list-style-type: none"> - Multi-purpose hall convertible to basketball court, Plenary hall, concert hall, function hall, etc. - Delegation lobby/exhibit hall, conference hall, meeting rooms, function hall/dining and kitchen, administration office, maintenance and store rooms, players lounge, locker rooms, rest rooms, backstage dressing rooms, ticket windows, store rooms, lower tier bleacher, entrance lobbies, upper box vestibules, access ramps, chairs, tables, stock rooms, business lobby, access indoor corridor, electrical/control rooms, <p><u>Second Floor</u></p> <ul style="list-style-type: none"> - Upper box lobbies, upper lobby/exhibit hall, rentable commercial concessions, upper tier bleacher, rest rooms <p><u>Added Special Features</u></p> <ul style="list-style-type: none"> - Movable/collapsible Fiber glass basketball boards, electronic basketball scoreboards, hikote polyurethane sports floor, roll-in built-up stage, fiber reinforced plastic bleacher seats, illuminated panaflex hanging directional signboards, glass entrances, centralized air-conditioned

NAME OF ESTABLISHMENT	ADDRESS	CAPACITY (Persons)	EQUIPMENTS/ FACILITIES
13. Albay Astrodome	Albay District, Legazpi City	Max. Capacity - 6,500	- Fully air-conditioned, spacious stage and center court, clean and world-class rest-rooms, convertible basketball center court, hikote polyurethane sports floor, electronic basketball scoreboards, spacious lobby and exhibit hall, fiber reinforced bleacher seats, stand-by power generating set.
14. Concourse	c/o LCC, Legazpi City	Maximum - 1,000	- Fully air-conditioned, sound system, rest-rooms, tables, chairs, telephone, etc.

3.3.4 SHOPPING/CRAFTS (Legazpi City, 2002)

NAME OF ESTABLISHMENT	ADDRESS	TYPE OF MERCHANDISE	SHOPPING HOURS	METHOD OF PAYMENT
1. Madrid Handicraft	Satellite Market Legazpi City	Handicrafts/Pilinut	6:00 AM - 7:00 PM	Cash
2. Bicol Souvenir Pilinut and Handicraft	Legazpi City Supermarket	Handicrafts/Pilinut	8:00 AM - 7:00 PM	-do-
3. Bolaños Store	Legazpi City Supermarket	Handicrafts	8:00 AM - 6:00 PM	-do-
4. Brusola's Handicraft	Legazpi City Supermarket	Handicrafts	7:00 AM - 8:00 PM	-do-
	City Bus Terminal Legazpi City	Handicrafts	7:00 AM - 8:00 PM	-do-
5. Amy Santillan	Satellite Market Legazpi City	Handicrafts/Pilinut	5:00 AM - 7:00 PM	-do-

NAME OF ESTABLISHMENT	ADDRESS	TYPE OF MERCHANDISE	SHOPPING HOURS	METHOD OF PAYMENT
6. Edzel's Handicraft	Legazpi City Supermarket & Pineda Bldg. Legazpi City	Handicrafts	7:00 AM - 7:00 PM	-do-
7. Edna de Leon	Satellite Market Legazpi City	Handicrafts/Pilnut	6:00 AM - 8:00 PM	-do-
8. Sayco's Native Craft	City Bus Terminal, Legazpi City	Handicrafts	8:00 AM – 7:00 PM	-do-
9. Chavez Handicraft	Satellite Market Legazpi City	Handicrafts/Pilnut	7:00 AM – 6:00 PM	-do-
10. Hernandez Store of Pilnut Candies	Satellite Market Legazpi City	Pilnuts/Handicrafts	6:30 AM – 6:30 PM	-do-
11. Shirly Diveros/Leslie's Handicraft	Satellite Market Legazpi City	Handicraft/Pilnut	7:00 AM – 6:00 PM	-do-
12. Bombay Silk Store	Rizal St., Legazpi City	Dry-goods	8:00 AM - 7:00 PM	-do-
13. Footstep	Rizal St., Legazpi City	Footwear	8:30 AM - 7:00 PM	-do-
14. Saty's Department Store	Rizal St., Legazpi City	General Merchandise	8:30 AM - 6:45 PM	-do-
15. Gaisano Dept. Store	Legazpi City	General Merchandise	10:00 AM – 8:00 PM	Cash/Credit Cards
16. Liberty Commercial Center	Rizal St., Legazpi City	Dry-goods	9:00 AM - 7:00 PM	Cash/Credit Cards
17. Albay Pilnut Candy	Rizal St., Old Albay, Legazpi City	Pilnut Candies	8:00 AM – 7:00 PM	Cash

NAME OF ESTABLISHMENT	ADDRESS	TYPE OF MERCHANDISE	SHOPPING HOURS	METHOD OF PAYMENT
18. Locsin Pilinut Candies	Rizal St., Old Albay, Legazpi City	Pilinut Candies	6:00 AM – 6:00 PM	-do-
19. Lampara y Luces	Rizal St., Legazpi City	Various Items	9:00 AM - 6:00 PM	-do-

3.3.5 FLIGHT SHEDULE (Legazpi City)

Philippine Airlines (2002)

DESTINATION/ ARRIVALS	FREQUENCY/ SCHEDULE	TIME	AIRCRAFT/ CARRIER	FARE (Pesos)
<u>DESTINATION</u> Legazpi - Manila	Daily	9:05	B - 737	P 2,438.00
<u>ARRIVALS</u> Manila - Legazpi		8:20	B - 737	2,438.00 PLUS: P 300.00 Insurance 45.00 Terminal Fee (Legazpi) 100.00 Terminal Fee (Manila)

Source: PAL, Legazpi City

3.3.6 BUS SHEDULE

NAME OF BUS COMPANY	ROUTE (VICE-VERSA)	NO. OF BUSES	FREQUENCY OF TRIP
1. Philtranco	Legazpi - Manila	8	Daily
2. JB Line	Legazpi - Manila	6	Daily
3. B L T B	Legazpi - Manila	2	Daily
4. Goldline Tours	Legazpi - Manila	4	Daily
5. AMA Tours	Legazpi - Manila	20	Daily
6. Peñafrancia Tours	Legazpi - Manila	2	Daily
7. Cagsawa Tours	Legazpi - Manila	4	Daily
8. CUL Transit	Legazpi - Manila	4	Daily
9. SOP Lines	Legazpi - Naga	12	Daily
10. AMDG	Legazpi - Naga	17	Daily
11. KNK Green Buses	Legazpi - Naga	10	Daily
12. Highway Express	Legazpi - Cubao	8	Daily
13. Isarog Line	Legazpi - Manila	1	Daily
14. Don-Don Liner	Legazpi - Sorsogon	30	Daily

3.3.7 LIST OF BANKS (1997)

NAME OF BANKS	CLASSIFICATION	ADDRESS
1. Allied Banking Corporation	Commercial	F. Imperial St., Leg. City
2. Bank of the Philippine Island	Commercial	Rizal St., Leg. City
3. Bicol Development Bank	Devt./Private	Rizal St., Leg. City
4. BPI Family Savings Bank, Inc.	Savings	Rizal St., Old Albay Dist.
5. Capital Bank	Commercial	Rizal St., Leg. City
6. China Banking Corporation	Commercial	Rizal St., Leg. City
7. Development Bank of the Philippines	Devt./Govt.	Quezon Avenue
8. Far East Bank and Trust Company	Commercial	Rizal St., Leg. City
9. Land Bank of the Philippines	Devt./Govt.	Rizal St., Leg. City
10. Legazpi Rural Bank, Inc.	Rural	Rizal St., Leg. City
11. Legazpi Savings and Loan Assn.	Savings/Loan	Rizal St., Old Albay Dist.
12. Metrobank	Commercial	Rizal St., Leg. City
13. Pilipinas Bank	Commercial	Rizal St., Leg. City
14. Phil. Commercial & Industrial Bank	Commercial	Peñaranda St., Leg. City
15. Philippine National Bank	Devt./Govt.	Elizondo St., Leg. City
16. Prime Bank	Commercial	Lapu-Lapu St., Leg. City
17. Prudential Bank	Commercial	Rizal St., Leg. City
18. Rizal Commercial Banking Corp.	Commercial	Rizal St., Leg. City
19. Rural Bank of Camalig	Rural	Peñaranda St.
20. Solid Bank Corporation	Commercial	Rizal St., Leg. City
21. Traders Royal Bank	Commercial	Rizal St., Leg. City
22. Union Bank of the Philippines	Commercial	Rizal St., Leg. City
23. United Coconut Planters Bank	Commercial	Quezon Avenue

Sources: 1. Permits and Licenses Division, CMO
2. City Treasurer's Office

3.4 TOURISM PROMOTION ACTIVITIES

Being blessed with natural resources, such as the enchanting view of the towering Mayon Volcano, beaches, caves, etc., and rich in historical and cultural heritage, the City of Legazpi is regarded as one of the best places for leisures and amusements.

In projecting the city as a wholesome tourist destination and an ideal vacation/tourist spot in the region, the local government and other line agencies in close coordination with the private sector use various promotional strategies in attracting tourist and maintaining the trends of visitors coming in the province and in the city, namely; distribution of Brochures, Posters and streamers, Display signs, Symbols & logos, and Maps - wherein information on the location of the various tourism attractions, accommodation facilities, transport terminals, and other support facilities are stated.

The city tapped the indispensable role of the Tri-media (Radio, Print and TV) in public information dissemination regarding tourism promotion to further attract tourists as well as investors to establish tourism related business within the city, specifically at the designated Project Development Areas (PDA's).

In week-long festivals and other cultural celebrations, the following promotional strategies are being conducted in the city:

- 3.4.1 Trade fairs - This includes selling of various souvenir products/"Pasalubong" items.
- 3.4.2 Garden show - Display and selling of different species of flowery and ornamental plants.
- 3.4.3 Games - Includes bicycle race, motorcycle race/exhibition, etc.
- 3.4.4 Motorcade featuring TV/movie personalities
- 3.4.5 Beauty Pageant
- 3.4.6 Cultural Presentations - This includes folk dances, folk songs, and stage presentation.
- 3.4.7 Street Presentations - The highlights of the celebration wherein the participants are dressed in costume relative to the characters they are portraying.

CHAPTER IV

SWOT ANALYSIS

4.1 STRENGTHS

1. Strategic geographical location of Legazpi City vis-a-vis the country.
2. Legazpi City is blessed with a wealth of natural resources like beaches, the presence of Mayon Volcano and is rich in historical and cultural heritage; untapped caves, beaches, waterfalls and surfing areas.
3. Accessible to all modes of transportation (sea, land and air).
4. Accessible to other tourist destinations in the province.
5. Availability of telecommunication facilities and services such as telephone, telegraph, fax, and others.
6. Presence of transport infrastructures such as airport, sea port, railroad and roads including bus terminal.

7. Presence of various classes of tourist accommodations like hotels/lodging houses, restaurants/food chains offering culinary specialties and support infrastructure.
8. Existence of a developed financial and banking system.
9. Abundant in rare and cheap souvenir products (abaca, bamboo, shell-crafts).
10. Mild climate with bright sunny days eight months a year.
11. Peaceful and orderly.
12. Receptive attitude of the constituents towards tourism development and promotions.
13. Positive attitude of the City Government and other line agencies towards tourism development and promotion.
14. Generally amiable, hospitable and friendly population.
15. Highly literate population that can communicate with tourists in English.
16. Has a work-force of 86,528 with education and skills that are among the highest in the country.

17. Investment incentives to tourism - related projects located within the identified Project Development Areas (PDA's) and which incentives are also intended to attract locators/developers to the Bicol Regional Agri-Industrial Center and ecozone/industrial estate.
18. Presence of laws, decrees, and local ordinances regarding environmental protection/preservation.
19. Regional hub of Export abaca and other products.
20. Bicol/Albay as a pilgrimage area.
21. Reasonable food prices.
22. Cheap labor.

4.2 WEAKNESSES

1. Absence of an image or identity as a tourist destination.
2. Absence of a perceived sense of Legazpi pride as manifested in exploitative taxi, tricycle fares.

3. Absence of Diversified Tour Package addressed to focused tourist groups; e.g. backpack tourists; eco-tourists; sea-sand-sun tourists; business tourists; family tourists; convention tourists; etc.
4. Lack of definitive tourism season, e.g. summer tourism; October tourism.
5. Poor inter and intra-provincial/city networking/linkages between the government and private sector for tourism development.
6. Lack of a coordinated package of activities, e.g. sports competition, musical festivals, trade fairs, camping, hiking, etc., that shall enhance the longer stay of tourist in the area as the component attraction for tourist.
7. Apparent lack of coordination between and among government officials - congressmen, governors, mayors - within the region in marketing the region and the individual provinces and cities.
8. Absence of tourism information assistance center.
9. Lack of promotional materials/efforts.
10. Poor roads leading to tourist destinations.
11. Poor maintenance of existing tourism support facilities and amenities.

12. Lack of an international airport and seaport to facilitate access from foreign countries.
13. Untapped/underdeveloped potential tourist destinations.
14. Limited or non-existent tour product development.
15. Poor quality/craftsmanship of souvenir items sold.
16. Weak enforcement of existing Environmental Protection Laws and other government regulations addressing environmental concerns.
17. Lack of academic institutions offering courses in tourism and tourism related subjects.
18. Lack of established complementary tourist service, e.g. travel agents to assist in booking services for hotel rooms; tours; tickets; etc.
19. Very limited car rental firms and non-competitive rates.
20. Lack of licensed tour guides.
21. Absence of accreditation for restaurants; shops; “bed and breakfast” accommodations.

22. Lack of “bed and breakfast” accommodations which can enhance cultural and social interaction between tourists and hosts, especially among rural folks.
23. Absence of “special interest travel package” for sporting activities, camping; bird-watching, nature walks and scenic photography.
24. Lack of designated camping areas.
25. Lack of continuing public education program to inform the community of the government’s new development thrusts in Bicol tourism and sensitize them to their role as hosts or service providers, and the benefits to them socially, culturally and economically.
26. Lacks Center for History and Culture (Museum, Literature)
27. Lack of funds for the implementation of tourism related projects.
28. Politicized Tourism Council.
29. Lack of night entertainment.
30. Non-implementation of environmental management program in the area.

4.3 OPPORTUNITIES

1. Policy of the national government in identifying Bicol as a priority tourism area.
2. Policy of the RDC to promote tourism as priority project of the region.
3. Intensive promotional campaign of the DOT for the country including Bicol Region as one of the tourist destinations.
4. Albay as a gateway to the Visayas and Mindanao thru air, sea and land transportation services.
5. Completion of the Quirino Highway that shortens by 2-3 hours travel time from Manila to Legazpi.
6. Development of Agri-industrial and Special Economic Zone in the Southern portion of the city.
7. Presidential Proclamation designating certain lands in Legazpi City as the site of Special Economic Zone (SEZ) and Bicol Regional Agri-Industrial Center (BRAIC).

8. General acknowledgment by decision makers that a developed place is a big boost to the local economy.
9. Pantao Road improvement.

4.4 THREATS

1. Typhoon-prone area.
2. Active Mayon Volcano.
3. Political fragmentation in recommending tourism destination for development.
4. Insurgency problem in certain places, coupled with natural calamities.
6. Aggressive packaging and marketing of tourist destinations by other regions.

CHAPTER V

THE TOURISM PLAN

5.1 TOURISM VISION, GOAL, OBJECTIVES, POLICIES, PROGRAMS AND PROJECTS

Given the existing situation in the preceding chapters of this plan and having identified the strengths, weaknesses, opportunities and threats of the tourism sector, hereunder are the plan elements which will eventually guide the city in its campaign for tourism development.

5.1.1 VISION

By the year 2003 and beyond, Legazpi metropolis shall be one of the preferred tourist destinations in the country, propped up by a committed and involved citizenry proud of its cultural, historical and environmental heritage, and aware and responsive of political rights, social responsibilities and economic opportunities.

5.1.2 GOAL

To develop Legazpi City as one of the primary tourist destinations in the country.

5.1.3 OBJECTIVES

- 5.1.3.1 To project Legazpi City as a destination where fusion of culture, history and modernity co-exist.
- 5.1.3.2 To internalize in the Legazpeños the feeling of Legazpi pride and Legazpi Identity.
- 5.1.3.3 To increase volume of tourist arrivals.
- 5.1.3.4 To lengthen tourists stay in the city to an average of 3-5 days.
- 5.1.3.5 To generate employment.
- 5.1.3.6 To increase income of city as well as businessmen from receipts of tourism-related industries.

5.1.4 POLICIES

- 5.1.4.1 The development of tourism industry in all aspects will be a tri-sectoral responsibility of the government, the private sector, and the Legazpi citizenry in accordance with the guidelines set by the national government.
- 5.1.4.2 The Legazpi image or identity shall be given emphasis in marketing the city as a tourist destination.
- 5.1.4.3 The installation/construction, improvement and maintenance of infrastructure facilities and utilities, e.g. power, water, communication and transportation, shall be

advocated for, coordinated and supported by the city government.

5.1.4.4 The implementation of socially acceptable and environmental friendly tourism projects shall be encouraged by the city government.

5.1.4.5 The preservation of the Bicolano culture and historical heritage shall be a continuing concern of the city government.

5.1.4.6 Alternative forms of employment shall be provided including the provision of skills training required in the different tourism establishments.

5.1.5 PROGRAMS

5.1.5.1 Tourism Awareness Program

5.1.5.2 Tourism Marketing Program

5.1.5.3 Environmental Protection Program

5.1.5.4 Infrastructure Support Program

5.1.5.5 Infrastructure Development Program

5.1.5.6 Human Resource Development Program

5.1.6 PROJECTS/ACTIVITIES

5.1.6.1 TOURISM AWARENESS

A. Information, Education Campaign

- 1) Informational meeting (Government Agencies, Private Organizations, LGU/Brgy. Officials), re: development thrust in Bicol/Legazpi City Tourism.
- 2) Training/Seminar for service workers, hotels, restaurants and food handlers.
- 3) Seminar for transport workers which will include topic on tour packaging.
- 4) Establishment of Tourist Information and Photo Display Booths in strategic places such as airport, City Tourism Office, bus terminal, City Museum, lobbies of hotels and lobbies of proposed malls.
- 5) Installation of billboards quoting the “Legazpi Image/Identity” in strategic places of Legazpi.
- 6) Song-writing contest to depict the Legazpi Image.

B. Advocacy

- 1) Request city-based academic institutions to offer tourism courses or include tourism-related subjects in any course offered.
- 2) Seminar on Peace and Security.

5.1.6.2 TOURISM PROMOTION PROGRAM

- 1) Coordinate with government officials and NGOs within the city in marketing the city as tourist destination.
- 2) Printing of Tourism Brochures.
- 3) Printing of Postcards for sale, e.g.
 - Risen Christ
 - Guadalupe Shrine
 - Albay Cathedral with Stained Glass Features
 - St. Raphael Church with Stone Altar
 - Headless Monument
 - Universities/Schools
 - Rizal Park
 - ICR/Astrodome/City Museum
 - Hotels
 - Ibalong Festival Activities
- 4) Manufacture of souvenir items, e.g. mugs, glass, decorated plates; key-holders; glass-weights; tin tray, etc. with pictures of tourist attractions in

Legazpi hand-painted/printed/embossed. These items shall be for sale.

- 5) Distribution of Tourism Brochures to hotels all over the country; embassies; DOT offices; DTI/BOI offices.
- 6) Feature articles to at least one magazine of the Legazpi City Tourism situation.
- 7) TV Ads (Tourism Activities)
- 8) Press Conference (National and Local)
- 9) Radio Feeds
- 10) Distribution of brochures on Tax Incentives being offered by the city government to investors.
- 11) Development of “Special Interest Travel Package”, e.g. sporting activities, camping, etc.
- 12) Development of “Specific Tour Packages for Specific Tour Groups”.

5.1.6.3 ENVIRONMENTAL PROTECTION PROGRAM

A) Information, Education Campaign

- 1) Seminar/Forum on Proper Waste Management/“Pera sa Basura” (Schools/Barangays).
- 2) Slogan Contest, Jingles; among schools to create awareness.

B) Likas-Yaman Award For Environmental Excellence

- 1) Best Community-Based Coastal Project
- 2) Most Outstanding School Environmental Outreach Project
- 3) Most Outstanding Individual Initiative in Environmental Protection and Management
- 4) Best Environmental Campaign in Print, Radio and/or Television
- 5) Best Barangay-Initiated Environmental Project
- 6) Most Outstanding Youth Leader in Environment
- 7) Most Outstanding Woman in Environment

C) Beautification and Cleanliness

- 1) Adopt-A-Park Project (Civic Organization)
- 2) Adopt-A-Barangay Project (Line Agencies)
- 3) “Tangod Ko, Linig Ko” Project (Commercial establishment)
- 4) Cleaning of rivers, canals, estuaries and public beaches.
- 5) Regular de-clogging of drainage.
- 6) Desilting of Macabalo and Yawa rivers.
- 7) Illumination of City street lights.

D) Enforcement of existing environmental protection laws and other government regulations addressing environmental concerns:

- 1) Posting of Anti-Smoke Belching Slogans in strategic places of Legazpi.
- 2) Giving out stickers with Anti-Smoke Belching Slogans to jeepney/bus operators/drivers.
- 3) Posting of Anti-Littering Slogans in strategic places of Legazpi.

5.1.6.4 INFRA-SUPPORT PROGRAM

A) Advocacy

- 1) The improvement/maintenance and upkeep of existing accommodation and dining facilities.
- 2) The maintenance of roads leading to tourist destinations.
- 3) The improvements of infrastructure utilities and services such as power, water and communication to cover the needs not only of the urban area but also the sub-urban areas.
- 4) Advocacy for a complementary tourist service, e.g. Travel Agents to assist in

booking services for hotel rooms, tours, tickets, etc.

- 5) Accreditation of hotels, restaurants, inns, “bed and breakfast” accommodation and shopping areas.

B) Regular monitoring of the environmental sanitation of hotels and restaurants by the City Health Office (CHO).

- 1) Awards to cleanest and most sanitary Movie Houses, Night Clubs, Hotels, Restaurants, Bus Terminal, Public Markets (Section); Public Toilets.

C) Institution of measures such as printing and posting of transportation fare schedule in public areas and vehicles.

5.1.6.5 INFRA-DEVELOPMENT PROJECT

- 1) Concreting of roads leading to Lamba and Bagacay Beaches; Pinaric-Estanza Road.
- 2) Beach Development (Puro, Lamba, Bagacay)
- 3) Development of Risen Christ Park and concreting of road leading thereto.

- 4) Mayon Volcano Park Development/Campsite Development.
- 5) Development of the Japanese Tunnel.
- 6) Activity Center - show-window for processing of Pili Candy; Bicol Express; Abaca Placemat.
- 7) Translation of Ibalong Epic into a Park - situated at Ibalong Village

5.1.6.6 HUMAN RESOURCE DEVELOPMENT

- 1) Seminar for Skills and Design Upgrading (souvenir items).
- 2) Training Seminar for Tour Guides.

CHAPTER 6

IMPLEMENTATION PLAN

PROGRAMS	PROJECTS/ ACTIVITIES	IMPLEMENTATION PERIOD					FINANCIAL REQUIREMENTS (In P 000)						SOURCE OF FUND/IMP - LEMENTING AGENCIES
		Y1	Y2	Y3	Y4	Y5	Y1	Y2	Y3	Y4	Y5	TOT.	
1. Tourism Awareness	<i>Information, Education Campaign</i>												
	⑦Informational meeting (Govt. Agencies, Priv. Organizations, LGU/Barangay Officials), re: development thrust in Bicol/ Legazpi City Tourism.	Q1	-	Q1	-	Q1	20	-	30	-	40	90	LGU/Legazpi City Tourism Council
	⑦Training/Seminar for service workers, hotels, restaurants and food handlers.	Q2	Q2	Q2	Q2	Q2	20	25	30	35	40	150	LGU/Legazpi City Tourism Council/NGO
	⑦Seminar for transport workers which will include topic on tour packaging.	Q3	-	Q3	-	Q3	40	-	60	-	80	180	-do-

PROGRAMS	PROJECTS/ ACTIVITIES	IMPLEMENTATION PERIOD					FINANCIAL REQUIREMENTS (In P 000)						SOURCE OF FUND/IMP - LEMENTING AGENCIES
		Y1	Y2	Y3	Y4	Y5	Y1	Y2	Y3	Y4	Y5	TOT.	
2. Tourism Promotion Program	⊗Establishment of Tourist Info. and Display Booths in strategic places such as airport, City Tourism Office, bus terminal, City Museum, lobbies of hotels and proposed malls.	Q2 to Q4	-	-	-	-	300	-	-	-	-	300	LGU/Legazpi City Tourism Council/NGO
	⊗Installation of billboards quo-ting the “Leg. Image/Identity” in strategic places of Legazpi.	Q1	-	Q1	-	Q1	20	-	30	-	50	100	-do-
	<i>Advocacy</i>	-	-	-	-	-	-	-	-	-	-	-	LGU
	⊗Request city-based academic institutions to offer tourism courses or include tourism-related subjects in any course offered.	Q2	-	Q2	-	Q2	20	-	30	-	50	100	LGU/Legazpi City Tourism Council/NGA
	⊗Seminar on Peace and Security.	Q1 to Q4	-	-	-	-	-	-	-	-	-	-	LGU/Legazpi City Tourism Council (LTC)

PROGRAMS	PROJECTS/ ACTIVITIES	IMPLEMENTATION PERIOD					FINANCIAL REQUIREMENTS (In P 000)						SOURCE OF FUND/IMP - LEMENTING AGENCIES
		Y1	Y2	Y3	Y4	Y5	Y1	Y2	Y3	Y4	Y5	TOT.	
	⊗Printing of Tourism Brochures.	Q1	-	Q1	-	Q1	50	-	50	-	50	150	LGU/LTC/ NGO
	⊗Printing of Postcards for sale, e.g. - Risen Christ - Guadalupe Shrine - Albay Cathedral w/ Stained Glass Features - St. Raphael Church with Stone Altar - Headless Monument - Universities/ Schools - Rizal Park - ICR/Astrodome/City Museum - Hotels - Ibalong Festival Activities	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	100	100	100	100	100	500	LTC/NGO
	⊗Distribution of Tourism Brochures to hotels all over the country; embassies; DOT, DTI/BOI offices.	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	-	-	-	-	-	-	LGU/LTC/ NGO
	⊗Feature articles to at least one magazine of the Legazpi Tourism situation.	Q3	Q3	Q3	Q3	Q3	100	100	100	100	100	500	LGU/LTC
	⊗TV Ads (Tourism Activities)	Q3	Q3	Q3	Q3	Q3	100	100	100	100	100	500	-do-

PROGRAMS	PROJECTS/ ACTIVITIES	IMPLEMENTATION PERIOD					FINANCIAL REQUIREMENTS (In P 000)					SOURCE OF FUND/IMP - LEMENTING AGENCIES
		Y1	Y2	Y3	Y4	Y5	Y1	Y2	Y3	Y4	Y5	

3. Environmental Protection Program	⊗ Press Conference (National and Local)	Q3	Q3	Q3	Q3	Q3	50	60	70	80	100	360	LGU/LTC
	⊗ Radio Feeds	Year round					50	50	50	50	50	250	-do-
	⊗ Distribution of brochures on Tax Incentives being offered by the city government to investors.	Year round					-	-	-	-	-	-	-do-
	<i>Information, Education Campaign</i>												
	⊗ Seminar/Forum on Proper Waste Mgt./ "Pera sa Basura" (Schools/ Barangays).	Q2	Q2	Q2	Q2	Q2	30	30	30	40	50	180	-do-
	<i>Likas-Yaman Award for Environmental Excellence</i>	Q1 to Q4	-	Q1 to Q4	-	Q1 to Q4	350	-	350	-	400	1050	LGU/NGO
	⊗ Best Community-Based Coastal Proj.												
⊗ Most Outstanding School Environmental Outreach Proj.													
⊗ Most Outstanding Individual Initiative in Environmental Protection and Management.													

PROGRAMS	PROJECTS/ ACTIVITIES	IMPLEMENTATION PERIOD					FINANCIAL REQUIREMENTS (In P 000)					SOURCE OF FUND/IMP - LEMENTING AGENCIES
		Y1	Y2	Y3	Y4	Y5	Y1	Y2	Y3	Y4	Y5	

<p>⌚Best Environ-mental Campaign in Print, Radio and/or Television.</p> <p>⌚Best Brgy.-Initiated Environmental Proj.</p> <p>⌚Most Outstanding Youth Leader in Environment</p> <p>⌚Most Outstanding Women in Environment</p> <p><i>Beautification & Cleanliness</i></p> <p>⌚Adopt-A-Park (Civic Org.)</p> <p>⌚Adopt-A-Brgy. (Line Agencies)</p> <p>⌚"Tangod Ko, Linig Ko" Proj. (Commercial Establishment)</p> <p>⌚Cleaning of rivers, canals, estuaries and public beaches.</p> <p>⌚Regular de-clogging of drainage.</p> <p>⌚Desilting of Macabalo and Yawa rivers.</p>														
	Q1	-	Q1	-	Q1	20	-	-	-	-	20		LGU/LTC/NGO	
	Q1	-	Q1	-	Q1	20	-	-	-	-	20		LGU/LTC/BDC/NGO	
	Q1	-	Q1	-	Q1	20	-	-	-	-	20		LGU/LTC/NGO	
	Q2	Q2	Q2	Q2	Q2	100	100	100	100	100	500		LGU/NGA/LTC	
	Q2	Q2	Q2	Q2	Q2	100	100	100	100	100	500		LGU-CEO	
	Q2	-	Q2	-	Q2	1000	-	1000	-	1000	3000		LGU-CEO/NGA	

PROGRAMS	PROJECTS/ ACTIVITIES	IMPLEMENTATION PERIOD					FINANCIAL REQUIREMENTS (In P 000)						SOURCE OF FUND/IMP - LEMENTING AGENCIES
		Y1	Y2	Y3	Y4	Y5	Y1	Y2	Y3	Y4	Y5	TOT.	
4. Infra-Support Program	⊗Illumination of City streets.	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	2500	2500	2500	2500	2500	12500	LGU-CEO
	<i>Enforcement of Existing Environmental Protection Laws & Other Govt. Regulations Addressing Environmental Concerns</i>												
	⊗Posting of Anti-Smoke Belching Slogans in strategic places of Legazpi.	Q1	-	Q1	-	Q1	50	-	50	-	50	150	LTC/LGU
	⊗Giving out stickers with Anti-Smoke Belching Slogans to jeepney/bus operators/drivers.	Q1	-	Q1	-	Q1	50	-	50	-	50	150	-do-
	⊗Posting of Anti-Littering Slogans in strategic places of Legazpi.	Q1	-	Q1	-	Q1	50	-	50	-	50	150	-do-
<i>Advocacy</i>													
	⊗The improvement/maintenance & upkeep of existing accommodation and dining facilities.	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	-	-	-	-	-	-	-do-

PROGRAMS	PROJECTS/ ACTIVITIES	IMPLEMENTATION PERIOD					FINANCIAL REQUIREMENTS (In P 000)						SOURCE OF FUND/IMP - LEMENTING AGENCIES
		Y1	Y2	Y3	Y4	Y5	Y1	Y2	Y3	Y4	Y5	TOT.	
	ⓉThe maintenance of roads leading to tourist destinations.	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	-	-	-	-	-	-	LGU
	ⓉThe improvements of infrastructure utilities & services such as power, water and communication to cover the needs not only of the urban area but also the sub-urban areas.	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	-	-	-	-	-	-	LTC/LGU
	ⓉAdvocacy for a complimentary tourist service, e.g. Travel Agents to assist in booking services for hotel rooms, tours, tickets, etc.	Q1	Q1	Q1	Q1	Q1	-	-	-	-	-	-	-do-
	<i>Regular monitoring of the environmental sanitation of hotels and restaurants by the City Health Office (CHO).</i>	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	Q1 to Q4	-	-	-	-	-	-	-do-
	<i>Institution of measures such as printing & posting of transportation fare schedule in public areas and vehicles.</i>	Q2	Q2	Q2	Q2	Q2	10	10	10	10	10	50	-do-

PROGRAMS	PROJECTS/ ACTIVITIES	IMPLEMENTATION PERIOD					FINANCIAL REQUIREMENTS (In P 000)						SOURCE OF FUND/IMP - LEMENTING AGENCIES
		Y1	Y2	Y3	Y4	Y5	Y1	Y2	Y3	Y4	Y5	TOT.	
5. Infra-Devt. Project	⊗Concreting of roads leading to Lamba and Bagacay beaches.	-	Q2	Q2	-	-	-	3000	3000	-	-	6000	LGU/NGA-DPWH
	⊗Beach devt. (Puro, Lamba, Bagacay)	-	Q2	Q2	Q2	-	-	3000	3000	3000	-	9000	LGU/NGA-DOT
	⊗Development of Risen Christ Park & concreting of road leading thereto.	Q2	-	-	-	-	5000	-	-	-	-	5000	LTC/LGU/NGA-DOT
	⊗Mayon Volcano Park Devt./ Campsite Devt.	-	Q1 to Q4	Q1 to Q4	Q1 to Q4	-	-	5000	5000	5000	-	15000	-do-
6. Human Resource Devt.	⊗Seminar for Skills & Design Upgrading (souvenir items)	Q2	-	Q2	-	Q2	50	-	60	-	80	190	LTC/LGU/NGA-DTI
	⊗Training seminar for Tour Guides	Q4	-	-	Q4	-	50	-	-	80	-	130	-do-

Legend: Y1 - 1999 Q1 - 1ST Quarter
Y2 - 2000 Q2 - 2nd Quarter
Y3 - 2001 Q3 - 3rd Quarter
Y4 - 2002 Q4 - 4th Quarter
Y5 - 2003

CHAPTER 7

INFRASTRUCTURE AND OTHER SUPPORT FACILITIES

7.1 ROADS

As of 1995, Legazpi City has 182.673 kms. of road, representing a road density of 1.29 kilometer per 1,000 population and considered sufficient to facilitate people and product mobility. However to enhance the promotion of tourism, certain road sections need to be upgraded from macadam to asphalt.

This information does not include the 13.268 kms. of roads within residential subdivisions.

7.2 SEA PORT

The City of Legazpi has one Sea Port classified as a national sub-port of entry, administration of which is under the Philippine Port Authority/DOTC. It has a total area of 4,942 square meters with an open storage space of 1,738 meters, and has an approach length and width of 329 meters and 12 meters respectively.

There are two other ports in the City, namely; Dap-Dap Port classified as municipal port, and the Bagacay fishing port.

7.3 AIRPORT

The Legazpi City Airport has a total area of 75 hectares with a concrete runway of 1,974 meters, located along the boundaries of Barangay Cruzada and Bogtong. It is the only commercially operated airport in the City and classified as a trunk line, operated and administered by the Air Transportation Office/DOTC. It has to date, equipments and facilities including a control tower with complete and updated gadgets and accessories needed for its operation.

Activity at the Legazpi Airport includes commercial, military, general aviation flight and passenger activities and handling of cargo. There are at least three (3) airline companies operating in the city which provide regular transportation to and from the City of Legazpi, namely: Philippine Airlines (PAL), Air Philippines and Aboitiz Air.

7.4 WATER SUPPLY

Water service is provided by the Legazpi City Water District (LCWD). It initially caters to the water requirements of the city's urban area and at least 6 rural barangays.

As of 1995, LCWD records show total water connection in the city of 6,225, of which 5,545 are residential, 678 commercial and 2 industrial.

The LCWD's sources of water are: Bogña and Mabinit wells, Buyuan spring and the PBN, Bañadero and DENR pumping stations. These sources produce a combined capacity of 857,377,022 gallons per annum.

In areas unserved by the LCWD, pumps, wells, springs and other water sources are resorted to by residents.

7.5 POWER AND ELECTRIFICATION

Power is supplied by the Albay Electric Cooperative, Inc. (ALECO). ALECO has 2 existing substations, a 5.6 MVA and a 5 MVA transformer reducing power to desired level before it is finally delivered to households through 4 feeders. About 67 barangays or 96 % of the city's 70 barangays are already energized and is now being served by the cooperative.

7.6 COMMUNICATION

TELECOMMUNICATION FACILITIES

Legazpi City has various types of telecommunication facilities equipped with state of-the-art modern technology needed for better operations and services.

Table below shows the type and number of communication facilities the City of Legazpi currently has.

Table 21
Telecommunication Facilities, by Type
Legazpi City, 1997

Type of Facility	Number
1. Telephone	4
2. Telegraph	3
3. Television	4
4. Cable TV operator	2
5. Internet Service Provider	3
6. Radio: AM	7
FM	7
7. Facsimile Station	5
8. Cellular Phone Co.	3
Total	38

Source: CPDO Data Bank

TELEPHONE SERVICES

There are four telephone companies operating in the City of Legazpi that can cater to local, long distance, and overseas call, namely; Mayon Telephone Company (MATELCO), Philippine Long Distance Telephone Company (PLDT), BAYANTEL, and DIGITEL telephone company. In addition, there are three cellular phone companies operating in the City, namely; Globe Handyphone, Smart and Mobiline.

Each company operates independently from one another, although there are proposals to inter-connect their respective facilities, except however, for BAYANTEL and Smart operations which have already their respective arrangement.

TELEGRAPH SERVICES

The City of Legazpi has three (3) Telegraph companies offering telegraph services which have domestic and overseas contact point, namely; Bureau of Telecommunications (BUTEL), with two stations located at Legazpi Port and District area, Radio Communication of the Philippines, Inc.(RCPI), with one office situated at Legazpi Port area, and Philippine Telegraph and Telephone Corporation (PT&T), with two stations both situated at Legazpi Port area.

TELEVISION AND CABLE FACILITIES

There are four TV stations operating in the City, namely; GMA 12 (Channel 7 in Manila), ABS-CBN 4 (Channel 2 in Manila), ABC 5, and PBN TV 6. Respective programs of these stations are relayed live from Metro Manila through updated satellite receiver, except PBN TV 6. There are also three Cable Network operating in the City, programs of which are also relayed from Manila, namely; ESTV, DCTV, and Manila Cable.

INTERNET SERVICE PROVIDER

Legazpi City has three (3) internet service providers for e-mail, web-surf, inter-chat, fax, etc. These are the Bicol Infonet, Globalink, and CatsNet.

BROADCAST MEDIA

The City, to date, has 12 privately-owned and operated radio stations comprising of AM and FM band. These stations are regularly on the air as early as 5:00 o'clock in the morning and shuts off at 12 mid-night, except for some FM stations which operate 24 hours.

Following table is the updated list of Radio stations in the City.

Table 22
Broadcast Media, by Category
City of Legazpi, 1997

	Category	Frequency	Power (KW)
AM	DZGB (PBN)	729	5,000
	DZRC (FBN)	873	5,000
	DWRL (RADIO)	1080	5,000
	DWZR (HBC)	828	5,000
	DWGW (BBC)	684	5,000
	DWBS	1008	5,000
	BOMBO RADYO	927	5,000
FM	DWGB (PBN)	97.1	5,000
	DWRC (FBN)	95.5	5,000
	DWCM	99.5	5,000
	(PACIFIC) DWMR (MBC)	97.9	5,000
	DWDA (AMEC)	90.7	5,000
	ABS- CBN	93.9	5,000
	Star FM	103.5	5,000

Source: CPDO Data Bank

PRINT MEDIA

There are 6 weeklies, in Bicol, Filipino, English or a combination thereof, published in the city. The 15 national dailies, 12 national weekly magazines, 10 international weeklies and at least 50 comics magazines (English and Tagalog publications) are also available regularly in newsstands of the city.

MESSENGERIAL SERVICE

Mail deliveries, as well as bulk shipment of cargoes are provided by the 18 messengerial services licensed to operate in the city.

POSTAL SERVICES

Catering to the postal needs of the City constituents are the local offices of the Philippine Postal Corporation. There are six (6) postal offices established in the City, four (4) of which are located within the urban area, viz.: Legazpi City Post Office, Albay Post Office, AMEC-BCCM Post Office, and the BU Post Office. The other two (2) postal offices are located in Barangay Taysan and Banquerohan, Legazpi City.

Aside from the above-mentioned post offices, there are nine (9) private courier services which handle delivery of letters and packages in and out of the City: DHL, LBC, APL, EXL, United Parcel, DelBros, Circle, and Daily Overland Express.

7.7 SOLID WASTE MANAGEMENT

The present waste collection and disposal of the City is under the management of the Solid Waste Management Division (SWMD) of General Service Department of the City, with a service area of 43 Barangays, the City was divided into 6 collection zones. Garbage collection is done 20 hours a day on 3 shifts. The total volume of solid waste for the entire service area is about 134.4 cu. m./day, agricultural waste account for 39% of collection, while the remaining 61% is domestic waste. All garbage collected in the City are dumped at Brgy. Peñafrancia Daraga, Albay thru verbal agreement between the local executives of Daraga and Legazpi.