



NEWS BITS

Strengthening Urban Resilience for Growth with Equity (SURGE) Project

Puerto Princesa City strengthens public-private partnerships for tourism development



(Left photo) Puerto Princesa City Mayor Lucilo Bayron Mayor emphasized the importance of private and public collaboration to achieve the sustainable tourism potential of the city. (Right photo) Participants integrated results from previous workshops, interviews and discussions among tourism stakeholders to finalize the city's tourism strategy.

On July 6, 2017, USAID's Strengthening Urban Resilience for Growth with Equity (SURGE) Project and the Puerto Princesa City Government organized the Workshop on Tourism Strategy Integration. The workshop is part of a series of efforts to bring all sectors in agreement toward a more sustainable and inclusive tourism strategy for the city. Puerto Princesa City Mayor Lucilo Bayron urged the private and public sectors to build stronger partnerships for tourism development, "We can offer several sites that tourists cannot find elsewhere, but we need to discuss how we can work together. The private sector has a role to promote and to set up destinations, while the government can do infrastructure – bridges and roads." The tourism development strategy, which the Tourism Office and the SURGE Project drafted, focuses on promoting sustainable and inclusive tourism, enhancing governance and sector management, and improving product development and destination management. Nitz Socrates, president of Pearls and Souvenir Shops Association of Puerto Princesa and Palawan, recommended, "The local government can support development and training for quality and artistic products that are distinctly Palawan." The finalized tourism strategy will be launched during the city's tourism summit in September.