Manual on
Tourism Rapid Assessment

MANUAL

ON

TOURISM RAPID ASSESSMENT

T A B L E   O F   C O N T E N T S

P R E F A C E

The Department of Tourism through the Office of Tourism Development Planning, Research and Information Management (OTDPRIM) has developed a Manual on Tourism Rapid Assessment (TRA) in order to generate timely and objective data and other relevant information for tourism planning and development programs and projects.

The Tourism Act of 2009 (RA 9593) and Local Government Code of 1991 (RA 7160) mandated Local Government Units (LGUs) to prepare and implement a tourism development plan, enforce standards, and collect statistical data for tourism purposes while involving stakeholders in local tourism development and promotion.

The TRA is a tool for tourism development planning as it draws on multiple evaluation methods and techniques for quick and systematic data collection even with limited time in the field. It also highlights important data and identifies possible issues that must be addressed in the development of tourism sites.

Ultimately, the TRA aids in the implementation of strategies and action programs under the National Tourism Development Plan 2016-2022 at the sub-national level. The TRA may also contribute to developing tourism product development, and creating local databases.

1.0 TOURISM RAPID ASSESSMENT (TRA)

1.1 What is the TRA?

The Tourism Rapid Assessment (TRA), as used in this manual, refers to the TRA process and TRA form. The TRA process involves to the series of activities that need to be conducted to produce the desired output, from data gathering to writing the assessment narrative report. The TRA form may be a physical or digital listing of data that needs to be gathered, along with the guide to writing the assessment narrative report.

The TRA may be conducted in a tourism site to generate quantitative and qualitative information on the site's characteristics and values which may serve as input to tourism development planning, policy formulation and promotion.

In addition, it is a tool designed to promote sharing of knowledge between local communities, other stakeholders, and experts while enabling them to analyze situations and views concerning tourism development in their respective areas as these are essential to the success of a project, its planning, implementation and monitoring.

A TRA Manual serves as a guide to the tourism rapid assessment process in accomplishing the TRA form with or without the supervision of a professional planner or consultant.

1.2 Who may use the TRA?

The TRA may be used by tourism and planning officers, tourism councils, people's organizations, planning committees, or individuals responsible for planning and development of a tourism site.

1.3 What outputs are generated from the TRA?

A complete conduct of the TRA will generate the following information:

- **Site profile** which includes location, climate, natural hazards, key natural and cultural heritage values, and international recognition/awards;

- **Market profile** such as visitor arrivals, peak months, top markets, site booking and advertising mechanisms;

- **Key support infrastructure** involving accessibility, institutions supporting tourism, public utilities, accommodation, tour package, and tourism thematic development;

- **Human resource** information such as type of management, community involvement in tourism, and employment.

There are guide questions to help TRA users generate an objective **Assessment Narrative Report** detailing the methodology used in the conduct of the assessment, area perception, suitable development options for the site, and other recommendations.

2.0   PARTS OF THE TRA FORM

This portion presents and discusses the parts and concepts of the TRA form. It is necessary for users especially those tasked with data collection to have a parallel understanding on these concepts to ensure that the data to be gathered is uniform and reliable.

2.1 Site Profile

PROFILE		
Location		
Region:		
Province:		
Municipality/ City:		
Coordinates	Latitude:	
	Longitude:	

2.1.1   Location – it contains data on the geographical location of the site being assessed including region, province, municipality/city, and coordinates (latitude and longitude).

2.1.2   Region – a sub-national administrative unit comprising of several provinces having more or less homogenous characteristics

2.1.3   Province – the largest unit of political structure consisting of cities and municipalities and has generally coordinative and supervisory functions to its cities and municipalities.

2.1.4   Municipality/City – a political corporate body which is endowed with the facilities of a municipal corporation, exercise by and through the municipal government in conformity with the law; a subsidiary of the province which consists of a number of barangays within its territorial boundaries.

2.1.5   Coordinates – geographic measure identifying the precise location of a place on the Earth's surface through the combination of latitude and longitude; can be in an alpha numeric or purely numeric format.

2.1.6   Latitude – geographical coordinate measuring the North to South position of a place on the Earth's surface; using the numerical format, using a minimum of four (4) decimal digits to six (6) is recommended for higher precision

2.1.7   Longitude – geographical coordinate measuring the East to West position of a place on the Earth's surface; using the numerical format,

Climate	
Wet Season (In months)	
Dry Season (In months)	

2.1.8 **Climate** – the typical or average weather in a region/ city/ municipality over many years

2.1.9 **Wet Season** – the rainy season and is usually from June to November in the Philippines

2.1.10 **Dry Season** – season from December to May in the Philippines; may be cool dry or hot dry

Natural Hazards		
Site vulnerability to natural hazards	☐ Earthquakes ☐ Landslide ☐ Tsunami ☐ Volcanic Activity	☐ Flood ☐ Storm/wave surges ☐ Tropical Cyclone ☐ Others, _____

2.1.11 **Natural Hazards** – naturally occurring physical phenomena caused by either rapid or slow onset of events which can be geophysical, hydrological, climatological, meteorological or biological

2.1.12 **Earthquakes** – a sudden break within the upper layers of the earth, sometimes breaking the surface and resulting in the vibration of the ground; may be strong enough to cause the collapse of buildings and destruction of life and property

2.1.13 **Landslide** – downward and outward movement of slope forming materials such as natural rock and soil; it is caused by heavy rain, soil erosion and earth tremors

2.1.14 **Tsunami** – series of sea waves commonly generated by the under-the-sea and whose height could be greater than five (5) meters; occurs when an earthquake is shallow-seated and strong enough to displace parts of the seabed and disturb the mass of water over it

2.1.15 **Volcanic Activity** – volcanic eruptions that happen when lava and gas are discharged from a volcanic vent; commonly causes people to flee from moving lava flow; may cause temporary food shortage and volcanic ash landslide (lahar)

2.1.16 Flood – rise of water in river, creeks, lakes and other bodies of water overflows to low lying areas and could possibly cause destruction of property and loss of life.[vi]

2.1.17 Storm/ wave surges – an abnormal rise of water on the seashore caused by a low pressure weather system

2.1.18 Tropical cyclone – is a non-frontal storm system that is characterized by a low pressure center, spiral rain bands and strong winds; usually originates over tropical or sub-tropical waters and rotates clockwise in the southern hemisphere and counter-clockwise in the northern hemisphere

Key Natural and Cultural Heritage Values	
Specify the names of the Natural and Cultural Values present in the site in the space provided beside the choices	
Natural Values	
☐ Geological formations	_____
☐ Water bodies/forms	_____
☐ Ecosystems	_____
☐ Presence of flora	
☐ Iconic	_____
☐ Endemic	_____
☐ Presence of fauna	_____
☐ Iconic	
☐ Endemic	_____
☐ Migratory	_____
☐ Others,	_____

2.1.19 Natural Attraction – comprise geographic or other natural features of tourist interest such as: national parks and reserves, marine parks and reserves, waterfalls, lakes, dams and other water catchment areas, beaches, caves and rock formations, scenic lookouts, viewing areas, vistas and areas of impressive natural beauty.

2.1.20 Modern Attraction – sites relating to the present or recent times that visitors perceive as capable of meeting specific leisure-related needs.

2.1.21 Cultural/Historical Attraction – human-made environments that offer a sense of time and place in a particular destination, such as archaeological sites, battlefields, farm houses, or mining towns.

2.1.22 Mountains/ Highlands – an elevated landform that rises above the surrounding landscape created by the movement of Earth's tectonic plates.

2.1.23 Valley/Plains – a low area of land between hills or mountains, typically with a river or stream flowing through it.

2.1.24 Inland Water Bodies – areas from the coastal zone whose properties and use are dominated by the permanent, seasonal, or intermittent occurrence of flooded conditions.

2.1.25 Riverine Landscapes – a landscape formed by the natural movement of a water system such as a river; a riverine landscape includes the ecosystems in and around the area of a river; a riverine may also be a network of rivers surrounding land

2.1.26 Coasts and Landscapes – it is where the land mass meets the sea; features of coastal landscapes include beaches, dunes, bay, cliffs, platforms, splits and lagoons·

2.1.27 Karst Landscapes – a landscape formed when easily dissolvable bedrock, such as limestone, is worn away by slightly acidic water thus forming unique features such as caves, stalactites, springs and sinkholes

2.1.28 Built Landscapes/ Cityscapes – a landscape created by humans, provides evidence of human settlement and occupation of an environment; features include elements of infrastructure such as buildings, roads, transport, energy, sewerage and telecommunication systems

2.1.29 Tropical Rainforest – lush forests found along the equator that receives a lot of sunlight and rainfall (at least 1500 millimeters per year)

2.1.30 Marine Sanctuary – a general type of marine protected area where the government imposes limits on human activity; activities allowed may include scientific research, recreation and/or commercial fishing, depending on the level of protection.

2.1.31 Diving Spots – areas with rich marine biodiversity suitable for diving and underwater photography

2.1.32 Geological Formation – a body of rock layer that consists of a combination of types of rock with the same characteristics such as grain size, or mineral content, or mode of deposition.

2.1.33 Ecosystems – is a community of all the living things and non-living things in a specific natural setting which may either be terrestrial or aquatic such as forest ecosystem, grassland ecosystem, freshwater ecosystem, marine ecosystem, etc.

2.1.34 Presence of flora (iconic) – plant species that the destination/ site is known for

2.1.35 Presence of flora (endemic) – plant species that are native and can only be found in the destination/ site

2.1.36 Presence of fauna (iconic) – animal species that the destination/ site is known for

2.1.37 Presence of fauna (endemic) – animal species that are native and can only be found in the destination/ site

2.1.38 Presence of fauna (migratory) – animal species that are regularly present in the destination/ site for a season but moves away as the season changes

Cultural Values	
☐ Historical/ archaeological/ cultural sites	_____ _____
☐ Traditional practices/ indigenous knowledge	_____
☐ Arts and crafts	_____
☐ Music and dance	_____
☐ Food	_____
☐ Others,	_____

2.1.39 Historical/archaeological/cultural sites – sites in which evidence of past activity is preserved and investigated using the discipline of archaeology.

2.1.40 Traditional practices/ indigenous knowledge – knowledge systems embedded in the cultural traditions of regional, indigenous, or local communities

2.1.41 Arts and crafts – decorative design and handicraft

2.1.42 Music and dance – music and dances performed either for entertainment or ritual which are integral to the local culture

2.1.43 Food – pertain to local gastronomy and beverages that represent a piece of culture or history in the destination

International Recognition/Awards
☐   UNESCO Recognized
☐   ASEAN Heritage Site
☐   Others, specify:_____

2.1.44 International Recognition/Awards – any international prize or other mark of acknowledgement given in honor of an achievement.

2.1.45 UNESCO – or sites that are properties inscribed in the World Heritage List by the World Heritage Convention of the United Nations Educational, Scientific and Cultural Organization (UNESCO) which may either be natural, cultural, or a cultural landscape; each property represents a milestone in the development of life in the universe.

2.1.46 ASEAN Heritage Site – existing heritage areas of the ASEAN member countries which have been recognized as regionally important based on their conservation value.

2.1.47 Others – awards or recognition given by other international travel or tourism related organizations; may include magazines or travel portals

2.2 Market Profile

MARKET								
Arrivals				**Peak Months**				
	Total	Male	Female	☐ JAN		☐ JUL		
Domestic Arrivals				☐ FEB		☐ AUG		
International Arrivals				☐ MAR		☐ SEP		
Annual Visitor Arrivals				☐ APR		☐ OCT		
				☐ MAY		☐ NOV		
				☐ JUN		☐ DEC		
Specify top 5 markets: 1. 2. 3. 4. 5.								
Site Booking		☐ Third-party _____% ☐ Direct booking _____% ☐ Walk-ins _____%						
Advertising mechanisms		☐ Social media, Websites ☐ Print, e.g. Brochures, newspaper ☐ Broadcast, e.g. TV, radio ☐ Others, _____						

2.2.1 **Domestic Arrivals** – locally travelling tourists; inter-provincial/ inter-regional travels made by tourists based in the Philippines for the period specified

2.2.2 **International Arrivals** – tourists from international origin; tourists must be based in any country other than the Philippines for the period specified **2.2.3 Total Visitor Arrivals** – total visitor count for the period in consideration, including domestic and international arrivals and even *balikbayans*

2.2.4 **Peak Months –** months when the destination receive the highest number of visitor arrivals

2.2.5 **Top Markets** – market sources based on country of origin with highest number of visitor arrivals

2.2.6 **Thirdparty –** any online or offline booking channel not owned but authorized by the supplier to book or sell its services

2.2.7 **Direct booking –** are reservations booked by customers directly through the supplier

2.2.8 **Walk-in –** a customer who arrives without an appointment

2.3 Key Support Infrastructure

KEY SUPPORT INFRASTRUCTURE	
Accessibility	
Air	Airport name: _____ Runway size (meters): _____ ☐ International ☐ Domestic ☐ Airstrip ☐ Sea Plane Landing Area
Water	Seaport Name: _____ Capacity (tons): _____ ☐ International ☐ Domestic Port ☐ Vehicular Barge (RORO) ☐ Ferry Service ☐ Water Taxi Service
Road Access from the National Road	Under Tourism Road Infrastructure Project (TRIP) ☐ Municipal/ City Road ☐ ☐ Barangay Road ☐

Road Condition from the National Road	☐ Paved ☐ Unpaved
	   ☐ Concrete ☐ Gravel __well-maintained
	   ☐ Asphalt __ not maintained
	              ☐ Earth

Distance from Service Center **Service Center:**	☐ 0 to 10 km ☐ 11 to 20 km ☐ 21 to 30 km ☐ 31 and above, Specify _____ _____
Type of Transportation (check all applicable) ☐ Bike/ Pedicab ☐ Jeepney ☐ 4x4 drive ☐ Habal-habal ☐ Bus ☐ Boat/ Ferry/ Bangka ☐ Tricycle ☐ Private car/ rental car ☐ Others, _____	

2.3.1 **Municipal/ City Road –** refers to the road network within a town or city. Its thickness is 0.2 meter (8 inches) with a width of 6.10 meters for a two way traffic.[xiv]

2.3.2 **Barangay Road –** refers to the road that connects the barangays from the town; minimum thickness is 0.15 meter (6 inches) with an ideal width of 4.50 meters

2.3.3 **Tourism Road Infrastructure Program (TRIP) –** a road approved under the convergence program between the Department of Public Works and Highways (DPWH) and the Department of Tourism (DOT) through the

signing of a Memorandum of Agreement (MOA) that seeks to boost tourism infrastructure projects in priority tourist destination areas in the Philippines by building roads leading to tourism destinations.

2.3.4 Service center – a component of the tourism cluster which provides accommodation and other needs of the tourist

2.3.5 Institutions Supporting Tourism – facilities and establishments that are not considered as primary tourism establishments but are necessary to the tourist's stay in the destination

Institutions Supporting Tourism (Select available)	
☐ Visitor Information Center ☐ Academic Institutions ☐ Hospital	☐ Convention Center ☐ ATM/Banks ☐ Police Station ☐ VAW Desk

2.3.6 Public Utilities - essential basic public services such as electricity, gas, water, providing infrastructure for economic development.

Public Utilities		
Communication (check applicable)	☐ Mobile signal ☐ Fixed line telephone ☐ Internet	**REMARKS** _____ _____ _____
Amenities/Facilities	☐ Parking lot/space ☐ Information Signage ☐ Directional ☐ Safety Signage ☐ Public restrooms ☐ Elderly/PWD-friendly facilities	
Water Supply NWRB	☐ Stand-alone water points *(e.g. poso, deep wells)* ☐ Piped water from a communal water source *(e.g. spring)* ☐ Piped water from a private water source *(e.g. Maynilad)*	
Sewerage System if applicable	☐ Sanitary Sewer ☐ Effluent sewer (septic tank)	
Power Supply if applicable	☐ On grid ☐ Off grid (specify source: _____) ☐ Renewable energy (solar/wind/hydro-electric)	

2.3.7 Communication – technological means of connection between people or places, in particular

2.3.8 Mobile reception – is the signal strength received by a mobile phone from a cellular network

2.3.9 Fixed line telephone – is a phone that uses a metal wire or optical fiber telephone line for transmission as distinguished from a mobile cellular line, which uses radio waves for transmission

2.3.10 Internet – an international computer network linking computers of educational institutions, government agencies, industrial and other organizations and individuals, means by which social media is accessed

* Remarks on the strength level of the means of communication and availability of service providers may be noted if it has any significant impact on the site

2.3.11 Amenities/ facilities - useful features of a site

2.3.12 Information signage – a noticeable sign that contains information about the site such as history of site, description of attractions, purpose etc.

2.3.13 Directional signage – a noticeable sign that provides direction to the various parts of the destination

2.3.14 Safety signage – a sign that provides information on safety procedures and reminders in the destination

2.3.15 Elderly/ PWD-friendly facilities – facilities that adhere to PWD-friendly standards, fit the needs and provide comfort and convenience for the elderly and persons with disability

Accommodation

Number of accommodation establishments within 1hr travel from the attraction:_____

Check if available	Total no. of AEs	Total no. of DOT accredited AEs	Total no. of rooms	Check booking method		
				Third party	Direct	Walk-in
☐ Hotel						
☐ Resort						
☐ Apartment Hotel						
☐ Ecolodge						
☐ Homestay						
☐ Motel						
☐ Pension House						
☐ Tourist Inn						
☐ Unclassified						

2.3.16 Accommodation Establishment – an establishment that provides paid accommodation services to tourists usually with a room, bathroom and toilet; the accommodation establishment should be within a 2-hour travel time from the site being assessed to be considered accessible

2.3.17 DOT-Accredited Establishment – DOT-certified accommodation establishments recognizing it as having complied with the minimum standards for the operation of tourism facilities and services.

2.3.18 Rooms – closed portion inside a house or a hotel where the guest can sleep or given accommodation

2.3.19 Hotel – a building, edifice or premises which is used for the regular reception, accommodation or lodging of travelers and tourists and the provision of services incidental for a fee

2.3.20 Resort – any place with a pleasant environment and atmosphere conducive to comfort, healthful relaxation and rest, offering food, sleeping accommodation and recreational facilities to the public for a fee or remuneration

2.3.21 Apartment Hotel – any building or edifice containing several independent and furnished or semi-furnished apartments, regularly leased to tourists and travelers for dwelling on a more or less long term basis and offering basic services similar to hotels

2.3.22 Ecolodge – accommodation establishment usually found in relatively remote and pristine natural environment such as beaches, jungles, and mountains which employs green practices such as using renewable energy sources, recycling services, eco-friendly toiletries and cleaners, energy efficient lighting, locally sourced food, etc.

2.3.23 Homestay – an alternative form of tourism and experience where tourists will stay with the host's family in the same house and will experience the everyday way of life of the family and the local community.

2.3.24 Motorist hotel or Motel – any structure with several separate units, primarily located along the highway with individual or common parking space at which motorists may obtain lodging and may also serve meals

2.3.25 Pension House – a private or family-operated tourist boarding house, tourist guest house or tourist lodging house employing non-professional domestic helpers regularly catering to tourists and travelers, containing several independent lettable rooms, and common facilities such as toilets, bathrooms, living and dining room, kitchen where a combination of board and lodging may be provided

2.3.26 Tourist Inn – a lodging establishment catering to transients which does not meet the minimum requirements of a one-star hotel (formerly economy hotel)

2.3.27 Unclassified – any form of accommodation establishment that accepts guests for tourism purposes that does not fall in any of the abovementioned categories

Tour Package
☐ Day-tour *(including half-day tours)*
☐ Multi-day tour

2.3.28 Tour Package – a travel plan that includes several elements of a vacation, such as transportation, accommodations, and sightseeing.

2.3.29 Day tour – excursion or tours availed by same-day visitors

2.3.30 Multi-day tour – a tour lasting more than one day; may or may not include several sites or destinations

Tourism Thematic Development (check all applicable)	
☐ Nature-based Tourism	☐ Sun and Beach Tourism
☐ Cultural Tourism	☐ Health, Wellness, and Retirement Tourism
☐ Cruise and Nautical Tourism	☐ Diving and Marine Sports Tourism
☐ Leisure and Entertainment Tourism	☐ MICE Tourism
☐ Education Tourism	☐ Others, specify _____

2.3.31 Nature-based Tourism – a form of tourism that relies primary on the natural environment for its attractions; nature recreation and adventure tourism falls under this category.

2.3.32 Cultural Tourism – activities geared towards participation in new cultural experiences, whether they are aesthetic, intellectual, or emotional; may be categorized into cultural heritage/ archaeological tourism or living-cultures experiences

2.3.33 Cruise and Nautical Tourism – Cruise tourism refers to trips undertaken in cruise ships, of which there are two general types: conventional cruise (850 to 3000 passengers) and pocket cruise (less than 250 passengers); Nautical tourism involves the navigation and journeying by travelers in yachts or sailboats with visits to tourism ports and marinas following their own designed itinerary

2.3.34 Leisure and Entertainment Tourism – trips undertaken to seek fun, entertainment, and other unique experiences such as theme parks, casinos, shopping centers, sports and entertainment events

2.3.35 Education Tourism – involves individuals or groups of foreign students who enroll in academic and training institutions to pursue either formal or informal educational and training programs and are required to secure student visas

2.3.36 Sun and Beach Tourism – refers to trips with relaxation activities on or near the beach; may be conventional or luxury sun and beach tourism

2.3.37 Health, Wellness, and Retirement Tourism – trips undertaken by health-conscious consumers seeking to enhance their well-being so as to look and feel better, to negate the effects of aging, to relieve pain or to manage stress

2.3.38 Diving and Marine Sports Tourism – involves experiences in water-based activities

2.3.39 Meetings, Incentives, Conventions and Exhibitions (MICE) Tourism – refers to trips undertaken by large groups centered on educational, social, business or entertainment purposes

2.4 Human Resource

HUMAN RESOURCE				
Type of Management				
☐ Private Operator ☐ People's Organization ☐ Government Operated		☐ Non-government Organization ☐ Others, _____		
Community Involvement in Tourism				
	Total	Male	Female	Role/s
People's Organization				
Civil Society Organization				
Others, _____				

2.4.1 **Employment in Tourism –** measured as a count of the persons employed in tourism industries in any of their jobs, as a count of the persons employed in tourism industries in their main job, or as a count of the jobs in tourism industries.

Employment in Tourism			
	Total	Male	Female
Full-time employees			
Part-time/ Casual Employees			
No. of Eco-guides			

2.4.2 **Full-time employees –** hired for activities which are necessary or desirable in the business of its employer, and enjoys the benefit of security of tenure as guaranteed by the Constitution

2.4.3 **Part-time/ Casual employees –** workers hired for work or activities which are merely incidental and are not indispensable nor primarily related to the line of work of the employer.

2.4.4 **Eco-guides –** someone who connects the tourist with the natural and cultural values of the places they visit, while minimizing the impact on the environment and are responsible for the safety of and well-being, enjoyment, and education of their tourists, while at the same time protecting the environment they work in; their skill set and specialization as tour guides are usually tailored fit to the necessities of the site they operate in

3.0 HOW TO USE THE TRA

This portion presents a set of guidelines on the use of the TRA form in order to conduct a successful assessment.

3.1 Sources of data

Data gathering is a major activity in the TRA process. Inasmuch as the TRA form helps capture relevant data regarding a tourism site, the data collector is expected to use reliable information. Data may come from a local data bank. Data generated from scientific studies are generally considered more reliable.

For Key Natural and Cultural Heritage Values

For data on natural and cultural heritage values, the TRA user may partner with local offices such as the Provincial/ City/ Municipal Environment and Natural Resources Officer (PENRO/ CENRO/ MENRO), or national bodies such as Philippine Institute of Volcanology and Seismology (PHIVOLCS), Philippine Atmospheric Geophysical and Astronomical Services Administration (PAGASA), National Commission for Culture and the Arts (NCCA), and National Historical Commission of the Philippines (NHCP). Local knowledge is also a valuable source of information.

For Statistical Data

Statistical data may either be administrative (LGU-collected data) or from surveys. As much as possible, the data to be provided should be site-specific and not that of the province or city/municipality as a whole.

For Key Support Infrastructure

The local engineering office is Infrastructure. For airport and consulted, the main source of data for Key Support seaport data, concerned authorities may be

Other Data

Local suppliers may be consulted for information on local tour packages and services. Data on human resources may be sourced from the site management office. Other stakeholders may also be consulted for additional inputs.

3.2   Writing an Assessment Narrative Report

The Assessment Narrative Report is divided into four parts: Methodology, Area Perception, Sustainable Development Options, and Recommendations.

Methodology details the data gathering process. Sources of data may be cited in this portion, including interviews and other research work. If statistical data is not currently available but surveys or other data gathering efforts were undertaken to generate such information, it should also be reported in the methodology section. Other approaches used (e.g. transect technique for collecting data on species) will also be noted.

Area Perception is a summarization of the current tourism scenario in the site (present) based on the accomplished TRA Form. It should be solely based on facts in order to produce an objective summary.

In writing the **Sustainable Development Options,** potential thematic development (future) must be expounded in detail. However, assumptions and other inputs must be based on the characteristics of the site as indicated in the TRA Form. The description of various thematic development options are discussed in Part 3 (*'How to use the TRA' under Key Support Infrastructure) of this manual.*

Lastly, **Recommendations** provide a discussion of other details not included in Area Perception and Sustainable Development Options especially those that would affect the holistic development of the site and the destination. It may also include recommendations on improving the data gathering process in relation to accomplishing the TRA Form, for purposes of monitoring and evaluation.

4.0   LINKING THE TRA WITH OTHER PLANNING MATERIALS

Provincial, City and Municipal Planning and Development Officers may use the TRA to integrate tourism-related concepts along with their available inventories of resources into the context of their planning, data gathering, and land use decisions for their respective areas. It enables them to coordinate with tourism officers to ensure that planning standards are considered and other development concerns are addressed in the implementation of tourism programs and projects.

In line with strategizing Local Economic Development (LED) programs, results from the TRA may be connected with the formulation of the Comprehensive Development Plan (CDP), Comprehensive Land Use Plan (CLUP), and the Local Tourism Development Plan (LTDP).

Moreover, TRA results may serve as inputs as basis for further sub-national tourism development initiatives such as capacity building on tourism statistics, product development, ecotourism planning, marketing and promotions, regulatory impact assessments, and standards development and implementation.

APPENDIX I
TOURISM RAPID ASSESSMENT FORM

Name of Site:	

PROFILE

Location

Region:	
Province:	
Municipality/ City:	
Coordinates	Latitude:
	Longitude:

Climate

Wet Season (In months)	
Dry Season (In months)	

Natural Hazards

Site vulnerability to natural hazards	☐ Earthquakes ☐ Landslide ☐ Tsunami ☐ Volcanic Activity	☐ Flood ☐ Storm/wave surges ☐ Tropical Cyclone ☐ Others, _____

Site Profile

Type of Attraction

☐ Natural ☐ Modern ☐ Cultural/Historical

Type of Landscape (check all applicable)

☐ Mountains/ Highlands   ☐ Rivers and Landscapes   ☐ Tropical Rainforest
☐ Valley/Plain   ☐ Coasts and Landscapes   ☐ Marine Sanctuary
☐ Lakes and Inland Water Bodies   ☐ Karst Landscapes   ☐ Diving Spots
   ☐ Built Landscape/ Cityscape   ☐ Others,_____

Key Natural and Cultural Heritage Values

Specify the names of the Natural and Cultural Values present in the site in the space provided beside the choices

Natural Values

☐ Geological formations   _____
☐ Water bodies/forms   _____
☐ Ecosystems   _____
☐ Presence of flora   _____
   ☐ Iconic   _____
   ☐ Endemic
☐ Presence of fauna   _____
   ☐ Iconic
   ☐ Endemic   _____
   ☐ Migratory   _____
☐ Others   _____

Cultural Values	
☐ Historical/ archaeological/ cultural sites	_____ _____
☐ Traditional practices/ indigenous knowledge	_____
☐ Arts and crafts	_____
☐ Music and dance	_____
☐ Food	_____
☐ Others,	_____

International Recognition/Awards
☐ UNESCO Recognized
☐ ASEAN Heritage Site
☐ Others, specify:_____

MARKET

Arrivals				Peak Months			
Period with available data:	**Total**	**Male**	**Female**	☐ JAN		☐ JUL	
Domestic Arrivals				☐ FEB		☐ AUG	
International Arrivals				☐ MAR		☐ SEP	
Total Visitor Arrivals				☐ APR		☐ OCT	
				☐ MAY		☐ NOV	
				☐ JUN		☐ DEC	

Specify top 5 markets: 1. 2. 3. 4. 5.	
Site Booking	☐ Third party _____% ☐ Direct booking _____% ☐ Walk-ins _____%
Advertising mechanisms	☐ Social media, Websites ☐ Print, e.g. Brochures, newspaper ☐ Broadcast, e.g. TV, radio ☐ Others _____

KEY SUPPORT INFRASTRUCTURE

Accessibility	
Air	Airport name: _____ Runway size (meters): _____ ☐ International ☐ Domestic ☐ Airstrip ☐ Sea Plane Landing Area
Water	Seaport Name: _____ Capacity (tons): _____ ☐ International ☐ Domestic ☐ Vehicular Barge (RORO) ☐ Ferry Service / Fast craft ☐ Water Taxi Service

Road Access from the National Road		Funded under Tourism Road Infrastructure Project (TRIP)
	☐ Municipal/ City Road ☐ Barangay Road	☐ ☐

Road Condition from the National Road	☐ Paved	☐ Unpaved	
	☐ Concrete ☐ Asphalt	☐ Gravel ☐ Earth	__well-maintained __ not maintained

Distance from Service Center	☐ 0 to 10 km ☐ 11 to 20 km ☐ 21 to 30 km ☐ 31 and above, Specify _____
Service Center:	_____

Type of Transportation (check all applicable)		
☐ Bike/ Pedicab ☐ *Habal-habal* ☐ Tricycle	☐ Jeepney ☐ Bus ☐ Private car/ rental car	☐ 4x4 drive ☐ Boat/ Ferry/ Bangka ☐ Others, _____

Institutions Supporting Tourism (within the site's vicinity or nearest service center)

☐ Visitor Information Center ☐ Academic Institutions ☐ Hospital	☐ Convention Center ☐ ATM/Banks ☐ Police Station ☐ VAW Desk

Public Utilities

Communication (check applicable)	REMARKS	
	☐ Mobile signal	_____
	☐ Fixed line telephone	_____
	☐ Internet	_____

Amenities/Facilities	☐ Parking lot/space ☐ Information Signage ☐ Directional Signage ☐ Safety Signage ☐ Public restrooms ☐ Elderly/PWD-friendly facilities

Water Supply NWRB	☐ Stand-alone water points (e.g. poso, deep wells) ☐ Piped water from a communal water source (e.g. spring) ☐ Piped water from a private water source (e.g. Maynilad)

Sewerage System if applicable	☐ Sanitary Sewer ☐ Effluent sewer (septic tank)

Power Supply if applicable	☐ On grid ☐ Off grid (specify source: _____) ☐ Renewable energy (solar/wind/hydro-electric)

Ecological Waste Management if applicable	☐ Material Recovery Facilities ☐ Landfill ☐ Others, specify_____

Accommodation						
Total number of accommodation establishments within 2-hour travel from the site:_____						

Check if available	Total no. of AEs	Total no. of DOT accredited AEs	Total no. of rooms	Check booking method		
				Third party	Direct	Walk-in
☐ Hotel						
☐ Resort						
☐ Apartment Hotel						
☐ Ecolodge						
☐ Homestay						
☐ Motel						
☐ Pension House						
☐ Tourist Inn						
☐ Unclassified						

Tour Package
- ☐ Day-tour (including half-day tours)
- ☐ Multi-day tour

Tourism Thematic Development (check all applicable)

☐ Nature-based Tourism	☐ Sun and Beach Tourism
☐ Cultural Tourism	☐ Health, Wellness, and Retirement Tourism
☐ Cruise and Nautical Tourism	☐ Diving and Marine Sports Tourism
☐ Leisure and Entertainment Tourism	☐ MICE Tourism
☐ Education Tourism	☐ Others, specify _____

HUMAN RESOURCE

Type of Management

☐ Private Operator	
☐ People's Organization	☐ Non-government Organization
☐ Government Operated	☐ Others, _____

Community Involvement in Tourism

	Total	Male	Female	Role/s
People's Organization				
Civil Society Organization				
Others, _____				

Employment in Tourism

	Total	Male	Female
Full-time employees			
Part-time/ Casual Employees			
No. of Eco-guides			

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