

Pro-Poor Value Chain Analysis of Community-Based Ecotourism in Barangay Laiban, Tanay, Rizal, Philippines

PROJECT VENUE

Barangay Laiban, Tanay,
Rizal, Philippines

GROUP MEMBERS

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ABSTRACT

The project was conducted with the aim of enhancing the benefits of ecotourism to local stakeholders and integrating the products produced by local women's cooperative into the ecotourism value chain. Conducted in collaboration with the Environmental Studies Institute (ESI) of Miriam College, the project is grounded on the 'pro-poor value chain' approach to tourism which identifies leverage points along the value chain which yield the highest potential for improving the benefits for small producers and service providers (Hoermann et al., 2010).

The project successfully delivered two significant outputs: (1) Value Chain Analysis Report and (2) Action Plan. The report includes recommendations on how to improve the CBET venture in Laiban along the five triggers of Local Value Chain Development (LVCD). Some of the highlights include the need for improved coordination among the stakeholders in the value chain, enhancing the online and offline promotion of Laiban's ecotourism, and improving the labelling of the local products. Additionally, the project team was able to deliver several initial intervention items to complement the recommendations in the Action Plan matrix. The community stakeholders showed their appreciation for the project and acknowledged the potential impact of implementing the recommendations and action plan.

