

John B. Lacson Foundation Maritime University - Molo, Inc.
College of Business
Iloilo City

MARI-IT ECO PARK

A Feasibility Paper Presented to the
Faculty Members of the College of Business
John B. Lacson Foundation Maritime University – Molo, Inc.

Iloilo City

In Fulfilment

of the Requirements

(Tourism Planning and Development)

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Arada, K.J.M., Arceo, L.M.B., Articulo, A.G., Cabareño, S.Y., Calambro, S.I., Castillo, J.N., Castor, S.A.D., Defiesta, D.V., Eliseo, P.D., Estrevillo, A.A., Gavilla, M.D.C., Gersava, J.G., Hilay, C.J.V., Hinayon, D.M.V., Mondaya, K.D., Perez, P.A.T., Santerva, C.L.S., Ungang, L.A., "Mari-it Eco Park" Tourism Planning and Development. John B. Lacson Foundation Maritime University – Molo, Inc., April 2019.

Executive Summary

Mari-it Eco Park in Brgy. Jayubo, Lambunao, Iloilo is presently owned and being managed by the Department of Tourism of the Local Government of Lambunao. The park offers a variety of adventure activities and showcases a successful breeding of Hornbill and other endangered species. The park provides leisure and adventure with beautiful scenery, thrilling activities and venue for special events. This is a place of pleasure and enjoyment where tourists can seize its natural and eco-friendly ambiance afar from the hustle and bustle of city life. Mari-it Eco Park promotes to its visitors an unforgettable experience where they could relax, unwind and have fun. The research aimed to determine the feasibility of development in terms of marketing, technical, financial and organizational aspects. The researchers will be proposing new projects in the area, namely; (1) Rehabilitation of Cages, (2) Administration House, (3) Reorganization of the cages, (4) Rebuilding of Gates, (5) "Duyan" Express, (6) Single Motorcycle Sheds, (7) Site Mice Breeding Section, (8) Store for Local and Native Products, (9) Refreshment area, (10) Distinctive Corners, (11) Cottages and Tents, (12) Recreational Activities, (13)

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Accommodations, (14) Landscape, (15) Entrance Fee, (16) Restaurant, (17) Mini
, and (18) Septic Tank and Waste Disposal Facilities. The construction and
opment of the entire project will cost eight million four hundred eighty seven
and seven hundred seventy pesos and twenty nine centavos (P 8,487,770.29). The
age return of investment and the payback period will be on the 4th year and 9th month
e operation. The proponents will allocate 80% of the retained earnings for the future
nsion of the resort. The proposed development for Mari-it Eco Park is approvingly
sible in marketing, financial, technological and organizational aspects thus, making the
onents highly recommended this to the investors. The investors will acquire an
rance that they will obtain something in the return for their investment.

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