

The Impact of Ecological Tourism in Guimaras

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October 2018

Executive Summary

This paper focuses on revealing how Guimaras promotes and preserves local tourist destinations, vast culture and local products. Culture and heritage tourism are defined as travel directed toward experiencing the art, beauty, heritage and activities that truly represent the people of the past and present. Guimaras is an island province located South-East of Panay and Northwest of Negros in Western Visayas. The island is blessed with clean waters framed by white sand beaches, picturesque coves and offshore islets. Its vast areas devoted to agriculture are marked with green patches of its famed mango trees. These natural attractions have enticed a number of visitors from within the Philippine archipelago and across the seas. The province is opening its door to all who appreciate experiencing the island's unblemished simplicity of life, tranquility and its rustic rural setting. The challenge nowadays is we can still protect and preserve the beauty of Guimaras brought to us through this prestigious evidence and also if we can strongly promote our own local destinations in spite of the issues whether it is environmental or social issues.