

**MAJOR WORK UNDERTAKEN BY PKII  
WHICH BEST ILLUSTRATES QUALIFICATIONS**

<b>Project Name:</b> PRE-FEASIBILITY STUDY FOR THE LA CASSA TOURISM CIRCUIT		<b>Country:</b> Philippines
<b>Project Location with Country:</b> Five lakeshore municipalities of Cuenca, Alitagtag, Sta. Teresita, San Nicolas and Agoncillo, Batangas, Philippines		<b>Professional Staff Provided:</b>
<b>Name of Client:</b> National Economic and Development Authority, Regional Office IV-A, Southern Tagalog		<b>No. of Staff:</b> 5
<b>Address:</b> NEDA Complex, Epifanio delos Santos Ave., Diliman, Quezon City		<b>No. of Person-Months:</b> 10.5 M/M
<b>Start Date: (Month/Year)</b> August 2003	<b>Completion Date (Month/Year)</b> December 2003	<b>Approx. Value of Service:</b> ₱ 600,000
<b>Name of Associated Firm(s), if any:</b> None		<b>No. of Months of Professional Staff Provided by Associated Firm(s):</b> N/A
<b>Name of Key Staff Involved and Position :</b> J. Supangco - Team Leader / Tourism Development Planner / Economist E. Lopez - Site Development / Land Use Planner E. Doña - Tourism Infrastructure Planner M. Valera - Tourism Marketing / Promotions Expert E. Monsanto - Tourism Environmentalist		
<b>Detailed Narrative Description of Project:</b> <p>The study covers the five (5) lakeshore municipalities of Cuenca, Alitagtag, Sta. Teresita, San Nicolas and Agoncillo. The conduct of this study endeavors to rationalize and identify short-term and long-term development approaches to harness the tourism potentials of La CASSA as a tourism circuit. Through the circuit development approach, places of interest within La CASSA could be linked together as one integrated destination. This will enhance the attractiveness of La CASSA as a tourist enclave and create a tourism-driven economic corridor that traverses all municipalities of La CASSA. Thus, aside from identifying possible circuits for development, this study also intends to prioritize the necessary infrastructures that would link all existing and/or potential tourist spots in La CASSA.</p> <p>The principal objective of the study is to identify and determine the feasibility of specific tourism circuit routes, the necessary infrastructure facilities needed, promotional activities and implementation mechanisms to transform La CASSA into a prime tourist destination in the CALABARZON Region. More specifically, the cluster is keen on the promotion of the Pansipit River and Taal Lake tour, mountain trekking at the Taal Volcano Island and Mt. Maculot as well as cultural tours along the lakeshore barangays of the cluster.</p>		
<b>Detailed Description of Actual Services Provided:</b> Major tasks in the preparation of the pre-feasibility study included: <ul style="list-style-type: none"> <li>▪ An analysis of the study area including physical, socio-economic and institutional characteristics;</li> <li>▪ Existing tourism systems in both provincial and municipal levels;</li> <li>▪ Forecast of visitor arrivals;</li> <li>▪ Tourism vision and policies of both provincial and municipal governments;</li> <li>▪ Development of design standards and guidelines based on previously approved master plans and studies;</li> <li>▪ Proposed market positioning and recommended promotional activities for the La CASSA;</li> <li>▪ Institutional strengthening and capability building;</li> <li>▪ Alternative development financing schemes;</li> <li>▪ Financial and economic evaluation; and</li> <li>▪ Conceptual design of selected facilities for priority development.</li> </ul>		