



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III

RELEASED  
SEP 14 2023  
CHEDRO III

**CHEDRO-III MEMORANDUM**

No. 146, series of 2023

**For : ALL PRESIDENTS/HEADS/OFFICERS-IN-CHARGE OF HIGHER EDUCATION INSTITUTIONS (HEIs) IN REGION III**

**Subject : CENTRAL LUZON SUSTAINABLE TOURISM SUMMIT 2023**

**Date : 06 September 2023**

This Office endorses the Central Luzon Sustainable Tourism Summit 2023. The Subic Bay Metropolitan Authority and the Department of Tourism Region 3, in partnership with the Tourism Promotions Board will be hosting the **Central Luzon Sustainable Tourism Summit 2023** with the theme, **"Practical Approaches towards a Greener Philippines,"** on **September 26-27, 2023** at the **Subic Bay Exhibition and Convention Center (SBECC)**.

The Summit aims to bring together key stakeholders and industry leaders to promote and share sustainable practices in the tourism sector through esteemed Resource Speakers and Experts. It has three (3) components which are as follows:

- 1) Sustainable Tours on Day 1 (September 26, 2023);
- 2) Expo Fair on Day 1, 2, and 3; and
- 3) Summit Proper on Day 2.

All higher education institutions (HEIs) in the Region are encouraged to participate in the said event. Attached is a copy of the draft program, for reference. For confirmation of attendance, HEIs may register through the following link: <https://tinyurl.com/REGISTRATION-TOURISMSUMMIT>. Registration for this year's summit is free.

Should there be any queries/clarifications, kindly directly coordinate with Ms. Clarice P. Briones/Ms. Sophia M. Belisario at (047) 252-4362/09178449835.

For the HEIs' usual support and participation.

**MS. LORA L. YUSI**

Chief Education Program Specialist  
Officer-in-Charge, Office of the Director IV

## **DAY 1: ECO TOUR & WELCOME DINNER**

SEPTEMBER 26, 2023

- 12:00 PM** ARRIVAL AND REGISTRATION  
EXPO BOOTHS OPEN  
Grand Lobby, Subic Bay Exhibition and Convention Center
- 02:00 PM** SUSTAINABLE DESTINATIONS TOUR  
JOBIN-SQM Solar Panel Farm  
Le Charme Suites - Subic  
Ocean Adventure  
Pamulaklakin Aeta Forest Trail  
SBMA Ecology Center Reforestation Area  
Subic International Golf Club + Restaurant  
Subic Water Binictican Water Treatment Plant  
SUBIC BAY ROLLING TOUR
- 04:30 PM** END OF TOUR
- 05:30 PM** ASSEMBLY FOR WELCOME DINNER
- 06:00 PM** WELCOME DINNER *hosted by the Tourism Promotions Board*  
Hall C, Subic Bay Exhibition and Convention Center  
WELCOME REMARKS  
**Mr. Jonathan D. Tan**, SBMA Chairman and Administrator  
INSPIRATIONAL MESSAGE  
**COO Maria Margarita M. Nograles**, Tourism Promotions Board
- 06:30 PM** DINNER
- 07:15 PM** BISITA, BE MY GUEST ACTIVATION PROGRAM
- 08:00 PM** VIDEO MESSAGE  
**Sec. Susan "Toots" V. Ople**, Department of Migrant Workers  
WELCOME REMARKS  
**Dir. Richard Daenos, PhD**, DOT Region III Director  
KEYNOTE SPEECH  
**ASec. Maria Rica Bueno**, Department of Tourism  
VIDEO MESSAGES OF SUPPORT  
**HE Pres. Ferdinand R. Marcos Jr. and Vice President Sarah Z. Duterte**  
RAFFLE
- 09:00 PM** END OF PROGRAM

## **DAY 2: TOURISM SUMMIT**

SEPTEMBER 27, 2023

08:00 AM REGISTRATION

09:00 AM PARADE OF COLORS, DOXOLOGY, MUSLIM PRAYER, & NATIONAL ANTHEM

WELCOME REMARKS

**Mr. Jonathan D. Tan**, SBMA Chairman and Administrator

OPENING REMARKS

**Dir. Richard Daenos, PhD**, DOT Region III Director

INSPIRATIONAL MESSAGE

**Mr. Shahlimar Hofer Tamano**, Tourism Regulation Coordination and Resource Generation Undersecretary  
**Engr. Enrique T. Moreno, Jr.**, CESO III, DENR Region III Director

VIDEO MESSAGE

**Sec. Christina Garcia Frasco**, Department of Tourism

TOPIC 1: OVERVIEW OF SUSTAINABLE & REGENERATIVE TOURISM

**Ms. Verna Esmeralda C. Buensuceso**, DOT OIC-USEC for Tourism Development

TOPIC 2: TOURISM DEVELOPMENT PLAN: SUSTAINABLE TOURISM PLANNING

**Atty. Mark Richard Evidente**, Two Echo, Inc. President and CEO

11:45 AM LUNCH

TOPIC 3: PRACTICAL WAYS ON HOW TO CONVERT TO A GREEN BUSINESS

**Ms. Chen Reyes-Mencias**, Tourism Planning Consultant

TOPIC 4: SUSTAINABLE INFRASTRUCTURE (SYSTEMS & PRACTICES FOR INCLUSIVE GROWTH)

**Atty. Cynthia Maria Casiño**, NLEX Chief Corporate Governance and Risk Officer of Metropacific Tollways

TOPIC 5: TOWARDS A CULTURE OF GREEN INVESTMENTS FOR TOURISM, CULTURE AND HERITAGE

**Mr. Arvin Manuel Villalon**, NCCA Consultant for National Cultural Mapping Project

TOPIC 6: REGENERATIVE TOURISM IN SUBIC BAY, GOING BEYOND SUSTAINABILITY

**Mr. Zed Avecilla**, Program Director of the Philippine Alliance for Recycling and Materials Sustainability

PANEL DISCUSSION

CLOSING REMARKS

**Mr. Jonathan D. Tan**, SBMA Chairman and Administrator

05:00 PM END

**MR. GENESIS MEDINA & MS. JOANNA REYES**  
Moderators and Masters of Ceremony