



COMMISSION ON HIGHER EDUCATION

REGIONAL OFFICE III



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27 AUG 2024
CHEDRO III

CHEDRO-III MEMORANDUM
No. 179, s. 2024

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

Subject : **CENTRAL LUZON SUSTAINABLE TOURISM SUMMIT**

Date : **August 27, 2024**

This Office endorses the 2nd Central Luzon Sustainable Tourism Summit, organized by the Subic Bay Metropolitan Authority and the Department of Tourism Region 3 with the theme "Towards a Carbon Neutral Future: Central Luzon's Commitment to Sustainable Tourism" to be held at the Subic Bay Exhibition and Convention Center (SBECC) on September 11-12, 2024.

The Summit aims to convene industry leaders, stakeholders and advocates to explore and promote sustainable tourism practices. Distinguished resource speakers and experts will share valuable insights and strategies during the Summit sessions.

Target participants are stakeholders, tourism professionals, academia and providers of sustainable tourism products and services across Region III.

Interested participants may register through <https://tinyurl.com/REGISTRATION-TOURISMSUMMIT2024>. For more information, please contact Ms. Jaala V. Payumo or Ms. Clarice P. Briones at (047) 252-4180 or 09178449835.

Dissemination of this Memorandum is desired.

DR. LORA L. YUSI
Director IV

DRAFT PROGRAMME

DAY 1

8 AM	Registration of Guests (Breakfast to be Served)	
9:00 AM	Opening Preliminaries	
	<ul style="list-style-type: none"> • Prayer • National Anthem • Cultural Performances 	
9:30 AM	Welcome Messages	
	Opening Remarks	Eduardo Jose L. Aliño Chairman and Administrator Subic Bay Metropolitan Authority
	Message of Support	Ralph Pablo DENR Regional Executive Director
	Special Message and Introduction to the Keynote Speaker	Richard G. Daenos, Ph.D. DOT Regional Director
10:15 AM	Keynote Message	Secretary Christina Garcia-Frasco Department of Tourism
10:45 AM	Launch for SBMA Race to Carbon Neutrality	Eduardo Jose L. Aliño SBMA Chairman & Administrator AMETHYA DEL LLANA KOVAL SDA for Regulatory/Manager, Ecology Center
11:15 AM	The Role of Technology in Achieving Net Zero Carbon in Tourism Destinations	Allan V. Barcena Executive Director of Net Zero Carbon Alliance (NZCA)

	<ul style="list-style-type: none"> • Exploration of technological advancements and innovations aiding the tourism industry in becoming carbon neutral. 	
12:00 NN	Lunch	
1:00 PM	<p>Strategies for Carbon Neutral Tourism Enterprises</p> <ul style="list-style-type: none"> • This session will explore practical strategies for tourism enterprises to achieve carbon neutrality, including energy-efficient technologies and renewable energy sources. Attendees will learn about successful case studies and gain insights into overcoming challenges in reducing carbon footprints. 	<p>JOHN PAOLO RIVERA Senior Research Fellow Philippine Institute for Development Studies</p>
1:45 PM	<p>Closing of Plenary Session</p> <p>Overview of Tours</p>	
	Subic and Zambales Tours	
Day 2		
8:00 - 8:30 AM	Registration	
8:45 AM	Recap of Activities and Topics of Day 1	
9:00 AM	<p>Cultural Preservation as a Pillar of Sustainable Tourism</p>	<p>ARCH. JAYSON PORTEM Former Vice Chairperson NCCA - Committee on Monuments and Sites</p>

	<ul style="list-style-type: none"> Case studies on how preserving cultural heritage contributes to sustainable tourism development. 	
10:00 AM	<p>Traveling Sustainably: Tips and Tools for Eco-Friendly Tourism</p> <ul style="list-style-type: none"> Workshops on practical steps travelers and tourism operators can take to minimize environmental impact. 	
11:00 AM	<p>Harnessing the Power of Sports for Environmental Stewardship in Coastal Communities</p> <ul style="list-style-type: none"> This topic would focus on how Alon at Araw uses sports, such as surfing and beach football, as a tool to engage and educate coastal youth on environmental protection, highlighting the connection between physical activity and sustainable practices. 	<p>MR. DONN LAWRENCE QUINTOS Owner Alon and Araw Club</p>
12:00 PM	Lunch	
1:00 PM	<p>Sustainable Transportation Solutions for Tourists</p> <ul style="list-style-type: none"> This topic would examine eco-friendly transportation options for tourists, such as electric vehicles, bicycles, and public transit, and discuss how destinations can enhance accessibility while minimizing their carbon footprint. 	
2:00 PM	Closing Ceremonies	
2:30 PM	Subic and Zambales Tours	