



MODULE V: REGION 4B – MIMAROPA REGION

ACTIVITY 1: SWOT Analysis

Direction: Prepare a SWOT analysis for the region by filling out the table in terms of the 4 As of tourism.

Attractions	Historical sites and other historical locations help to promote not just the tourist spot but the back story of the whole region.	Most place common attraction in the region takes place in the Islands and caves as well as Cathedrals, more often tourist look for recreational activities.	They can create or build recreational activities and tag it along with some of the natural attractions.	More often, built attractions can be out of style and other regions make much more creative ideas for the attractions that the region offers.
Access	The access point can be thru Air and Land. They have 3 available airports. And there are buses to use to roam around the region.	The airports are only located from each central city and you still have to use another plane or travel through buses to get to rural areas and to island you planned to go.	They can still provide direct flights from manila to other areas of the region through developing airports and collaborating from different regions for direct flights.	Tourists who have a friendly type of travel do not have enough extra budget to go further in the region and visit more sites and places in the region.
Accommodation	There is a lot of budget-accommodation available in the area.	Most of the accommodations available are not suitable for budget-friendly travels.	The locals can build more facilities that provide budgetfriendly accommodation per night	Tourist from other regions might have the idea of building facilities for business accommodation that will be a disadvantage for



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				local business people.
Amenities	The food and delicacies to be found in the region is very delicious and worth visiting. Even the festivals and special events are worth to experience.	There are other same products of food and delicacies from other regions. The other regions also have much more colorful festivals to showcase.	The local foods can be used for extensive production; exporting to other countries, distribution in other regions and other type of selling the product.	Other regions might also produce and distribute the same products to locals and improvised it to make it more attracting to tourists.



Let's check how to get points!

Rubrics

Indicators	5	10
Grammar & Spelling	The presentation contains a few grammatical, punctuation, and spelling errors.	The presentation is free of grammatical, punctuation, and spelling errors.
SWOT Content	SWOT Analysis contains less than 4 points for each quadrant. A sentence may or may not be provided for each point explaining their inclusion.	SWOT Analysis contains more than 5 points for each quadrant. A paragraph is provided for each point explaining their inclusion.

for

Grading:



THC-PC PHILIPPINE CULTURE AND TOURISM GEOGRAPHY
Second Semester / SY 2020-2021



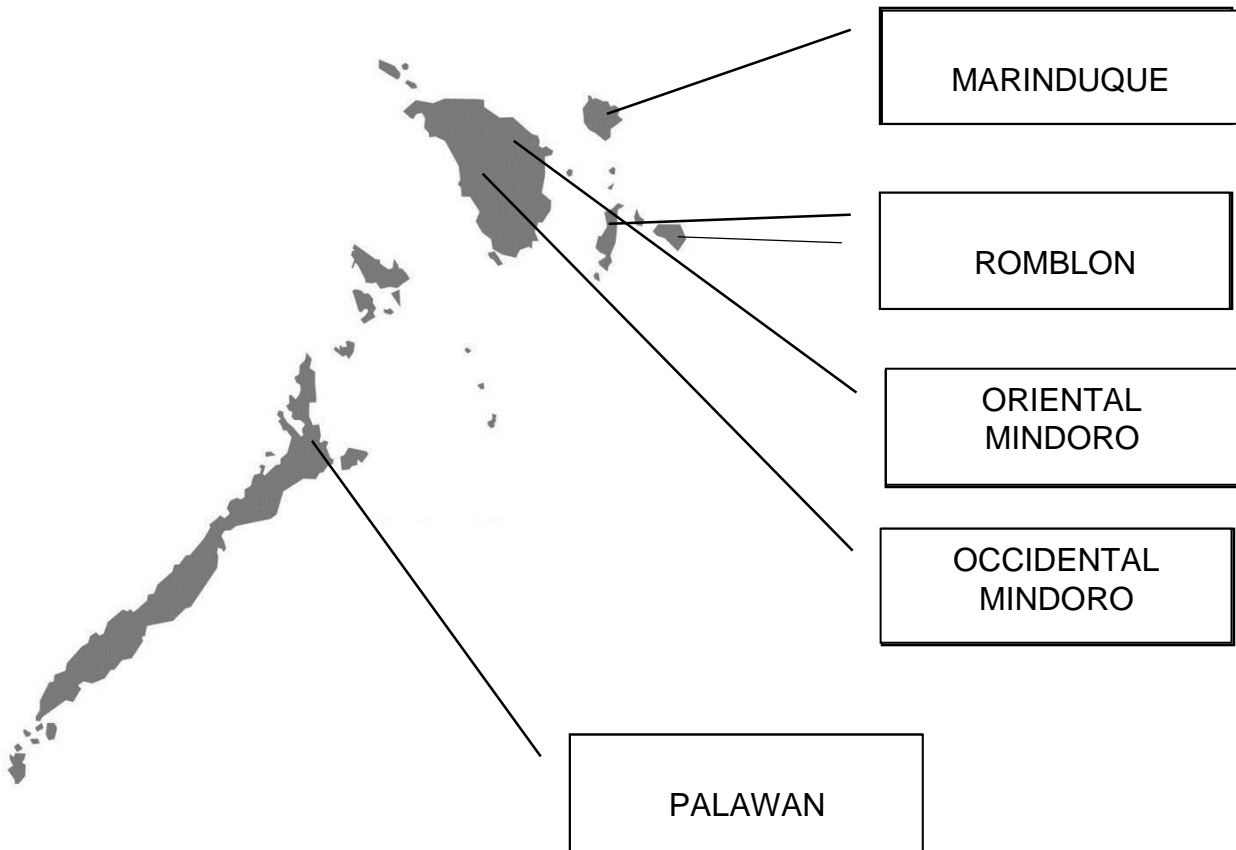
Note: This will be turned in together with other activities.

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ACTIVITY 2: Geography Check

Direction: Identify the provinces included in the MIMAROPA Region. Three (3) points each.



Note: This will be turned in together with other activities



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ACTIVITY 3: Regional and Provincial Slogan

Search the internet for the current regional and provincial tourism slogan used by the different provinces within the region. Two (2) points each.

Region/Province	Current Slogan Used
Marinduque	Lenten Mecca of southern Tagalog
Oriental Mindoro	The Islands' Loveliest Harbor
Occidental Mindoro	Marine Wonderland of Luzon
Palawan	The Philippines' Last Frontier
Romblon	Marble Country of the Philippines



ACTIVITY 4: Create a Tour Package for your four (4) friends from Manila! (Any province of the region)

Requirements: Accommodation & Tours

Price: 5,000x4=20,000	Price p/pax
<p>Inclusions: CORON TOUR PACKAGE 3 Days 2 Nights Stay</p> <p>ACCOMMODATION Hotel Daily Breakfast Lunch Buffet</p> <p>TRANSPORTATION Van transfer and Boat Transfer</p> <p>TOUR Mount tapyas View deck Coron baywalk Kayangan lake</p>	<p>2,300</p> <p>1,200</p> <p><u>1,000</u></p> <p>Total of 5,000</p>



Let's check how to get points!

Rubrics for Grading:

Indicators	5	20
Identified Destination	The destination was written poorly on the itinerary.	The destination was grammatically displayed correct.
Cost	Costs were researched but not documented per person.	Costs were accurately documented per person.
Creative Response	Provided little details in the written response.	Exceeded the amount of details required in the written response.



Grammar & Spelling	Between 10-14 spelling & grammar errors on entire project.	Less than 4 spelling and grammar errors on entire project.
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Let's put it in a nutshell!
ACTIVITY 5: SELF-ASSESSMENT CHECKLIST

Student's Name: Anna Leah G. Buñe

Date: May 20, 2021

CRITERIA	YES	NO
Did I...		
a. Identified the different major attractions, activities, accommodations and cultural highlights in the provinces within the MIMAROPA Region?	/	
b. Created Tour Packages that carry different types of tourism activities within the region?	/	
c. Assessed the strengths, weaknesses, opportunities, and threats of the regions in terms of the 4 As of tourism?	/	
Comments/Suggestions:		
Student's Signature: <u>Anna</u>	Date: <u>May 20, 2021</u>	



References & Supplementary Materials

Books:

Philippine Tourism, Geography, and Culture
Maria Criselda Gatchalian-Badilla, Phd
ISBN: 978-621-04-0122-6

Videos and Photos:

1. www.google.com
2. www.youtube.com
3. <https://www.google.com/url?sa=i&url=http%3A%2F%2Fwww.mapabcdf.com.ph%2FshowRegion.php%3Fregion%3D0000000004&psig=>