

PILI, Camarines Sur — Other provinces developing their tourism industries can learn from the tourism industry of Camarines Sur and make it as a blueprint for success, Communications and Operations Office Secretary Sonny Coloma said.

“Outstanding *talaga, kakaiba yung ginawa ng CamSur dahil dati kasi pag* there’s such a scale and magnitude Department of Tourism  
*ang nag*

-  
*umpisa niyan*

,  
*umaasa sa*  
national budget.  
*Dito hindi*

,  
*mismong yung*  
local government,  
*mismong yung mga mamamayan ng*  
CamSur  
*ang nagtulungan*

to make their province a world-class tourist destination,” Coloma said in the media interview at the CamSur Watersports Complex (CWC) last Friday.

Coloma was in Pili, Camarines Sur last Friday for the formal launching of the “Pilipinas Natin” program in the province.

Camarines Sur could serve as a role model for other provinces in the country offering their respective tourism industries, Coloma said.

“*Dahil napakayaman natin sa likas na kayamanan, magagandang tanawin, kaya lang kailangan yung magandang*

formula  
*na maisasakongkreto yan*

. From infrastructure to reality and to marketing  
*na hanggang sa ibang bansa ay dinarayo na*

,  
*dinudumog na ang*

## Cam Sur a model for success

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CamSur,” Coloma said.

In the Aquino Administration’s Philippine Development plan, tourism is one of the anchor industries and it contains two aspects — investment and job generation, he said.

“*Kapag nakuha natin ang investment siguradong kaakibat na niyan ang maraming multiplier effects* *na*  
*hanap*  
-  
*buhay*  
,  
*at kapag gumanda ang hanap*  
-  
*buhay ay gaganda rin ang kabuhayan ng ating mga kababayan*  
,” he added.

Asked how his province could contribute to the six-million plus tourist arrival target per year of the Aquino Administration, Camarines Sur Gov. L-Ray Villafuerte said he thinks they can contribute 20 percent of that target.

Aside from the watersports complex, he said they are now expanding by building hotels, shopping and retail centers at the CWC, as well as creating more water sports.

At the same time, Villafuerte said they are developing the Mount Isarog to make it a mountain resort, as well as biking and hiking trail.

“There are also hot springs and waterfalls being developed. There are dolphins present in Pasacao town that can also attract tourists,” Villafuerte said.

He also advised other provinces to first develop their areas before venturing into extensive marketing.

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If there's a good product it's easy to market, he said, noting that this is the formula they used for the Camsur Watersports Complex.