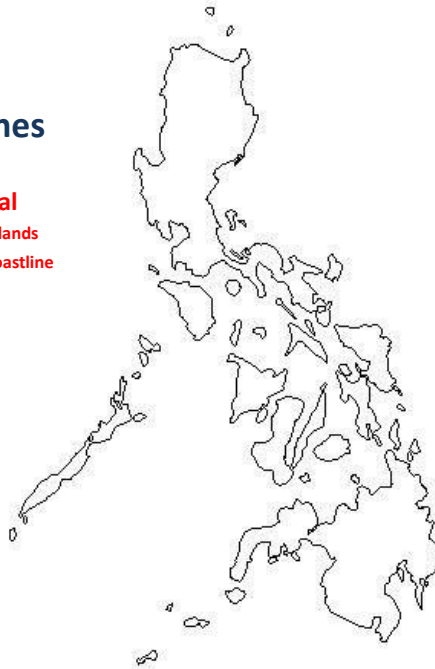


**Collaboration with Resort Owners and the Community — a Leading Advantage in the Fight Against Tourists Drowning in the Philippines**

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**The Philippines**

- **Summer Capital**
- **Has 7,100 Numerous Islands**
- **36,289 km (22,549 mi) Coastline**



## BACKGROUND

- The Archipelagic Philippines – has many bays, gulfs and inlets where tourists (foreign and local) flock for vacation and feel the waters for recreation.
- Tourists would enjoy the different aquatic experiences every time.
- Unfortunately to some, exposure to the different water environments resulted in their injury or death because of drowning.

## FACTS

- Initial efforts for drowning surveillance showed that 35 out of 49 drowning deaths in year 2009-2010 were tourists in resort pools and beaches. Out of the 35 occurrences, 45.71% are local tourists while 54.29% involved foreigners.
- The magnitude comes in varied age groups categorically those 5-14 years old children at 14.29%, 15-35 years age grouper at 68.57%, and those above 35 years old are rated at 17.14%.
- On gender, majority were males at 68.86% while females got only 37.14%.

### Summary of Foreign Nationality (2010):

1. Korean	IIII-IIII-III	-	14	73.69%
2. Chinese	II	-	2	10.53%
3. German	I	-	1	5.26%
4. Norwegian	I	-	1	5.26%
5. Japanese	I	-	1	5.26%
TOTAL			19	100%

### April 2011 Tourists Drowning (Latest):

1. Korean	III	-	3	60%
2. Chinese	II	-	2	40%
TOTAL			5	100%

## INTERVENTIONS

- A tripartite collaboration between resort owners, local government and Philippine Life Saving Society was started in 2009 in Boracay Island to pilot the formulation of initiatives in preventing tourists from drowning in the Philippines.
- The approach - **1)** the cooperative planning of drowning prevention strategies for the community, **2)** the creation of in-house water safety training facility at various resorts and **3)** the introduction of best practices to focus on lifeguarding and risk management operation based on ILS Standards.

- The threefold collaboration is a key equipper in developing the attitudes of the people, in and out of any resort, to participate and be responsible in the realization of a drown-free coastal and resort community.
- In addition, the trust should also teach resort personnel and civilians of the community basic skills and techniques in scanning potential danger aside from their adeptness in water safety and lifesaving.
- In that way, risks of drowning can be addressed preventively.

- The schema will be replicated in other high-density tourism communities such as that in Cebu, Palawan Island, Siargao Island, Resorts of Zambales and Laguna Provinces.
- It is hoped that in 2015, a significant reduction of tourists drowning in the Philippines is achieved.

## RECOMMENDATIONS

- Conduct Systematic Review of Resort-based applicable Interventions in order to provide evidence for tourism policy formulation.
- Enhance implementation of Drowning Prevention programs to community.
- Establish collaborations with concerned foreign embassies (ex: Korea & China) to impact drowning prevention awareness of their inbound constituents in the Philippines.













Many Thanks