

GGN - Geopark Annual Report 2024

1. GEOPARK IDENTITY

Geopark name, country, regional network: Bohol Island UNESCO Global Geopark, Philippines, Asia Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2023



First Bohol Island UNESCO Global Geopark Youth Camp - "Bohol Danajon Geoconservation Youth Leaders Bootcamp"

2. GEOPARK FIGURES

Number of Geopark staff:

- Core team: **6** staff including **1** geoscientist
- Support team: **8** focals representing various Geopark Council member offices; **1** anthropology expert, **2** foresters, **4** biologists & marine biologists, **2** in-house tour guides, **3** geotourism development staff

Number of visitors:

Sites / Facilities	Domestic	Foreign	Total
Bohol Island UNESCO Global Geopark	870,956	498,989	1,369,945
National Museum of the Philippines – Bohol Area Museum (Geopark Partner Museum)	76,518	19,618	96,136
Chocolate Hills Complex (Carmen)	753,854	285,006	1,038,860
Alicia Panoramic Park (Alicia)	25,733	1,676	27,409
Princess Manan-aw Cave (Alicia)	262	50	312
Lamanok Point (Anda)	786	1,001	1,787
Cabagnow Cave Pool (Anda)	10,100	4,872	14,972
Combento Cave Pool (Anda)	Closed for cave management planning		
Can-umantad Falls (Candijay)	47,294	11,174	58,468
Canawa Cold Spring (Candijay)	37,899	550	38,449
Hinagdanan Cave (Dauis)	172,661	68,811	241,472
Maribojoc Uplifted Marine Terrace & Punta Cruz Watchtower (Maribojoc)	20,230	543	20,773
Batungay Cave (Trinidad)	3,983	1	3,984

(Note: No data available for non-tourism geosites)

Number of Geopark events:

Events organised by Bohol Island Geopark Management Body: **51**

Events organised by Cooperative Organization: **59**

Number of school classes realize / Geopark educational programmes: **14**

Number of Geopark press releases: **58**

3. GEOPARK ACTIVITIES

Major achievements in 2024

1. **Record-Breaking Tourism Growth:** The Bohol Island UNESCO Global Geopark experienced a 31.40% increase in tourist arrivals, rising from 1,012,854 in 2023 to 1,330,938 in 2024. This remarkable growth reflects the success of Bohol's geotourism initiatives, sustainable tourism programs, and enhanced global visibility.

2. **Strengthening Civil Society Engagement:** As part of Civil Society Organizations (CSO) Week 2024, a special orientation program was conducted under the theme "The Role of CSOs in Sustaining the Bohol Island UNESCO Global Geopark." The session highlighted the crucial role of CSOs in preserving and promoting Bohol's UNESCO Global Geopark designation. A total of 80 participants deepened their understanding of the Geopark's significance and the collective efforts needed to protect its natural and cultural heritage.
3. **Advancing Indigenous Heritage:** Under Provincial Ordinance No. 2023-013, the Geopark, through the Center for Culture and Arts Development (CCAD) and various provincial and national agencies, developed a 12-year Eskaya Development Plan. This initiative is dedicated to enhancing the quality of life and preserving the rich cultural and natural heritage of the Eskaya Indigenous Communities in Sierra Bullones, Guindulman, Duero, and Pilar. The final Eskaya Indigenous Community Master Development Plan was formulated by POIEL Engineering and Management Services, providing a roadmap for sustainable development.
4. **Promoting Tourism and Peace Through the World Tourism Day Run:** The 4th World Tourism Day Run, held on September 28, 2024, at the New Capitol Grounds, attracted 830 participants from tourism stakeholders and universities. Aligned with the theme "Tourism and Peace," the event underscored the role of sustainable tourism in fostering global understanding. It also raised awareness of Bohol's geotourism initiatives, encouraging responsible travel practices that support cultural and environmental conservation.
5. **Showcasing Bohol on the Global Stage: ITB Berlin 2024:** For the first time, Bohol was presented as the Philippines' first UNESCO Global Geopark at ITB Berlin 2024, the world's leading travel trade show, held from March 5–7, 2024. With over 100,000 attendees and 5,500 exhibitors from 170 countries, the event provided an unparalleled platform to promote Bohol's geotourism offerings. The Bohol delegation successfully secured P93.4 million in tourism sales, marking a significant achievement in positioning the province on the global tourism map.
6. **Philippine Travel Mart 2024: Boosting Domestic Tourism:** At the 35th Philippine Travel Mart, held from September 6–8, 2024, at the SMX Convention Center, the Bohol Pavilion featured geosite-inspired local products and showcased Bohol's diverse landscapes and seascapes. With participation from 9 exhibitors, including local government units and tourism stakeholders, the event generated P633,010 in direct sales, while Bohol tourism partners collectively secured P4,437,259 in sales, reinforcing Bohol's status as a premier geotourism destination.
7. **Empowering Local Enterprises Through Geoproduct Development:** The BHL Artisans Program continues to empower Boholano micro and small enterprises (MSEs) by providing the skills and tools needed to develop globally competitive products while preserving local heritage. By integrating traditional craftsmanship with contemporary designs, Bohol's artisans successfully showcased their creations at the Sandugo OTOP Trade Expo, demonstrating how innovation and sustainability drive economic growth and cultural preservation.
8. **Celebrating Art and Geodiversity: "Pinta sa Sugilanon" Geosites Painting Contest:** The "Pinta sa Sugilanon" Geosites Painting Contest engaged 17 Boholano painters,

who spent a month creating stunning 3x4 feet acrylic on canvas artworks depicting assigned geosites within the Geopark. The winners, announced on July 18, captured the essence of Bohol's geological wonders:

- Winner: Francis Chris Pagulayan (*Maribojoc Marine Uplifted Terrace*)
- Second Place: Victor Kim Naquila (*Banacon Mangrove Forest*)
- Third Place: Mary Grace Florida (*Light of Hope: Hinagdanan Cave*)

9. Manila FAME 2024: Elevating Boholano Artistry: The Provincial Government of Bohol, in collaboration with CCAD, BEDIPO, and DTI, showcased Bohol's artisanal craftsmanship at Manila FAME 2024, the country's premier trade fair for high-quality Philippine-made products. With the theme "BAHANDI: From Earth for Earth," Bohol's curated exhibit at the Artisans Village became the most visited province-led display. A total of 16 participating MSMEs generated impressive sales amounting to P30,799,025, including cash sales, booked purchase orders, and negotiations in progress.

Contribution towards GGN - Networking and participation

- 1. Showcasing Bohol's Geotourism Initiatives at GeoFest 2024 (Indonesia):** At the 5th Geotourism Festival and International Conference (GeoFest), held from July 4–6, 2024, in Rinjani-Lombok, Indonesia, Bohol presented its geotourism development initiatives. The presentation highlighted ongoing efforts to promote sustainable tourism, focusing on community engagement, conservation, and education. The event served as a platform for knowledge exchange, allowing Bohol to share its experiences while gaining valuable insights from other geoparks worldwide.
- 2. Strengthening Global Ties: MoU with Rinjani-Lombok UNESCO Global Geopark:** A key milestone of GeoFest 2024 was the signing of a Memorandum of Understanding (MoU) between Rinjani-Lombok UNESCO Global Geopark and Bohol Island UNESCO Global Geopark during the opening ceremony. This partnership marks a formal commitment to cooperation, with both geoparks agreeing to collaborate on initiatives aligned with UNESCO Global Geopark principles. The MoU fosters joint efforts in geotourism development, environmental conservation, and cultural exchange, reinforcing their shared goal of promoting a sustainable future for both Earth and society.
- 3. Promoting Sustainable Development at the Sarawak Delta UGGp International Seminar (Malaysia):** Bohol Island UNESCO Global Geopark participated in the International Seminar on the Aspiring Sarawak Delta UNESCO Global Geopark, held on October 7–8, 2024, in Kuching, Malaysia. This event convened geopark representatives from around the world to discuss how geoparks contribute to the United Nations' Sustainable Development Goals (SDGs). Bohol delivered a presentation titled "Eco-Cultural Initiatives and Management Practices of Bohol Island Geopark: Fostering Environmental Stewardship and Cultural Preservation." This talk highlighted Bohol's innovative approaches to balancing environmental sustainability with cultural heritage preservation, while also emphasizing the role of youth in fostering long-term stewardship.
- 4. Engaging in the 8th Asia Pacific Geoparks Network (APGN) Symposium (Vietnam):** In September 2024, Bohol Island UNESCO Global Geopark took part in the 8th Asia

Pacific Geoparks Network (APGN) Symposium, hosted by Non Nuoc Cao Bang UNESCO Global Geopark in Vietnam. This premier regional event brought together geopark representatives, researchers, and experts to exchange knowledge on best practices in geopark management, scientific research, and sustainable development. Bohol's contributions to the symposium included three key presentations: "Geotourism and Regenerative Initiatives in Bohol Island, Philippines" – Showcasing Bohol's innovative strategies in sustainable tourism and community-led conservation efforts; Sharing of Bohol's Disaster Risk and Reduction Management Practices through a community based approach with an integrated emergency response through TARSIER 117; and "Cultivating Stewardship and Sustainability" – Highlighting programs designed to instill a sense of responsibility and environmental awareness among local communities and youth.

- 5. 4GEON Project:** Representatives from Bohol Island UNESCO Global Geopark participated in the 4GEON Project meeting, a UNESCO International Geosciences and Geoparks Programme initiative, held at the Ngorongoro-Lengai UNESCO Global Geopark, Tanzania. The meeting provided a platform for participants to share progress updates, discuss challenges, and explore further developments in the project's implementation across their respective geoparks. The 4GEON Project is dedicated to fostering engaging and immersive geoeducation experiences for young people, inspiring them to connect with Earth sciences in innovative ways.
- 6. Fostering Youth Engagement Through Geocontests:** In celebration of the 20th anniversary of the Global Geoparks Network (GGN), the Bohol Island UNESCO Global Geopark launched the Bohol Geocontests 2024, serving as a qualifying round for the GGN Contests. The initiative, conducted in collaboration with the Bohol Island Geopark Team, reached six schools and engaged over 100 students, encouraging them to explore geodiversity through photography, essays, and artwork.

Management and Financial Status

- 1. Increased Financial Support for the Geopark Program:** The Provincial Government of Bohol has reaffirmed its commitment to the Geopark's sustainability by increasing its annual budget allocation. For 2024, the Geopark program received a total of PHP 5,990,000.00 (approximately 103,500 USD), representing an 83.7% increase from the previous year's allocation of PHP 3,260,700.00. This budget specifically supports initiatives aligned with UNESCO and the Global Geoparks Council's recommendations, including geo-education, geotourism promotion, and conservation programs. Other members of the Bohol Island Geopark Management Council including the Bohol Provincial Environment Management Office, Bohol Provincial Tourism Office, Bohol Economic Development and Investment Promotions Office, Provincial Disaster Risk Reduction and Management Office, and others have allocated funding support for geopark-related initiatives and other complementary projects.
- 2. Strengthening Governance: Creation of the Geopark Management Council and Section:** To enhance governance and operational efficiency, the Bohol Island Geopark Management Council and the Geopark Management Section under the

Office of the Governor were officially established through Provincial Executive Order No. 11, Series of 2024. This restructuring ensures that the Geopark has a dedicated management body capable of implementing programs effectively. Additionally, the Geopark Management Section has been merged with the "Bohol: The First Regenerative Island" initiative, recognizing the complementary nature of the two programs. While the Geopark focuses on conservation, geoheritage, and sustainable tourism, the Regenerative Island initiative emphasizes nature-based solutions, policy development, and ecological restoration.

3. **Multisectoral Support and Strategic Partnerships:** Additional institutional support is provided by national agencies and non-governmental organizations, including: UNESCO Philippine National Commission, Department of Tourism Region VII, National Museum of the Philippines, and Centre for Neighbourhood Studies Philippines. Crucially, the sustainability of the Geopark program relies on strong local partnerships with: Municipal and barangay local government units, Tourism sector stakeholders, Universities and schools, and Youth organizations and volunteers. These local partners play a vital role in promoting the geopark concept, ensuring active community participation, and driving the long-term success of the Geopark.
4. **First Geopark Management Council Meeting and Strategic Planning:** The Bohol Island Geopark Management Council convened on May 28, 2024, at the Ceremonial Hall of the New Capitol Building to discuss the following: Roles and responsibilities of Council members, UNESCO's recommendations for the Bohol Island UNESCO Global Geopark, Review of the 2023 accomplishments, and Approval of the 2024 Work and Financial Plan. The meeting emphasized the importance of community engagement and the need to empower local communities for sustainable geopark management. This marked the first official meeting of the reorganized Geopark Management Council following the approval of Executive Order No. 11, Series of 2024, on March 18, 2024.
5. **Strategic Planning for Sustainable Geopark Development:** To ensure the long-term sustainability of the Geopark, a Strategic Management Planning Workshop was conducted. Facilitated by the Centre for Neighbourhood Studies (CeNS), the workshop brought together Council members and key partners to develop a comprehensive management plan. Discussions focused on: Geoconservation efforts, Geotourism initiatives, Cross-sector partnerships, and Long-term development strategies
6. **Community-Centered Development and Governance:** Governor Erico Aristotle C. Aumentado, Chairperson of the Bohol Island Geopark Management Council, has underscored during the 2nd Geopark Management Council Meeting the critical role of community involvement in achieving the vision of the Bohol UNESCO Global Geopark. Reflecting UNESCO's bottom-up approach, he emphasized that communities should be at the forefront of conservation and development efforts. Governor Aumentado also outlined practical strategies to ensure that all towns—especially those that have yet to fully experience the benefits of tourism—can leverage the Geopark designation for sustainable development.
7. **Appointment of the New Geopark Program Manager:** To further streamline operations and strengthen governance, Governor Aumentado appointed Joanne

M. Pinat, Senior Tourism Operations Officer and Officer-in-Charge of the Bohol Provincial Tourism Office, as the Program Manager for the Bohol Island UNESCO Global Geopark. This appointment, formalized through Memorandum 2024-1370 on August 7, 2024, ensures that the Geopark's management, coordination, and strategic operations remain aligned with the Operational Guidelines of the Global Geoparks Network.

Geoconservation

- 1. Geosite Monitoring and Research:** A total of 18 geosites and 7 community-based sites were inspected as part of ongoing monitoring efforts. These assessments help evaluate the current status of geosites and determine necessary interventions for conservation and sustainable management. Research remains a critical component in enhancing the understanding and management of geosites. Relevant scientific studies are being conducted by some undergraduate and graduate students as their thesis.
- 2. Environmental Conservation Initiatives:** The Bohol Island UNESCO Global Geopark actively participated in the International Coastal Cleanup (ICC) 2024 held at The Bellevue Resort and Best Western Plus Ivywall Resort in Panglao. Hundreds of volunteers gathered across the Bohol Island Geopark for the ICC 2024. Participants removed plastic and marine debris, contributing to the restoration of coastal ecosystems. More than just a cleanup drive, this event plays a crucial role in safeguarding marine ecosystems and promoting sustainable practices.
- 3. Tree Planting and Bamboo Conservation Activities:** The Bohol Island UNESCO Global Geopark, through the Bohol Provincial Environment Management Office (BPEMO) organized a tree planting activity in Calanggaman, Ubay, supporting reforestation and biodiversity conservation, which directly contributes to the Geopark's conservation goals. The Geopark, through BPEMO and other agencies, also organized a bamboo planting activity in celebration of the Bohol World Bamboo Day celebration in Lila, advocating for sustainable bamboo use as an eco-friendly resource.
- 4. Sustainable Forest and Environmental Management:** The Bohol Island UNESCO Global Geopark, through BPEMO, remains instrumental in advancing sustainable forest management through various initiatives: Trees for Unity – Tree Growing Program, Bohol Biodiversity Complex Endemic Plant Nursery – Seedling Production and Maintenance, Vermicomposting Facility Operation and Maintenance, and Mangrove Nursery Establishment and Restoration Programs.
- 5. Wetland Conservation Efforts:** In celebration of World Wetlands Day 2024, a Tree Growing activity was conducted at Canawa Cold Spring in Candijay, where 281 native seedlings were planted within the 20-meter easement zone of the spring. This initiative supports the Comprehensive Wetland Management Plan for Canawa Cold Spring, ensuring the conservation of this vital ecosystem.
- 6. Water Quality Monitoring and Resource Protection:** The Bohol Island UNESCO Global Geopark through BPEMO, conducted eight (8) water quality monitoring activities across major rivers and water sources in Bohol: Evaluated water quality in Abatan, Loboc, and Wahig-Inabanga Rivers; Assessed Anislag and Lonoy Springs, in

collaboration with DENR-CENRO, to support wetland management; Monitored deep wells in San Agustin, Talibon, and Examined newly drilled wells in Pangpang, Ubay.

7. **World Water Day 2024 Celebration:** Hosted at the Maribojoc Uplifted Marine Terrace, the event featured a coastal cleanup and awareness campaign on water resource protection. Representatives from the Department of Environment and Natural Resources, barangay and municipal local government units, including youth leaders joined this initiative, reinforcing collaboration in environmental stewardship.
8. **Mangrove Planting and Coastal Cleanup in Barangay Tapon, Ubay:** Volunteers planted 310 mangroves and conducted a coastal cleanup to enhance environmental conservation efforts. These activities support biodiversity, improve coastal resilience, and strengthen community participation in environmental stewardship.

Sustainable tourism (Geotourism)

1. Geopark Awareness and Capacity Development

- o A comprehensive Geopark Orientation was conducted for the Provincial Youth Development Office (PYDO), highlighting sustainable activities such as cycling, trekking, and sports camps at geosites and geotrails. These initiatives align with eco-friendly practices and reinforce the province's commitment to environmental and cultural conservation.
- o On October 21, 2024, the Bohol Island Geopark Management Council, together with representatives from the Centre for Neighbourhood Studies (CeNS), embarked on an immersive Geotour as a pre-workshop activity. This tour showcased Bohol's breathtaking landscapes and rich cultural heritage, deepening appreciation for the island's geological and historical significance.
- o As part of the Capacity Development Trainings, the Bohol Island Geopark Orientation was successfully conducted for over 500 participants, including DOT-accredited tour guides, tourism site and geosite workers, and frontliners. The training provided in-depth knowledge on geopark awareness, emphasizing its role in sustainable tourism and the responsibilities of tourism service providers in preserving the Geopark's environmental and cultural value.
- o The orientation program was also extended to key stakeholders, including the Bohol Association of Hotels, Resorts, and Restaurants (BAHRR), tourism students undergoing On-the-Job Training (OJT) at the Bohol Provincial Tourism Office (BPTO), and visitors and officials engaging in benchmarking activities in Bohol.

2. Sustainable Culinary and Business Development Initiatives

- o A Seminar Forum on Elevating Culinary Excellence was conducted, focusing on Bohol's diverse Ubi (purple yam) varieties as potential geofood. Over 50 participants from the hospitality sector explored innovative ways to incorporate local geofood into their culinary offerings.

- A Workshop on Business Continuity Plan (BCP) Preparation was held for geosites and tourism sites, equipping stakeholders with strategies to ensure resilience and sustainability in their operations.

3. Collaborative Engagements and Policy Development

- Quarterly Municipal Tourism Officers (MTO) Fora facilitated discussions on geotourism and ecotourism development, environmental concerns, product development, and community organization.
- Active participation in Provincial Tourism Council (PTC) Executive Meetings and General Assembly Meetings helped align geotourism efforts with broader provincial tourism strategies.
- Consultation meetings were conducted across various tourism sectors, including:
 - Four (4) Bohol Tourist Transport Sectoral Consultations
 - Two (2) Bohol Tour Guides Sectoral Meetings (October 29, 2024)
 - Bohol Tourism Code Public Hearing, ensuring participatory policy development for sustainable tourism governance.

4. Tourism Site and Product Monitoring

- 107 tourism sites and accommodation establishments were inspected and monitored to ensure compliance with sustainable tourism standards.
- 7 creative industry products, geoproducts, and potential geofoods were evaluated for their alignment with geotourism principles.

5. Promoting Eco-Friendly Agriculture and Local Heritage

- The Bohol Island UNESCO Global Geopark through the Office of the Provincial Agriculturist actively promotes sustainable farming practices that improve soil health and reduce chemical use. In 2024, three Organic Festivals were held in Tagbilaran City, San Miguel, and Bilar, generating PHP 650,000 in sales—a significant increase from PHP 200,000 in 2023 and PHP 120,000 in 2022. These festivals also served as platforms for knowledge-sharing, showcasing organic products, and celebrating outstanding organic farmers.
- The Ubi Festival (December 18-20, 2024, in Tagbilaran City) saw PHP 421,724.34 in sales, marking a 34.85% increase from 2023. With participation from 16 Local Government Units (LGUs) and 5 exhibitors, the festival reinforced the economic and cultural importance of Bohol's Ubi industry.

New education programmes on geoconservation, sustainable development, and disaster risk reduction

- 1. GEOTALKS:** A comprehensive Geopark awareness session was conducted across five universities and colleges within the Geopark, engaging over 1,100 students and faculty members. This initiative provided valuable insights into the significance of the Bohol Island UNESCO Global Geopark, emphasizing environmental conservation, sustainable tourism, and the role of geoparks in safeguarding natural and cultural heritage for future generations.
- 2. First Bohol Youth Environmental Forum:** The Geopark, through BPEMO, PYDO, and Office of the Governor, successfully hosted the First Bohol Youth Environmental

Forum under the Bohol: The First Regenerative Island Project (Education, Youth, and Civil Society pillars). The forum brought together youth organizations from schools and communities across Bohol, inspiring them to lead local regenerative initiatives that contribute to sustainable environmental practices.

3. Youth Forum on Solid Waste Management: The Geopark through the Bohol Provincial Environment Management Office, in collaboration with the Department of Education (DepEd), Provincial Youth Development Office, Bohol Provincial Tourism Office, Provincial Information and Media Office, and Education Center, facilitated an Environmental Youth Forum on Solid Waste Management, attended by DepEd secondary school students and youth development councils. This forum provided young leaders with a platform to explore innovative solutions to pressing waste management issues. Additionally, the initiative led to the successful formation of four (4) Youth Volunteer Groups, also known as Young Environmental Warriors, further strengthening youth participation in environmental stewardship.

4. Capacity Development for Tourism and Community Stakeholders

- o 8 batches of Basic Customer Handling Training were conducted, equipping over 300 tourism workers with essential skills in providing high-quality and sustainable tourism services.
- o 2 batches of Basic Life Support and Standard First Aid Training were held, ensuring that over 60 participants gained life-saving skills crucial in tourism and geotourism settings.
- o 35 DOT-accredited tour guides participated in a Mobile Photography and Digital Content Creation Workshop, enhancing their ability to promote geosites and tourism experiences through digital storytelling.
- o A Capacity Development Workshop on Disaster Resilience was conducted for 40 tourism workers, focusing on mitigating the impacts of natural disasters and climate change, reinforcing the importance of preparedness in tourism operations.

5. Heritage and Cultural Conservation Initiatives

- o **Rock Art Seminar and Workshop:** The University of Bohol-Loon Institute hosted a Rock Art Seminar and Workshop, introducing students to anthropology and archaeology through hands-on rock art-making activities. Simultaneously, researcher Nagy conducted the first phase of her study on Lamanok rock art, furthering archaeological knowledge on Bohol's ancient heritage.
- o **Pottery Workshop for National Heritage Month:** In celebration of National Heritage Month, the National Museum of the Philippines-Bohol, LGU Alburquerque, and the Center for Culture and Arts Development organized a pottery workshop in Alburquerque. This event focused on crafting salt pots used in Asin Tibuok (a traditional Boholano salt-making method), promoting awareness of pottery's cultural significance and encouraging its preservation.

6. Museum Education and Heritage Outreach: The Geoschool Caravan engaged students from the Holy Spirit School of Tagbilaran and Bohol Child Head Start, providing them with an immersive Geo-Heritage Education Program. Interactive museum activities were also organized allowing visitors to explore and engage with Bohol's rich geological and cultural heritage.

Strategic Partnership

- 1. Protect Danajon Project:** Facilitated by the Coastal Conservation Education Foundation (CCEF) in collaboration with the Provincial Government of Bohol and multiple LGUs within the Danajon Bank Double Barrier Reef, this project strengthens the protection of the Bohol Danajon Bank Double Barrier Reef (BDBDBR), one of the geosites of Bohol Island UNESCO Global Geopark. Key initiatives include strategic actions, governance enhancement, stakeholder meetings, and planning workshops aimed at ensuring sustainable management of marine resources.
- 2. Lamanok Heritage Management Initiative:** In partnership with the Bohol Arts and Cultural Heritage Council and the Bohol Island UNESCO Global Geopark Management Council, a site visit and rock art survey were conducted to study the pictographs and petroglyphs of the Lamanok Archaeological Complex. This initiative integrates public archaeology, visual anthropology, and ethnoarchaeology to document and safeguard the intangible cultural heritage (ICH) of Lamanok, promoting community engagement and cultural preservation. Researchers Rachelle Lacea, Athena Vitor, and Procopio Resabal, together with Egyptian-American archaeologist Iman Nagy (UCLA), held a public screening of their documentary "Pabuhat", which explores rituals conducted at Lamanok.
- 3. Weaving with Pride: Saguran Weaving and Fashion Showcase:** The National Museum of the Philippines-Bohol, in partnership with the Center for Culture and Arts Development and the City Government of Tagbilaran, hosted a Saguran (Raffia) weaving workshop and fashion show. This event emphasized the significance of sustainable local industries, celebrating Bohol's natural resources and their role in supporting cultural and economic livelihoods. A renowned Boholano designer EJ Relampagos, highlighted the versatility of Raffia weaving, incorporating Bohol's topography and geological wonders into unique fashion pieces inspired by mysterious caves, winding rivers, and majestic hills.
- 4. Interactive Museum Learning – Bohol Island Geopark Puzzle Challenge:** The National Museum of the Philippines – Bohol initiated a fun interactive activity completing a giant jigsaw puzzle of the UNESCO Bohol Island Geopark and the Sustainable Development Goals. The interactive challenge blended learning with play, reinforcing appreciation for Bohol's stunning natural and cultural heritage in an engaging way.
- 5. Pagmatngon sa Kabatan-onan Kauban sa Kinaiyahan: Youth for Climate Action:** This holistic youth development program in Brgy. Bool, Tagbilaran City, spearheaded by Kabiling Lunhaw and the Sangguniang Kabataan (SK) of Barangay Bool, was supported by Kasikas Central and Eastern Visayas and YouthLed PH through the IGNITE Grants program. The forum featured five engaging panel discussions, covering topics such as Climate and Environmental Action (Church, Academe, NGOs/CSOs); Plastic Pollution and Ecological Solid Waste Management; UNESCO Global Geopark Designation and Biodiversity; Climate Justice and Just Transition; Artivism: Climate Action through Art. This initiative empowered young Boholanos to take meaningful action in addressing climate challenges while promoting community-driven environmental advocacy.

6. **USAID Opportunity 2.0: Youth Empowerment in Heritage Conservation:** In partnership with USAID and the Provincial Government of Bohol, the National Museum of the Philippines - Bohol engaged 20 former out-of-school youth in a 4-hour discussion on heritage conservation and their role in sustaining Bohol's UNESCO Global Geopark designation. This initiative is part of a broader effort to educate and involve local communities in achieving the United Nations' Sustainable Development Goals (SDGs) through the protection of natural and cultural heritage.
7. **Why Museums Matter: Linking UNESCO Global Geopark and Museums:** The National Museum of the Philippines led a series of discussions on the importance of museums in heritage conservation and their role in fostering pride of place as the first and only UNESCO Global Geopark in the Philippines. These discussions emphasized museums as educational hubs for conservation and sustainability, inspiring greater public involvement in protecting Bohol's natural and cultural landscapes.
8. **Geoquizzes.** Several geocontests initiated by the Education Center - Bohol, Department of Education, and Bohol Island Tour Guides Association of the Philippines, in partnership with Bohol Island UNESCO Global Geopark, incorporated geopark-related questions that the Geopark team had provided. This is one way to raise awareness of geopark among the students. The Geopark team had provided awards and tokens to all winners in one of the geoquiz contests such as the Annual Provincial Tourism Quiz and Sandugo Quiz Bee.

Promotional activities

1. **Expanding Reach Through Information Materials:** To enhance awareness and appreciation of Bohol's diverse offerings, the Geopark has produced and distributed a range of promotional materials: 10,000 copies of the Official Bohol Geopark Brochure; 3,000 copies of another Geopark Brochure; 2,000 copies of the Bohol Dive Brochure, and 4,000 copies of the Geotrail Brochure. These materials provide valuable insights into Bohol's geological wonders, tourism attractions, diving destinations, and unique geotrail experiences.
2. **Media Features and Public Engagement:** The Bohol Island UNESCO Global Geopark has been featured in various media platforms, including magazines, radio programs, and Capitol Reports, further reinforcing its visibility and educational impact.
3. **Showcasing Bohol at Local, National, and International Events:** The Geopark actively participated in key expos and trade fairs, highlighting its commitment to sustainable tourism and geotourism development:
 - o **Internationale Turismo Borse (ITB) Berlin 2024:** The Philippine's Bohol Island was the spotlight in the international platform ITB Berlin 2024 as a featured destination in this global stage being the country's first UNESCO Global Geopark. The ITB Berlin is the leading travel trade show in the world attracting more than 20,000 visitors from all over the world. The Bohol delegation took home a total of 92.5M worth of sales leads in ITB Berlin.
 - o **Philippine International Dive Expo (PHIDEX) 2024** with the theme "Heart of Asia's Diving: Collaboration for the Ocean Community" served as the

premier platform for promoting the Philippines as a top diving destination. The Province of Bohol, together with the Municipalities of Panglao and Dimiao and the City of Tagbilaran, showcased their thriving diving communities, marine biodiversity, and commitment to sustainable diving practices.

- **8th Travel Sale Fair:** The Bohol Island UNESCO Global Geopark Booth Pavilion featured four key exhibitors: Municipality of Panglao, Loboc River Cruise, H Resort - The Coral Cliff, and Tubigon Raffia Gallery. The event also introduced a new geofood innovation, the *Calamay Bun* from Coco Berry, which attracted significant interest. Over the three-day fair, the Bohol booth generated PHP 499,620.00 in total sales.
- **3rd Sandugo Tourism and Travel Expo:** With 24 exhibitors, including LGUs, tourism partners, and stakeholders, the expo served as a strategic platform to promote geotourism and engage with businesses. The event recorded total sales of PHP 9,174,427.00, reflecting strong public interest in Bohol's tourism and geotourism offerings.

4. Strengthening Brand Presence at Entry Points: To ensure a strong first impression upon arrival, welcome signage and promotional materials for the Bohol Island UNESCO Global Geopark are currently underway at the Bohol-Panglao International Airport Arrival Area and Tagbilaran Seaport.

5. Digital Engagement and Media Familiarization Tours: The Bohol Provincial Tourism Office (BPTO) organized a Media Familiarization Tour on December 18-19, 2024, inviting five vloggers from Cebu and one from Bohol. The tour featured visits to key geosites, cultural heritage sites, geofood tastings, and a special experience of the Ubi Festival, one of Bohol's signature geo-festivals. The influencers amplified the Geopark's reach through social media, showcasing Bohol's unique offerings to a wider audience.

6. Advancing Ocean Conservation and Sustainable Development: The Geopark actively contributed to the Philippine Ocean Decade Initiatives Expo. This event emphasized marine ecosystem protection, sustainable resource management, and ocean health, aligning with the UN Ocean Decade's global mission for ocean conservation and scientific innovation.

4. CONTACTS

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