

QUALITY IN TOURISM THROUGH CULTURAL HISTORY SHARING: THE PALAWAN PHILIPPINE MODEL

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**Cultural history sharing is quality in
tourism:**

1. It is beyond conventional tourism;
2. It requires a deeper understanding of the country's culture;
3. It creates deeper bonds between countries sharing similar experiences.

The development and shaping of the history and culture of countries are influenced by:

1. geography and the environment;
2. the people creating the culture and responding to the challenges of the environment;
3. philosophical/religious institutions;
4. the dominant identity that emerges.

This paper discusses quality in tourism by focusing on the Province of Palawan in southern Philippines, and what it could share in the World culturally and historically.

Map of Southeast Asia, the Philippines and Palawan



THE ENVIRONMENT

Palawan as the “Last Frontier”: mining sites, tropical rainforests, bio-diversity, rich fishing grounds, flora and fauna unique to the area.

World Heritage Sites:

- Underground River
- Tubbataha Reef and Marine Park

Underground River



Underground River -inside



Tubbataha Reef Marine Park



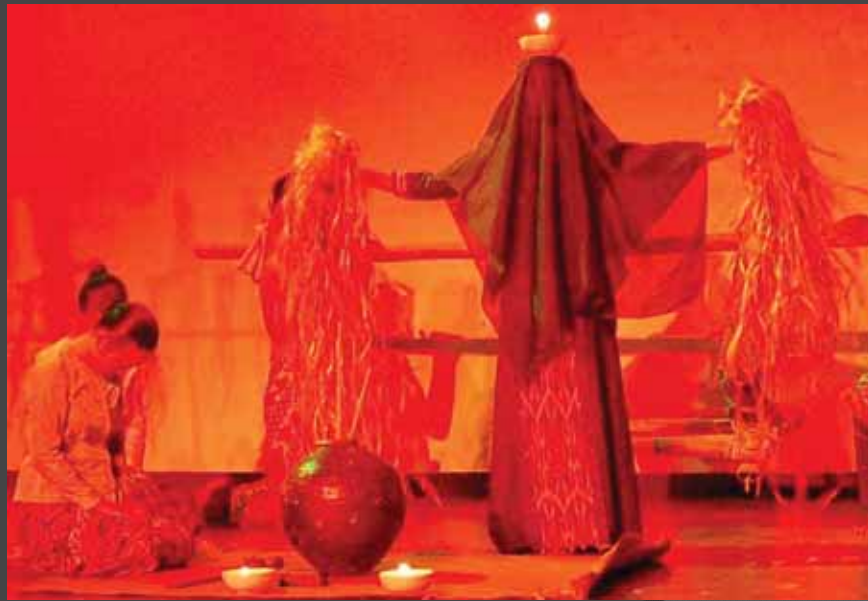
THE PEOPLE

- Indigenous Peoples : Tagbanua; Palaw'an, Batak, Molbog, Palawanin. Cuyunon, Agutaynon, Kagayanen.
- Migrants from Luzon, Visayas, Mindanao.

Tagbanua and Pagdiwata



Pagdiwata



Palaw'an and



- The IP's and the different ethnic groups brought their respective cultural traits, rituals, and religious beliefs.
- The inter-connections, intermingling of these groups as they met and mingled affected the history and and culture of Palawan.

HISTORY AND CULTURE

Prehistory dates back to 14,000 B.C. with the archaeological discovery of the Tabon Man, dating human existence in Palawan and the Philippines. Other caves yielded fossils and artifacts tracing the prehistory of Palawan from the neolithic to the Metal age.

Map of caves

circa Years Ago based on isotope dating

50,000 – 9,200

Tabon

2,800-2,200

Manunggul

2,200

Guri

7,000-4,630

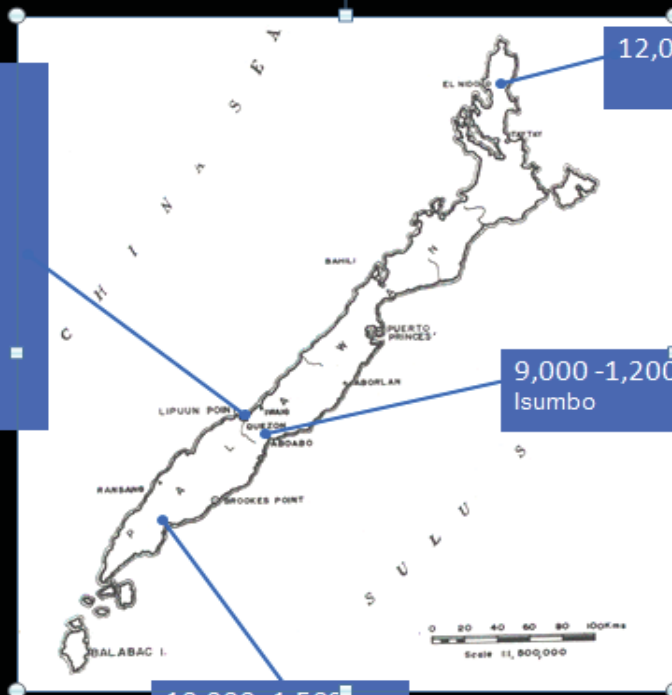
Duyong

12,000 - 1,800 Ille

9,000 -1,200

Isumbo

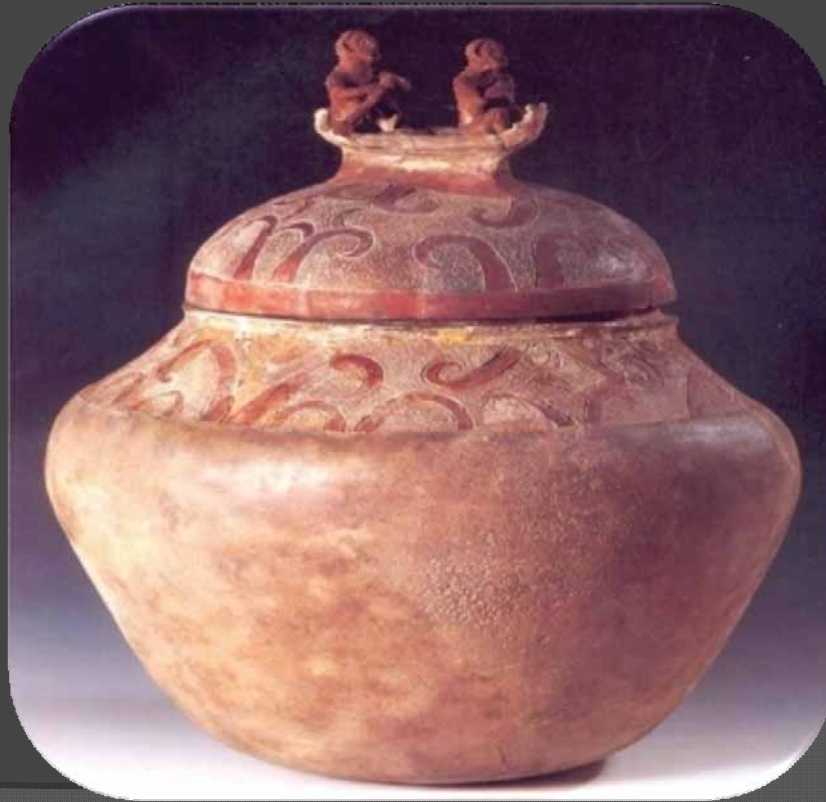
10,000 -1,500
Karangkarang &
Marang Buaya



Tabon Cave



Significant discoveries: Manunggul jar



Ille cave and cremation practices



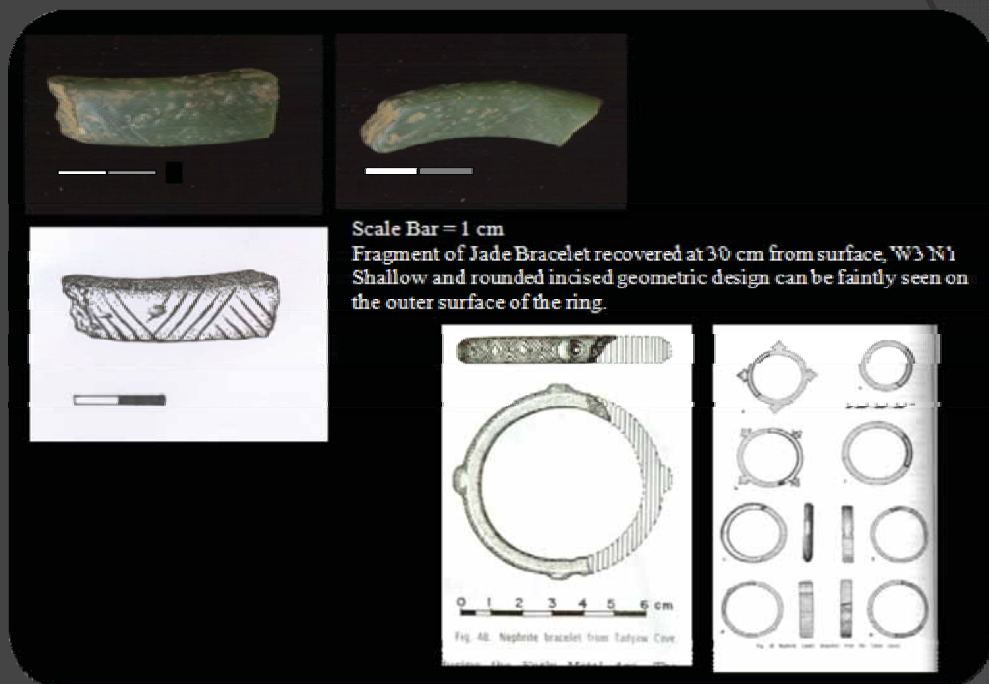
A very recent discovery by a group of Italian archaeologists in the upper area of the Underground River of a fossil of marine life as large as a whale believed to be 50,000 years old. These finds indicate the richness of the geologic and archaeological history of Palawan.

The historical period showed more evidence of contacts with China and other Southeast Asian countries through different kinds of ceramics, potteries and ornaments found in different parts of the province.

Porcelain



Jade



Relationships

A long history of connections and interactions



RELIGIO-PHILOSOPHICAL

- Hindu-Buddhist- Indirect influence
- Coming of Islam in the 16th century brought profound influence to Palawan's culture. Islamic practices mixed with indigenous tribes who converted to Islam.

Mosque



Singkil



Pangalay



Christianity meets Islam- Cuyo fort



Cuyo fort as church



Taytay fort



Roman Catholicism and the Spaniards –Friar (1565-1898)



Ilustrado



Jota



Country side



Plaza Cuartel



The Philippine Revolution –Emilio Aguinaldo (1896-1901)



Uncle Sam (1898-1946)



Culion Leper



Band of Culion Lepers



Iwahig Penal Farm



Iwahig



Japanese soldier



Japanese Occupation (1942-1945)

Guerilla Movement

“Free Palawan”

Connection to Allied Forces in Australia

Liberation

Towards Rebuilding

SUMMARY

- **History and culture of Palawan was defined by the environment, the peoples who came, the inter-mixing and inter-connections with the Great Traditions.**

From prehistoric times, there were Evidence of forms of spirituality, burial and cremation practices, and artifacts showing beads and jewelries made of precious stones.

In historic times, the IPs shared their ceremonial practices with the Muslim newcomers. The literary *tultul* of the Bataks, and the Pagdiwata of the Tagbanuas remain part of the Palaweno tradition.

The Muslim peoples brought their Political system, their *kissas* (tales), dances and folk art.

The Spanish conquerors influenced folk music, dances and art, first shown in Cuyo, the Spanish center and place of exile.

Adding to more cultural influences were the migrant ethnic groups representing various cultures from the far northern provinces to the southernmost islands in the Philippines.

The cultural identity that currently emerges points to a cultural synthesis bringing together the traditional with the contributions of new artists, new cultural programs highlighting the best in the cultural history of Palawan.

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PO**

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