Higher Education Initiatives in Enabling Local Tourism Development: The Case of Caramoan, Camarines Sur, Philippines

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Abstract

This study discussed the framework of collaboration between higher education institutions in enabling the local tourism development of a local destination as a model for community extension. As a pillar of HEI together with instruction and research, the thrust of community extension services of a university is to enable the economic improvement of its host society through appropriate assistance and capability building for its local people. Even as universities take care of standard curricula, educational institutions are meant to impact the lives of its locals as a value added of their continued presence.

Caramoan is a popular tourist destination in Bicol Region with several islands declared as tourist zones, including the Lahuy Island which is the scope of this study. This study aims to: determine the demographic profile of the islands, assess the status of existing and potential tourist attractions, its economic resources as well as identify sustainable livelihood programs. The role of Partido State University’s (PSU) community extension program on how an HEI enabled tourism in Caramoan and what it did to enable tourism in Lahuy Island will be brought forth in this framework. Collection of data is through questionnaire and triangulation methods: focused group discussion, key informant, and SWOT Analysis.

Keywords: tourism, higher education, economic and eco tourism

I. Introduction

Tourism is one of the major industries in the entire world which play an important role in the economy. In the study of Tipanero (2010), countries such as Africa, Austria, Switzerland, Italy, Spain, Greece and Caribbean nations, benefited much from tourism revenues that made contribution toward reducing unfavourable balances of trade. Even in far places such as the United Kingdom, Far East, Africa, South Pacific and South America, tourism industry caters to the needs for recreation, entertainment, food, accommodation, transportation, and social contact.

Lumibao (2007) emphasized in her study that Tourism originated with the medieval pilgrimage for religious reasons, the pilgrims in the “Canterbury Tales.” In this modern age, many countries depend greatly upon travel expenditures by non-locals as a source of taxation and income for the enterprises that sell services to the travellers. Tourism industry is considered by the non-governmental and governmental units to promote their regions to
increase business through exporting either goods or services or both to foreigners. Mason (as stated by Ardahaey, 2011) said that the impact of tourism industry to the community is either positive or negative which may also put in to the economic development and contribute to the government revenues.

Tourism in the Republic of the Philippines takes part in its economic and socio-cultural development. The Philippines is composed of 7,107 islands, all of them are extraordinary tropical. The National Commission on Cultures and the Arts cited that Filipino people are practicing distinct cultures and using a domestic kind of economy.

Figure 1 shows that The Philippine government focuses upon creating sustainable, rapid, and inclusive socio-economic growth in tourism industry. Part of the tactical plans to be implemented is to provide opportunities for tourism employment and sustainable-responsive tourism development in the municipal, provincial, regional, and national levels, adhering the Philippine Tourism goal, to be “an environmentally and socially responsible tourism that delivers more widely distributed income and employment opportunities.”

![Figure 1: Philippines Strategic Tourism Planning Process](image)

The study of Katon (2000) showed results that owners and managers of tourism establishments undertook several processes to deal with the progress in human resources and according to Holloway (2002), tourism industry is the major source of foreign exchange. This shows that tourism generates income both in local and international. (Periera, et. Al, 2011). Tourism industry is given preferential attention of the government because it is a potential source of revenues. Tourism industry must be sustained as Libosada and Bosangit (2007) stated that tourist attractions and activities are the main motivation of tourism in visiting a certain destination.

Taburnal in her study (2009) stated that among the favourite places in the Philippines visited by the tourists. BizNews Asia Weekly Business News magazines, Volume 7, No. 33, published Camarines Sur, or now known as CamSur in the Bicol Region, as the first Local Government Unit which was built on an economic enterprise model. CamSur is the province where Caramoan is located. Caramoan is a remote coastal municipality in the Southern tip of
Luzon, its founder was Friar Francisco de la Cruz y Oropesa, a zealous 60 years old missionary Spanish. Stated in the Comprehensive Land Use Plan (CLUP, Volume 1) that this municipality comprises forty-nine (49) barangays. Four (4) barangays are considered urban while forty-four (44), are classified as rural barangays. There are eighteen (18) coastal barangays and thirty-one (31) inland and upland barangays.

Figure 2. Map of CamSur showing the Municipality of Caramoan

Among these coastal barangays, four of them comprised an island known as the Lahuy Island, namely, Daraga, Gata, Gogon, and Oring, facing the Pacific Ocean. This island covered the entire northern half of the island where the sea and sand are gentle and friendlier. Rivera (2014) compared this island to the famous Boracay Island due to its shape and its white sand, and the difference is that Lahuy Island is a perfect place for peace, quiet, and relaxation. Republic Act No. 9445 (2007) declared Lahuy Island as part of the tourist zones. Historical records showed that Lahuy Island was occupied by the Japanese during the World War II for gold mining. Dutch traders operated a gold mine in Lahuy and frequented the area to trade with the natives prior to the arrival of the Spaniards to the island in the early 1600s.

Lahuy Island is the scope of this study conducted by the Partido State University (PSU). As one of the leading Higher Education Institutions in the Bicol Region, Philippines, PSU has a mandate to provide quality instruction, responsive research and need-based extension services for global competitiveness and satisfaction of its clients through the continuous improvement of its programs and processes. Community extension program on how an HEI such as the PSU enabled tourism in Caramoan and what it did to enable tourism in Lahuy Island will be discussed. The study was delimited to livelihood programs that would improve tourism and sustain the livelihood potentials in Lahuy Island, as proposed by the PSU in enabling local tourism development.

**Objectives**

1. Determine the demographic profile of Lahuy Islands in terms of population, number of household, average size, and highest educational attainment of both sexes in the four Barangays of Lahuy Island.
2. Assess the status of existing and potential tourist attractions, and its economic resources in Lahuy Island.
3. Identify sustainable livelihood programs that would improve tourism and livelihood potentials in Lahuy Island.
Methodology

This study discussed the activities that contribute to the local tourism development and the perceived impact of tourism industry in Lahuy Island. In order to attain the objectives of the study, the following were conducted to 100 respondents of the study. Twenty-five (25) residents per barangay in Oring, Gata, Gogon and Daraga, and ten (10) members from the Local Government Unit of Caramoan: evaluated the Caramoan Municipal Tourism Plan by using questionnaire and supplemented this with ocular observations. Participatory Rapid Appraisal (PRA) was done through exercises, group dynamics, and group sharing activities to help them clarify the real issues of tourism in their areas. They were assisted to look at the problems and at the significant problems that they identified as contributing to the undesirable situations and as something they could address. After which, they were challenged to turn those significant problems into a positive statement. Structured interviews with the residents and Tourism Officers were conducted. Respondents were assisted in SWOT Analysis to identify the strengths, weaknesses, opportunities and threats of tourism industry in Lahuy Island. Focused group discussion in identifying the different resources, existing and potential tourist attractions, and livelihood was done. To gather the key information for Caramoan Tourism, key informant using questionnaires, structured and unstructured interviews were likewise conducted.

Results and Discussion

1. Demographic Profile of Lahuy Island, Caramoan

The municipality of Caramoan is composed of 49 barangays, four (4) of which are classified as urban and the remaining 45 were rural barangays. Caramoan has a total population of 40,810 with annual growth rate of 0.12%. Figure 5 shows that the total population in the four barangays of Lahuy Island which is 5,035 equivalent to 12.33% of the total population of the municipality (CLUP, Volume 3, and Sectoral Studies, 2007; 2013)

Among the four (4) barangays of Lahuy Island, Gata has the highest population with 1,474 followed by Oring with 1,415 and the lowest are Daraga and Gogon with 1,091 and 1,055 respectively.

<table>
<thead>
<tr>
<th>Barangays</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daraga</td>
<td>1,091</td>
</tr>
<tr>
<td>Gata</td>
<td>1,474</td>
</tr>
<tr>
<td>Gogon</td>
<td>1,055</td>
</tr>
<tr>
<td>Oring</td>
<td>1,415</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,035</strong></td>
</tr>
</tbody>
</table>
Figure 3 shows the number of household. Among the 900 household, Oring has 267 household, followed by Gogon with 174, Gata with 265 and the lowest barangay was Daraga with 194 household.

![Figure 3 Number of Household](image)

Figure 4 shows that among the four communities, the average household size is 5.3 members per household, with Gata having the highest and Oring having the smallest mean of household size. Gata’s high population and number of households can be attributed to the presence of gold mining.

![Figure 4 Household Size](image)

Table 2 shows the highest educational attainment of residents above 5 years old in the four barangays investigated. Most of the respondents were elementary school graduates (18,823), with 9,902 male and 8,921 female. Among those 30,417 residents of the four barangays in Lahuy island a total number of 350 only graduated in college and all of them were female. Male were used to go with the heads of the family to catch fish and other marine products, gold panning, construction labourers, and agricultural production. Some of them stop schooling because of poverty. Most of them graduated in secondary level only especially males because they have to help the family to earn a living.

![Table 2 Highest Educational Attainment](image)
Some are engaged to farming, construction work, gold panning. On the other hand, female work as housekeepers, salesladies and vendors to sustain their needs and to support the family.

2. Existing and Potential Tourist Attractions in Lahuy Island

Table 3 showed that white sand beaches could be found in Daraga, Gogon and Oring.

### Table 3
**The existing and Potential Tourism Attraction in Lahuy Island**

<table>
<thead>
<tr>
<th>Barangays</th>
<th>Existing Tourist Attraction</th>
<th>Potential Tourist Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daraga</td>
<td>White sand beaches in Busdak, Cutivas, Leewan, Manlawe</td>
<td>Busdak floating cottages *Fish processing&lt;br&gt;Game fishing, kayaking *Floating restaurant&lt;br&gt;Mangrove and seaweeds plantation</td>
</tr>
<tr>
<td>Gata</td>
<td>Fish sanctuary,&lt;br&gt;Mangrove plantation&lt;br&gt;Hinabuyan Cave&lt;br&gt;Gold mine</td>
<td>Handicraft making *Surfing&lt;br&gt;Bat watching *Snorking&lt;br&gt;Beach volleyball&lt;br&gt;Gold panning and development of jewelry</td>
</tr>
<tr>
<td>Gogon</td>
<td>Hinabuyan Island&lt;br&gt;Isla Soledad Resort&lt;br&gt;Bugtong Beach</td>
<td>Preparation of food *Scuba diving&lt;br&gt;delicacies like crabs, *Snorking fish and lobster&lt;br&gt;Kiosks for handicraft and souvenirs&lt;br&gt;Cultural Tourism on Santacruzan</td>
</tr>
<tr>
<td>Oring</td>
<td>Bugao beach Source of potable drinking water from spring</td>
<td>Suitable for wakeboarding activities *Boat sailing and other water sports&lt;br&gt;Scuba diving&lt;br&gt;Zipline challenge *Snorking&lt;br&gt;Beach volleyball due large beach area</td>
</tr>
</tbody>
</table>

but only few tourists were able to enjoy the place because of lack of facilities and amenities, such as hotels, not epotable water is not sufficient, weak cellphone signal . Barangay Oring has available source of fresh potable water from “burabod” or spring. Barangay Gogon maintained the Santacruzan culture, also rich in sea coral reefs and marine resources such as crabs, fish, and lobster. Hinabuyan Cave and Marine Fish Sanctuary were located in barangay Gata which has the largest mangrove plantations compared to other barangays which attributed to higher fish catch and income. Barangay Gata has the highest number of existing tourist attractions and promising livelihood, the gold mining. Other than the existing tourist attractions, potential attractions were identified to sustain more tourists to stay and value the place other than the comfort brought by the improvement of facilities. People in Lahuy Island were identified as peace-loving people. They were hospitable. By these attitudes, the ordinances on security and safety were not a major problem.

The existing resources in Lahuy Island were illustrated in Table 4. Types of resources were categorized into two, namely, natural resources and agricultural resources.

### Table 4
**The Existing Resources in Lahuy Island**

<table>
<thead>
<tr>
<th>Resources</th>
<th>Type of Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>White sand beaches</td>
<td>Natural Resources</td>
</tr>
<tr>
<td>Coral reef</td>
<td></td>
</tr>
<tr>
<td>Fresh water from spring</td>
<td></td>
</tr>
<tr>
<td>Fish sanctuary</td>
<td></td>
</tr>
<tr>
<td>Rice field</td>
<td>Agricultural and Marine Resources</td>
</tr>
<tr>
<td>Vegetable plantations</td>
<td></td>
</tr>
<tr>
<td>Fruit-bearing trees</td>
<td></td>
</tr>
</tbody>
</table>
Lahuy Island resources were not only the white sand beaches that can attract visitors/tourists but more resources just wait to be utilized by the residents. Illegal fishing in area along the fish sanctuary was fully enforced. Entrepreneurial activities for food processing and other agricultural and marine products were identified as potential business opportunities, both for the local residents and interested entrepreneurs. These were not yet utilized fully due to lack of capital and technical expertise. Mostly, boat rentals were available, thus, regular sea transportation was identified as one of the hindrances to bring the agricultural and marine products from the island to the town proper.

3. Sustainable Livelihood Program for Lahuy Island

In the conduct of this study, Table 5 shown that rice and vegetable farming, seaweed farming, fishing, fish selling, gold panning, jewelry making, and utilization of the natural resources were the major means of livelihood among the four barangays in Lahuy Island. No livelihood program for other resources have been utilized.

<table>
<thead>
<tr>
<th>Resources</th>
<th>Existing Livelihood Using the Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>White sand beaches</td>
<td>* Caves</td>
</tr>
<tr>
<td>Coral reef</td>
<td>* Gold mine</td>
</tr>
<tr>
<td>Fresh water from spring</td>
<td>* Mangrove sites</td>
</tr>
<tr>
<td>Fish sanctuary</td>
<td>* Sea grasses</td>
</tr>
<tr>
<td>Rice field</td>
<td>* Lumber trees</td>
</tr>
<tr>
<td>Vegetable plantations</td>
<td>* Mangrove plantation</td>
</tr>
<tr>
<td>fruit-bearing trees</td>
<td>* Seaweed plantations</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Gold panning, making jewelry</td>
</tr>
<tr>
<td></td>
<td>• No existing livelihood for other</td>
</tr>
<tr>
<td></td>
<td>resources</td>
</tr>
<tr>
<td></td>
<td>• Seaweed farming</td>
</tr>
<tr>
<td></td>
<td>• Fishing</td>
</tr>
<tr>
<td></td>
<td>• Fish selling</td>
</tr>
<tr>
<td></td>
<td>• Rice and vegetable farming</td>
</tr>
</tbody>
</table>

Conclusions

1. The four barangays in Lahuy Island have a strong potential for tourism industry. Educational and business sectors, even religious, government and non-governmental organizations, will be of great help to enhance education and higher learnings which will provide opportunities for the residents to learn and earn for a living.

2. There is a need to improve the existing and potential tourism attractions in Lahuy island. Partido State University initiated to awakened the residents of Lahuy Island, that they are really blessed with tourism potentials, and challenged them to treasure and take care of it because every gift is a responsibility. These initiatives made them discovered that lots of enterprise opportunities await for the residents, as well as for the entrepreneurs and businessmen which can likewise provide various sources of livelihood for the residents. Local Government Unit of Caramoan and barangay officials’ were challenged to review regulations on basic commodities, marine and agricultural products, building materials, transportation, power utilities and technical expertise must be enhanced for business, tourism and livelihood development.

3. Tourism as an industry is a multi-dimensional phenomenon. Diverse activities make individual contribution to a comprehensive service to tourists and to the community. Excellent services to them will be a by-product of a sustained tourism industry. Sustainable tourism industry will create opportunities for a sustained livelihood among the residents in Lahuy Island. This is what Partido State University would like to cater to the community because people need to realize that the destructive effects of tourism in the community will have adverse effects to the sustainability of their resources and livelihood. Local Government Unit of Caramoan supports the steps made by the Partido
Development Administration through Partido State University in enabling local tourism development in Lahuy Island, Caramoan.

Recommendations

1. In enabling tourism development in Lahuy Island, equal opportunities in education for the residents of Lahuy Island (both formal and informal education) must be considered. Uran (2010) stated that living environment, job position, living and education are important factors influencing individual’s attitudes towards tourism development. Partido State University, as an HEI, shall continue to collaborate with the Local Government Unit of Caramoan, Barangay Officials and stakeholders in the four barangays of Lahuy Island, Partido Development Administration Camarines Sur Provincial Government, Technological Authority, Commission on Higher Education, Department of Tourism, Public Works and Highways, Department of Trade and Industry, and other agencies along this endeavour. Likewise, excellent cooperation and communication manifested must be continued among the stakeholders to enable them in attaining a successful tourism development through community participation, thus, make them more knowledgeable, more confident and more productive stakeholders. Stakeholders in tourism are the local residents, government, media, local companies, employees, business associations, competitors, tourists, and tourism developers.

2. HEIs must continue to conduct more feasibility and research studies with Engineers, Partido Development Administration Planning Officers and other tourism key experts to improve the status of existing tourist attractions and for development of the potential tourist and resource attractions, thus, bring economic boom in Lahuy Island, without sacrificing the preservation and conservation of natural, agricultural and marine resources. The other campuses of Partido State University may conduct trainings about capability development and extension services on tourism livelihood strategies along with the implementation of the sustainable livelihood program.

3. The proposed livelihood program in this study aims to develop and utilize the available resources into a sustainable livelihood for the economic stability and improvement of the residents of Lahuy Island. The Caramoan Tourism Office must continue to oversee the budding tourism industry in Lahuy Island, which can be improved by continuous collaboration with Partido Development Administration and Partido State University, other HEIs, Governmental Organizations, Non-Governmental Organizations, and other agencies. The proposed livelihood program in this study shows that with the educational attainments and skills sets in Lahuy Island, residents and stakeholders will be able to succeed in these tourism-entrepreneurial enterprises and capacitated to face the ASEAN 2015, where ASEAN and other international tourists are expected to visit the place.

Acknowledgment
PSU Tourism Master Plan Team, Partido Development Administration, Mariel, John, Jesus and Mary.

References
<table>
<thead>
<tr>
<th>Strategies/Activities</th>
<th>Persons Involved</th>
<th>Timeframe</th>
<th>Proposed Budgetary Requirements</th>
<th>Program Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NATURAL RESOURCES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| • Recreational tourism such as water sports’ wakeboarding, beach volleyball, surfing, snorking, scuba diving, game fishing, zipline, and the like | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*Recreation Trainers*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | September 2014 | PhP 4 Billion | *Appreciation, conservation and protection of natural resources*  
*Green Workplace Policy*  
*Zero Plastic Policy*  
*Establishment of signages and interpretation*  
*Ecotourism industries* |
| • Bat watching, butterfly watching, cave and rock formation exploration | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | October 2014 | PhP 5 Billion | *Agritourism* |
| • Ecotourism advocacy | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | November 2014 | PhP 5 Billion | *Cultural tourism*  
*Pilgrimage tourism* |
| • Health and wellness tourism along the virgin pristine paradise in Caramoan | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | December 2014 | PhP 10 Billion | *Medical tourism*  
*Health tourism*  
*Updated marketing & promotions*  
*promotion of this tourist zone both locally and internationally* |
| **AGRICULTURAL/MARINE** |                  |           |                                 |                 |
| • Native food production | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | October 2014 | PhP 5 Billion | *Agritourism* |
| • Handicraft/furniture-making | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | October 2014 | PhP 5 Billion | *Cultural tourism*  
*Pilgrimage tourism* |
| • Fish canning | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | October 2014 | PhP 5 Billion | *Cultural tourism*  
*Pilgrimage tourism* |
| • Mangrove trek | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | October 2014 | PhP 5 Billion | *Cultural tourism*  
*Pilgrimage tourism* |
| • Livestock raising | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | October 2014 | PhP 5 Billion | *Cultural tourism*  
*Pilgrimage tourism* |
| • Kiosks for handicraft and souvenirs | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | October 2014 | PhP 5 Billion | *Cultural tourism*  
*Pilgrimage tourism* |
| **Physical Features Development** |                  |           |                                 |                 |
| • Production of herbal plants | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | December 2014 | PhP 10 Billion | *Medical tourism*  
*Health tourism*  
*Updated marketing & promotions*  
*promotion of this tourist zone both locally and internationally* |
| • Establish Potable Water Refilling stations | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | December 2014 | PhP 10 Billion | *Medical tourism*  
*Health tourism*  
*Updated marketing & promotions*  
*promotion of this tourist zone both locally and internationally* |
| • Resort accommodation | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | December 2014 | PhP 10 Billion | *Medical tourism*  
*Health tourism*  
*Updated marketing & promotions*  
*promotion of this tourist zone both locally and internationally* |
| • A golf course, hotel and an airstrip can be built on the flat areas of the property. | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | December 2014 | PhP 10 Billion | *Medical tourism*  
*Health tourism*  
*Updated marketing & promotions*  
*promotion of this tourist zone both locally and internationally* |
| **Human Resources** |                  |           |                                 |                 |
| • Pass in the National Competency Tests on housekeeping, bookkeeping, events management, reflexology, foreign language, language interpreter, photoshop | *LGU Caramoan*  
*CaramoanTourism Officer*  
*Barangay Officials of Lahuy Island*  
*DTI*  
*stakeholders*  
*PSU researchers*  
*PSU extensionists*  
*DENR* | August 2014 | PhP 7 Billion | *Well-defined performance target*  
*Personal and professional growth*  
*More competent Tourism Officers and Operators*  
*well-trained and license holders tourism service providers*  
*Hobby tourism*  
*More responsible and productive community*  
*More opportunities for sustainable livelihood programs through tourism industry* |