HIGHER EDUCATION INITIATIVES IN ENABLING LOCAL TOURISM DEVELOPMENT: THE CASE OF CARAMOAN, CAMARINES SUR, PHILIPPINES

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Partido is separated from the province and other districts of the province

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Gota

Strategic Tourism Planning Process

I. Introduction

Tourism is one of the major industries in the entire world which play an important role in the economy.

This study discussed the framework of collaboration between Higher Education Institution (HEI) in enabling the local tourism development of a local destination for community extension.

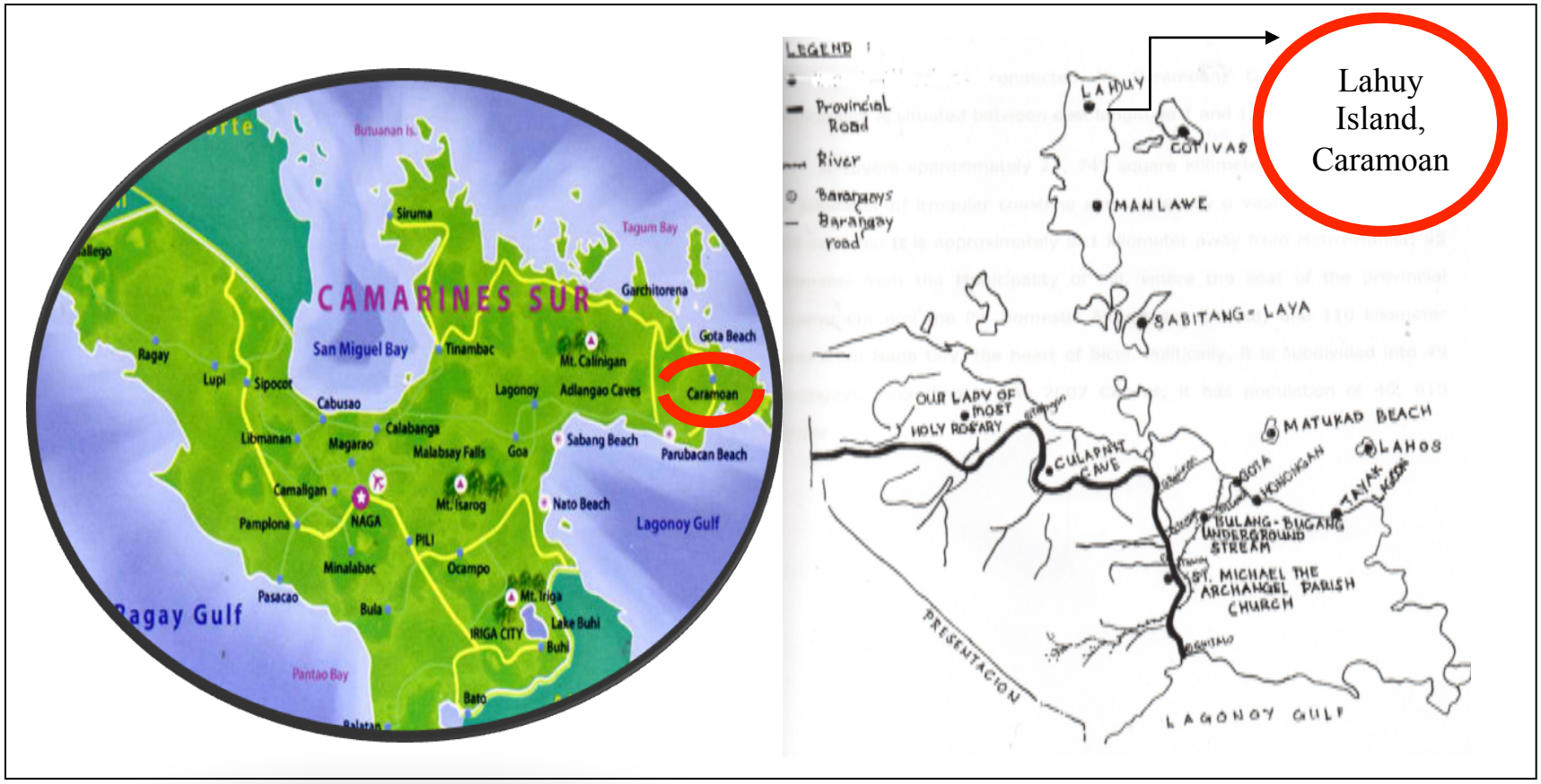
As a pillar of HEI together with instruction and research, the thrust of community extension services of a university is to enable the economic improvement of its host society through appropriate assistance and capability building for its local people.

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.

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.

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.



Map of CamSur showing the Municipality of Caramoan

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.

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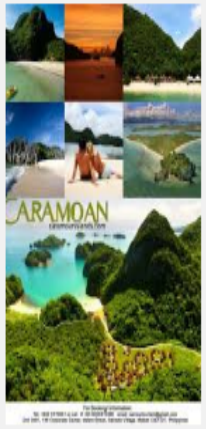
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Objectives

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.

3. Assess the status of existing and potential tourist attractions, and its economic resources in Lahuy Island.

4. 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.

- 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.

Methodology

- 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.

Methodology

- 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

Table 1
Population of the Four Barangays of Lahuy Island

Barangays	Population
Daraga	1,091
Gata	1,474
Gogon	1,055
Oring	1,415
Total	**5,035**

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)

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.

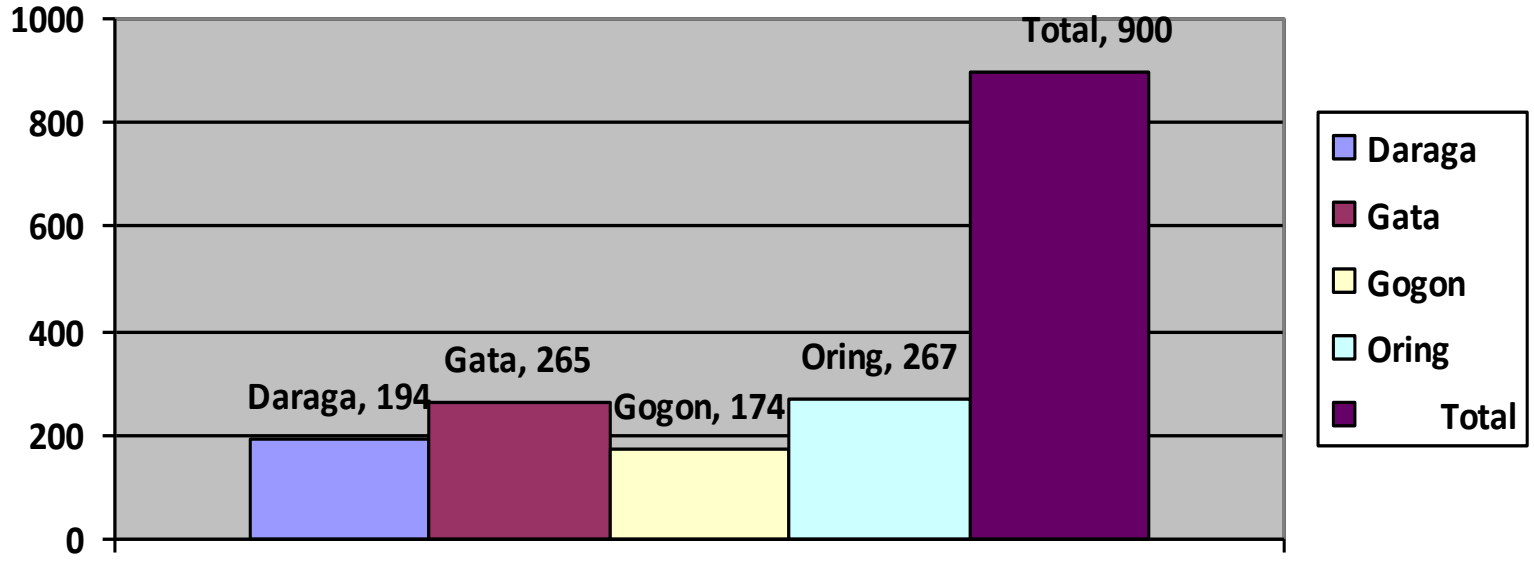

Figure 3 Number of Household

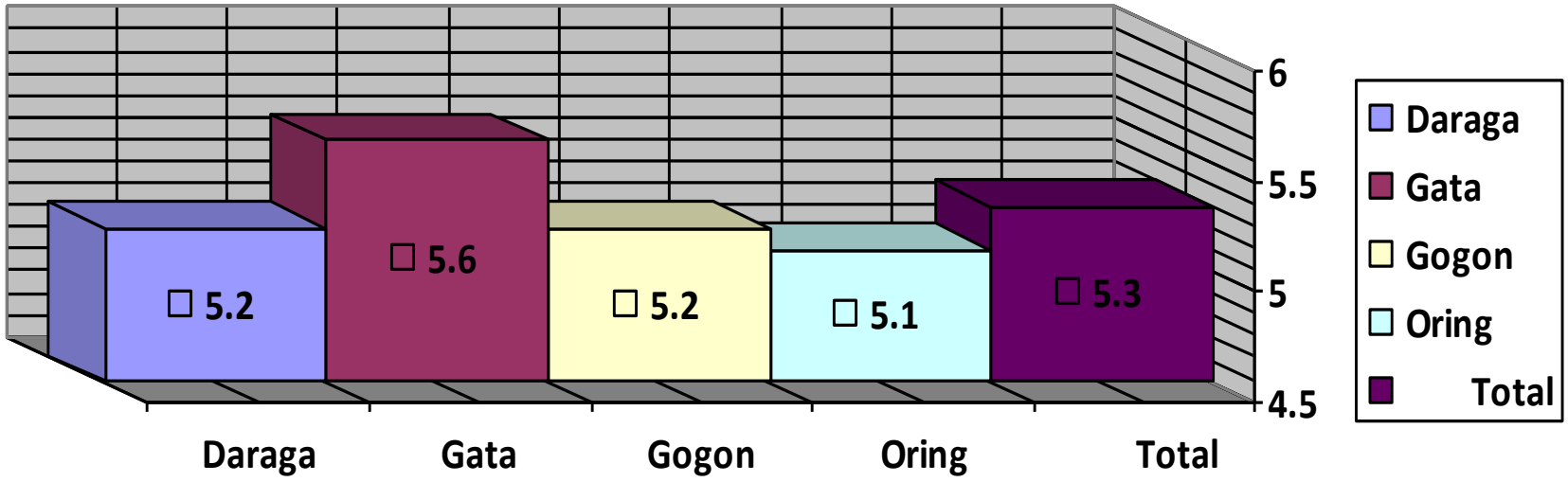

Figure 4 Household Size

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.

Table 2
Highest Educational Attainment

Educational Attainment	Male	Female	Total
Pre-School	889	688	1,577
Elementary Graduate	9,902	8,921	18,823
High School Undergraduate	2,451	2,400	4,851
High School Graduate	1,802	1,784	3,586
College Undergraduate	639	591	1,230
College Graduate	**0**	**350**	**350**
Total	15,683	12,736	30,417

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.

2. Existing and Potential Tourist Attractions in Lahuy Island

Table 3
The existing and Potential Tourism Attraction in Lahuy Island

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

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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

Resources	Type of Resources
• White sand beaches * Sea grasses • Coral reef * Mangrove sites • Fresh water from spring * Caves • Fish sanctuary * Gold mine	Natural Resources
• Rice field * Lumber trees • Vegetable plantations * Mangrove plantation • fruit-bearing trees plantations * Seaweed	Agricultural and Marine Resources

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.

3. Sustainable Livelihood Program for Lahuy Island

Table 5
Existing Livelihood Using the Resources

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

Conclusions

- 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 learning 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.

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.

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.

Recommendations

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.

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.

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.

PROPOSED LIVELIHOOD PROGRAMS THAT ENABLES TOURISM DEVELOPMENT TO SUSTAIN THE LIVELIHOOD POTENTIALS IN LAHUY ISLAND

Strategies/Activities	Persons Involved	Timeframe	Proposed Budgetary Requirements	Program Outcome
NATURAL RESOURCES • Recreational tourism such as water sports' wakeboarding, beach volleyball, surfing, snorking, scuba diving, game fishing, zipline, and the like • Bat watching,butterfly watching, cave and rock formation exploration • Ecotourism advocacy • Health and wellness tourism along the virgin prestine paradise in Caramoan • Mangrove trek	* LGU Caramoan *CaramoanTourism Officer * Barangay Officials of Lahuy Island *Recreation Trainors *stakeholders * PSU researchers * PSU extentionits *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

PROPOSED LIVELIHOOD PROGRAMS THAT ENABLES TOURISM DEVELOPEMNT TO SUSTAIN THE LIVELIHOOD POTENTIALS IN LAHUY ISLAND				
Strategies/Activities	**Persons Involved**	**Timeframe**	**Proposed Budgetary Requirements**	**Program Outcome**
AGRICULTURAL/MARINE • Native food production • Handicraft/furniture-making • fish canning • Mangrove trek • livestock raising • kiosks for handicraft and souvenirs	* LGU Caramoan *CaramoanTourism Officer * Barangay Officials of Lahuy Island *DTI *stakeholders * PSU researchers * PSU extentionits *DENR	October 2014	Php 5 Billion	Agri-tourism

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Strategies/Activities	**Persons Involved**	**Timeframe**	**Proposed Budgetary Requirements**	**Program Outcome**
Historical/Cultural • cultural tour to gold panning • cultural tour to Old American airstrip and mine tunnel • cultural tour to small scale gold jewelry artisans • seminars and trainings on the development of jewelleries for sales • Bulawan (Gold) festival • Boat race festival • Marian/Patronal Pilgrimages	LGU Caramoan *CaramoanTourism Officer * Barangay Officials of Lahuy Island *Linkages Rep *stakeholders * PSU researchers * PSU extentionits *DTI	November 2014	PhP5 Billion	• Cultural tourism • Pilgrimage tourism

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Strategies/Activities	**Persons Involved**	**Timeframe**	**Proposed Budgetary Requirements**	**Program Outcome**
Physical Features Development • Production of herbal plants • Establish Potable Water Refelling stations • Resort accommodation • 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 *Linkages Rep *stakeholders * PSU researchers * PSU extentionits *DENR	December 2014	PhP10Billion	• Medical tourism • Health tourism • Updated marketing & promotions • promotion of this tourist zone both locally and internationally

PROPOSED LIVELIHOOD PROGRAMS THAT ENABLES TOURISM DEVELOPEMNT TO SUSTAIN THE LIVELIHOOD POTENTIALS IN LAHUY ISLAND				
Strategies/Activities	**Persons Involved**	**Timeframe**	**Proposed Budgetary Requirements**	**Program Outcome**
Human Resources • Pass in the National Competency Tests on housekeeping, bookkeeping, events management, reflexology, foreign language, language interpreter, photos hops • Produce trainers/coaches on scuba diving and snorking, nature adventure tour guiding, and in seascape vista tour to watch tower tour guiding, trainings on boat sailing adventures, beach volleyball game • Organize a responsible and enthusiastic tourism work force • Apply personality and public relations	LGU Caramoan *CaramoanTourism Officer *Barangay Officials of Lahuy Island *Linkages Rep *stakeholders *PSU researchers *PSU extentionits *DTI	August 2014	PhP7 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 program through tourism industry

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