

**Overseas Fieldwork Report 2016:**

## **Laguna Province, The Philippines**



**Graduate School of International Development  
Nagoya University**



**Overseas Fieldwork Report 2016**

**Laguna Province, The Philippines**

**March 2017**

**Graduate School of International Development**

**Nagoya University**

**Nagoya, Japan**

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Laguna Province, The Philippines  
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Graduate School of International Development, Nagoya University  
Furo-cho, Chikusa-ku, Nagoya, Japan 464-8601  
<http://www.gsid.nagoya-u.ac.jp/>

## Foreword

Sometime a few years back, I had the chance to meet one of my trusted colleague and development consultant regarding possible programs and partnerships for my beloved municipality. I became very insistent when I learned that a partnership between Nagoya University's Graduate School of International Development in Japan and the University of the Philippines at Los Baños, Philippines is being established and they were assessing a possible site for the conduct of an Overseas Field Work.

After a very rigorous selection process wherein we truly showcased what our small town could offer, we were able to make the cut and therefore be chosen as GSID's partner local government unit for the conduct of the said program for 2016.

The Overseas Field Work on my keen understanding prepares GSID students on the fundamentals of research and provides them with first-hand experience with regards to the research process - planning, executing and analyzing important data of interest. However, OFW 2016 which happened from the 19<sup>th</sup> until the 30<sup>th</sup> of September, 2016 not just equipped the students with the 21<sup>st</sup> century research and development skills but most importantly, made them experience the value of life, intercultural relations and communication and had a glimpse of what development at the grassroots level truly is all about.

The fruits of the works of the twenty young development advocates that is part of this final output should be celebrated as it will be an important resource or reference for our continuous local development especially in the areas of Food Security, Tourism, Foreign Language Education and Youth Employment Opportunities.

I whole-heartedly salute and congratulate all the members of the OFW 2016, the faculty and staff of the Graduate School of International Development and the University of the Philippines at Los Baños, the active local guides, the local government unit, the participative community people and most importantly the GSID students whom made this final report possible.

From the people of the Municipality of Rizal, Laguna, Maraming Salamat!

***Hon. Antonino A. Aurelio, DPA  
Municipal Mayor  
January 15, 2017***



## Foreword

Tourism as a product and service-oriented industry is envisioned as a significant growth potential and a driver of local economic development (LED) in the Philippines on account of its vast natural and historical attractions. Aside from gaining worldwide attention, tourism industry provides socio-economic benefits that accrue to local communities through direct contributions on job creation, foreign exchange generation, and stimulation of foreign investments (Javier and Elazegui, 2011). To further the tourism industry, tourist destination areas are being developed across the country as an investment-driven strategy to boost motivation for tourist arrivals by not being totally reliant on its natural attractions but also through community participation.

One of the selected priority areas being developed as a tourist destination can be found in the Municipality of Rizal, the poorest town in the Province of Laguna. Named after Jose Rizal who is the Philippines' national hero, this landlocked and largely agricultural municipality prides itself with its great potential in agrotourism through its developing Tayak Adventure, Nature and Wildlife Park (TANAW). This local initiative aims to attract visitors to the municipality to not just promote recognition of this almost forgotten fifth class municipality, but more importantly, it reflects the collaborative efforts led by the local government to pursue local development by not being solely dependent on the internal revenue allotment from the national government but generating its own sources of revenue as well. While improvements have been ongoing in the area, there is still much to be done in order to fulfil how TANAW is envisioned as an instrument to the development of Rizal.

With this in mind, the collaboration among the Graduate School of International Development (GSID) in Nagoya University, Japan, the University of the Philippines Los Banos, and the Local Government of Rizal has reaped its fruit through the research undertakings led by the graduate students of GSID through the Overseas Field Work (OFW) 2016. Four groups have worked on food security, ecotourism governance, language program, and youth and unemployment. Specifically, they analyzed the challenges and opportunities in local vegetable value chain, the interrelationship among various stakeholders in ecotourism development, the motivation and the rewards of learning a second language (Korean), and the factors causing youth unemployment. Their research-based interventions can respond to the identified barriers towards development of Rizal based on actual fieldwork, interviews, and interactions with the local stakeholders.

This undertaking fosters mutual benefit in a way that it hones the expertise of the students as well as benefits the locality through their research findings and recommendations. Indeed, the Overseas Fieldwork is an opportunity which has not just exposed them with the challenges a poor town in a developing country is facing, but also serves as a wake-up call on how they can contribute to international development through the field of specialization they have been developing.

It makes me feel proud to be engaged with the GSID, UPLB professors and students and the staff of the

Municipality of Rizal as we support GSID students in jumpstarting their career as future leaders in international development. This compilation of research is a living proof of hardwork and commitment to extend their hands not merely as compliance to their academic requirements but in helping to boost the ecotourism and local development of the Municipality of Rizal.

Aser B. Javier, Ph.D.  
Professor  
Institute for Governance and Rural Development  
College of Public Affairs and Development  
University of the Philippines Los Baños  
E-mail address: aserjavier@yahoo.com

## Introduction

The twenty-fourth Overseas Fieldwork (OFW 2016) of the Graduate School of International Development (GSID), Nagoya University, was carried out in the Municipality of Rizal, Laguna Province, the Philippines from September 18 to October 2, 2016. The OFW is an important part of GSID's curriculum, designed to provide students with exposure to the real world development issues in rural areas of a developing country and an opportunity to develop field-based research skills in a group setting. Each year, GSID carries out OFW in a developing Asian country in cooperation with GSID's local partner university. This year, Professor Aser Javier and other professors of the College of Public Affairs and Development (CPAf) of the University of the Philippines Los Baños (UPLB Los Baños) kindly accepted to host the OFW, adding to the successful collaboration of past OFWs in 1994, 1995, 2000, 2004, and 2015. Building on many years of cherished relationships between the two universities, OFW 2016 was managed smoothly and it contributed to further strengthening GSID's academic exchange and collaboration with this prestigious university in the Philippines.

The Municipality of Rizal is an inland fifth-class municipality, meaning it is one of the poorest municipalities in Laguna. Rizal has eleven barangays with a population of approximately 17,000. The main industries are agriculture and tourism. It is located between relatively developed cities, San Pablo and Nagcarlan, a fact which has also defined the development opportunities of Rizal. Rizal has attracted many tourists to Tayak Hill, which is located in the southern uplands of the municipal territory, 20 minutes distance by automobile from the town center. Although Rizal was a typical rural town in the Philippines before, the recent achievements under the leadership of current Mayor Antonino Aurelio have been impressive. Thousands of tourists come to visit Tayak Hill, especially for pilgrimage during Holy Week. In collaboration with the Korean Language School, Rizal has sent several young townspeople to South Korea for newly created job opportunities. In various areas such as health, education, and tourism, Rizal has made a leap from its past though its local development is still in progress.

Considering the contemporary situation and progress of Rizal's local development, we divided 20 graduate students of GSID into four working groups: Food Security (WG1), The Role of Local Government (WG2), Foreign Language Education (WG3), and Youth Employment (WG4) to study and observe various dimensions of rural development in a holistic manner. After a semester of preparatory seminars in Nagoya from April to July 2016, we made a trip to Rizal in the second half of September. There, we conducted six days of field research in Rizal and neighboring towns. Although it was a very short period, we could obtain a large volume of information thanks to the collaboration of Mayor Antonino Aurelio and the people of the Municipality of Rizal, as well as the vital participation of the professors and graduate students of CPAf.

After the fieldwork in Rizal, the four working groups made several presentations to receive comments and feedbacks. On September 30, our last day in Rizal after completing the fieldwork schedule, all working groups presented their preliminary research findings in front of the people of Rizal to share the results and get feedback.

On October 1, we moved to UPLB Los Baños and there again presented the research findings in their tentative version. On October 26, we also held a presentation session at GSID.

This report is the outcome of all the efforts mentioned above. Students of all working groups elaborated their analyses in this report, reflecting comments and advice received at the presentation and in the course of their fieldwork. We not only hope this report becomes a milestone for all the participants of OFW 2016 but also creates opportunities for community development in Rizal.

Isamu Okada, Ph.D.  
Associate Professor  
Chair of OFW2016 Committee  
Graduate School of International Development  
Nagoya University

## Acknowledgements

We, the Overseas Fieldwork Project faculty and students of the Graduate School of International Development, Nagoya University, would like to express our heartfelt appreciation to all the people in the Municipality of Rizal who kindly shared their time and knowledge in support of our project.

Above all, we acknowledge the gentle acceptance and tremendous support of the Honorable Mayor Antonino Aurelio, which not only made this OFW possible but also provided us a safe and motivating environment throughout the whole period. We feel proud to be the adopted daughters and sons of the municipality. We also recognize the support of the Members of Sangguniang Bayan: the Honorable Vice-Mayor Vener P. Muñoz, the Honorable Councilor Don T. Concordia, the Honorable Councilor Russell John V. Isles, the Honorable Councilor Bernard C. Suministrado, the Honorable Councilor Julieta U. Urriquia, the Honorable Councilor Mario B. Nicolas, the Honorable Councilor Marvin Austral, the Honorable Councilor Florante O. Isles, and the Honorable Councilor John Mathew N. Visey. The warm official welcome was noted in the Municipal Resolution no.09-030-2016, issued on the 27th of September 2016. Furthermore, the direct participation of the Honorable Mayor Tony and Councilors through lectures and interviews were indispensable for our research and highly appreciated.

Our gratitude must be expressed to the four local guides, Jocel Tidon Tolentino, Marc Almario, Arwin Sombilla, and Christian Olan Rodriguez Dorado, who stayed with us for the whole course of the visit. They made incredible efforts to help us find our way, provided countless insights, and we shared delightful moments together.

We extend our gratitude to Chief Valdez, National Police of the Philippines, and the doctor and nurse of the Municipal Clinic who supported us in the case of necessities even sometimes without being seen. The *Nanays* of the pet bottle house recharged our energy every evening. Rizal Recreation Center accommodated us with clean beds and a tranquil atmosphere.

We appreciate all the people of the Municipality of Rizal who kindly took part in the fieldwork by providing information and observations through interviews and questionnaires. We would like to mention the following people who made our work possible: the Honorable Barangay Captain of Tala, Marvin M. Opulencia; the Honorable Barangay Captain of Antipolo, Mario A. Alad; the Honorable Barangay Captain of Pool, Jacino L. Monterola; the Honorable Barangay Captain of Pauli II, Cesar C. Austral; Ponciano L. Arban, Jr, Municipal Planning and Development Officer; Myrna U. de la Pena, Municipal Agriculture Officer; Magdalena P. Coronado, Municipal Social Welfare and Development Officer; Joemark Anthony Tunay, Public Employment Service Officer; Rhodora Isleta, Municipal Administrator; Frank Concordia, Municipal Administrator; Ronie Mirasol, Municipal Secretary; Julio A. Sirunay, Patrol Base Commander of CAFGU; Yurie T. Vista, the Head Officer of Alternative Learning System; Bella Bagsic; Joe Mark; Michael Almario; Leny C. Corcolon; Nyka

Xylene Gen Merch; Rafael Monter Moso; Wilmer of Barangay Tala; Eliza Comendador and members of Sto. Nino Farmers Association; Fely Bituin; Ester Bituin; Lauro U. Domado; Precy Dumaraos; Marites Dorado; Eialsa L. Vista; Ohannie Boy S. Urriquia; Nena P. Mater; Leonora Royo; Susan; Benjamin; Josaphat L. Belen; Flodeliza; Marilou U. Inferio, Felise Fulleria, Jennifer Castilleso, and Dory of Rizal Public Market; Thadeus Martinez of Haribon Foundation; Laida Asegurado and the staff of Lucy & Elsie; Joanita Ostria of Tala Resort; Daisy Genove; Michelle of Kliezey Bakery; Tita of Louis Adiel Bakery; Joseph A. Cereza; Gregorio D. Comendador, Geron Comendador, Gelian Comendador, and Nencaee L. Conein from Barangay Antipolo; Bryan Arvin N Bituin, Liz Ugan B. Villarins, Juanita Coronado, Merlinda C. Royo, Rodrigo R. Royo, Maria Pulita Perez, Richel Grace Mendoza, Eddie Seth B. Aupor, Lee Jay V. Esquibel, Abigael V. Monecia, Neil Stephen D. Royo, Renmark Royo from Barangay Tuy; Ryan P. Cornista, Leslie P. Balona from Barangay Pool; and Aileen L. Coronado and Jovinaloo Perez who kindly participated in interviews from South Korea via Skype.

We extend our wholehearted gratitude to the professors and students of CPAf, UPLB Los Baños. Dr. Aser Javier kindly accepted to help with this OFW 2016 on top of all the dedication and sacrifice he has made for OFWs in previous years and in numerous other partnership projects. He generously gave his time to stay at GSID during April-July 2016 to assist preparatory seminars, and also paved the safest and most trustworthy road for our visit to the Philippines. Dr. Evelie P. Serrano, Dr. Ephraim C. Quinones and Dr. Louie A. Divinagracia guided us in both fieldwork and discussions. Almira Lumbres, Marjorie Don Resuello, Sherwin Rimas, and Shiela May Abucay joined us for all our good times and bad. For Evelie, Epi, Meme and Marj, this was the second year to join us but their energy and professionalism were tireless. We expect our partnership and friendship to continue forever and together bear more fruit in the future.

Isamu Okada, Ph.D.

Associate Professor  
Chair of OFW2016 Committee  
Graduate School of International Development  
Nagoya University



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## List of Participants

### Faculty Members (9)

Working Groups	Advisors from GSID, Nagoya University	Advisors from University of the Philippines Los Banos (UPLB)
WG1	Akiko Ueda	Louie A. Divinagracia
WG2	Isamu Okada	Aser B. Javier
WG3	Junko Yamashita	Evelie P. Serrano
WG4	Yuki Shimazu	Ephraim C. Quinones
Logistics/Coordination	Jing Liu	

### Interpreters from UPLB and Local Government Unit of Municipality of Rizal (8)

WG	Name	Sex	WG	Name	Sex
WG1	Sherwin M. Rimas (UPLB)	M	WG3	Almira Lumbres (UPLB)	F
	Jocel Tolentino (LGU, Rizal)	F		Arwin C. Sombilla (LGU, Rizal)	M
WG2	Marjorie Resuello (UPLB)	F	WG4	Sheila May A. Abucay (UPLB)	F
	Marc Louie M. Almario (LGU, Rizal)	M		Christian Olan R. Dorado (LGU, Rizal)	M

### GSID Students (20)

	No.	Name	Sex	Nationality	Dept
WG1	1	Hana Crawford-Goto*	F	Japanese	DID
	2	Chaosarn Chawpaka	F	Thai	DICOS
	3	Poonnawatt Kornwika**	F	Thai	DICOS
	4	Yuki Yamamoto	M	Japanese	DID
	5	Prasain Aayusha	F	Nepalese	DID
	6	Amibang Awah Martin	M	Cameroonian	DID

WG2	7	Pinkan Mariskania Pasuhuk**	F	Indonesian	DID
	8	Yuina Kamiya	F	Japanese	DID
	9	Yuri Matsuoka*	F	Japanese	DICOS
	10	Annick Julie Henriette	F	Seychellois	DID
WG3	11	Dumas Martin Akwetey*	M	Ghanaian	DID
	12	Tianqiong Kang	M	Chinese	DICOM
	13	Kaneko Misaki	F	Japanese	DID
	14	Chiaki Koike**	F	Japanese	DICOS
	15	Kayo Okumura	F	Japanese	DID
WG4	16	Momoko Yabushita	F	Japanese	DICOS
	17	Anna Sakakibara	F	Japanese	DID
	18	Takuya Hirata	M	Japanese	DID
	19	Perera Weerakkodi Arachchige Waruni Nilukshi Kaushalya**	F	Sri Lankan	DID
	20	Ezka Amalia*	F	Indonesian	DICOS

\*\* Group leader, \* Sub-leader,

DID: Department of International Development;

DICOS: Department of International Cooperation;

DICOM: Department of International Communication.

## Program of OFW 2016

### Preparatory Seminar at GSID

	<b>Date</b>	<b>Title of the Lecture and the Lecturer</b>
1	April 27, Wed. 14:45-16:15	Introduction to OFW2016 & Campus ASEAN; Team building By Prof. Isamu Okada, Prof. Yuki Shimazu, Prof. Jing Liu, GSID
2	May 11, Wed. 14:45-16:15	The Philippines on the Globe and the Global Filipinos By Prof. Mamoru Tsuda, Nagoya University of Foreign Studies
3	May 18, Wed. 14:45-16:15	Poverty in Rural Philippines By Prof. Jonna P. Estudillo, National Graduate Institute For Policy Studies
4	May 25, Wed. 14:45-16:15	From Fieldwork Experiences in the Philippines By Prof. Wataru Kusaka, GSID
5	June 1, Wed. 14:45-16:15	On Research Site By Prof. Aser Javier, UPLB, Visiting Researcher to GSID
6	June 2, Tue. 14:30-16:00	About the Philippines By Prof. Mamoru Tsuda, Nagoya University of Foreign Studies
7	June 8, Wed. 14:45-16:15	Current Situation of Local Development and the Roles of LGU By Prof. Aser Javier, UPLB, Visiting Researcher to GSID
8	June 15, Wed. 14:45-16:15	OFW 2015 Experience & Research Experience in the Philippines By TA & Participants of OFW2015
9	June 17, Fri. 16:30-18:00	Discussion: Research Question, Concepts, and Research Design By OFW Committee
10	June 20, Mon. 18:00-19:30	Research Ethics (Joint slot class with DFW seminar) By Prof. Yoshiaki Nishikawa, Ryukoku University
11	June 22, Wed. 14:45-16:15	How to make research proposal By Prof. Frank Peddie, GSID
12	June 23, Thu. 16:30-18:00	Mayors' Attributes and Performance of Local Governments in the Philippines By Prof. Kenichi Nishimura, Osaka University
13-14	June 29, Wed. 14:45-18:00	How to conduct Interview (Joint two-slots class with DFW seminar) By Prof. Akiko Ueda, Prof. Wataru Kusaka, Prof. Isamu Okada, GSID
15	July 7, Thu. 16:30-18:00	Gender & Migration in the Philippines By Prof. Chiho Ogaya, Ferris University
16	July 13, Wed. 14:45-16:15	Different Research Methods (Joint slot class with DFW seminar) By Prof. Isamu Okada, GSID
17	July 20, Wed. 14:45-16:15	Risk Management By Prof. Takashi Sakai, Prof. Akinari Hoshino, Nagoya University
18	July 27, Wed. 10:30-12:30	Group Presentation of Research Proposal

## Interim Presentations of Research Findings

The interim presentation of research findings was held at Municipality of Rizal on Sept. 30<sup>th</sup>, 2016. Based on the comments received in Rizal, participants made another interim presentation in the University of the Philippines of Los Banos on Oct.1<sup>st</sup>, 2016. Each WG presented for 20 minutes and followed by Q&A session by the participants.

## Presentation of Research Findings at GSID

The presentation of research findings was held at GSID by each working group to disseminate and to collect feedback from colleagues on Oct. 26<sup>th</sup>, 2016.

## Overall Schedule of Fieldwork in the Philippines

Date	Activities
Sept.16 (Fri.)	13:00-15:00 Pre-survey Orientation on OFW2016 at GSID
Sept.18 (Sun.)	7:20 Meeting at Chubu International Airport 9:35 Departure from Nagoya (PR437) Check-in at SEARCA Hotel, UPLB
Sept.19 (Mon.)	6:30 Travel to LGU Rizal, Laguna 8:00-9:00 Introduction to LGU Rizal Flag Raising Ceremony 9:00-12:00 Opening Program 14:00-17:00 Orientation 18:00-21:00 Welcome party
Sept. 20 (Tue.)	9:00-12:00 Revision of Research Plan at Rizal Recreation Center 13:00-17:00 Field survey by each WG
Sept. 21 (Wed.)- Sept.23 (Fri.)	Field survey by each WG
Sept. 24 (Sat.)- Sept.25 (Sun.)	Free time
Sept.26 (Mon.) - Sept.27 (Tue.)	Field survey by each WG
Sept.28 (Wed.)	8:00-12:00 Field survey 13:00-17:00 Review and Consolidation of Research Data 18:30 Farewell Party hosted by GSID, Nagoya University
Sept.29 (Thu.)	8:00-9:00 Courtesy Call with CPAF Dean Dr. Virginia Cardenas 9:00-12:00 Preparation for Research Results Presentation 12:00-21:00 Fiesta
Sept.30 (Fri.)	8:00-15:00 Preparation for Presentation of Research Results 15:00-17:00 Presentation of Research Results 18:00 Farewell Party
Oct.1 (Sat.)	8:00-9:00 Travel to UPLB 9:00-12:00 Presentation of Research Results at CPAF 14:00-17:00 UPLB Tour
Oct.2 (Sun.)	Depart for Nagoya, Japan

## Detailed Schedule of Fieldwork by Each Working Group

### WG1

Date		Place	Who	What
<b>Mon</b>	<b>Sept.19</b>	Rizal Municipal Hall	Officers	Introduction Ceremony & Orientation
<b>Tue</b>	<b>Sept.20</b>	Rizal Recreation Center Municipal Agriculture Office	Officers	Revision of Research Plan & Interview
<b>Wed</b>	<b>Sept.21</b>	Rizal Municipal Hall	Officers	Interview
<b>Thu</b>	<b>Sept.22</b>	Sto. Nino Farmers Association of Rizal, Laguna;	Farmers	Interview
<b>Fri</b>	<b>Sept.23</b>	PAFC; MAFC	Farmers	Interview
<b>Mon</b>	<b>Sept.26</b>	Farmers' homes	Farmers	Interview
<b>Tue</b>	<b>Sept.27</b>	Farmers' homes; market	Farmers	Interview
<b>Wed</b>	<b>Sept.28</b>	Farmers' homes	Farmers	Interview

### WG2

Date		Place	Who	What
<b>Mon</b>	<b>Sept.19</b>	Rizal Municipal Hall	Officers	Introduction Ceremony & Orientation
<b>Tue</b>	<b>Sept.20</b>	Rizal Recreation Center Municipal Mayor's Office Municipal Administrator's Office	Mayor Officers	Revision of Research Plan & Interview
<b>Wed</b>	<b>Sept.21</b>	Rizal Municipal Hall	Officers	Interview
<b>Thu</b>	<b>Sept.22</b>	Sto. Nino Farmers Association of Rizal, Laguna Tayak Hill	Farmers	Interview
<b>Fri</b>	<b>Sept.23</b>	Tala; Pauli I; Tuy; Pook	Homemade Candies makers	Interview
<b>Mon</b>	<b>Sept.26</b>	CAFGU Camp, Tayak Hill; Stores; Cash for Work Beneficiaries; Farmers	Officers; Store owners; Farmers	Interview
<b>Tue</b>	<b>Sept.27</b>	Tala Resort and Restaurant; Lucy and Elsie Cuisine; Rizal Recreation Center	Owners	Interviews
<b>Wed</b>	<b>Sept.28</b>	Haribon Foundation	Officers	Interviews

### WG3

Date		Place	Who	What
<b>Mon</b>	<b>Sept.19</b>	Rizal Municipal Hall	Officers	Introduction Ceremony & Orientation
<b>Tue</b>	<b>Sept.20</b>	Rizal Recreation Center Municipal Mayor's Office Alternative Learning System	Officers	Revision of Research Plan & Interview
<b>Wed</b>	<b>Sept.21</b>	Antipolo	Teacher & Students	Interviews
<b>Thu</b>	<b>Sept.22</b>	Pauli I; East; Tuy	Students	Interviews
<b>Fri</b>	<b>Sept.23</b>	Pook	Students	Interviews
<b>Mon</b>	<b>Sept.26</b>	Pauli II	Students	Interviews
<b>Tue</b>	<b>Sept.27</b>	Tala	Students	Interviews
<b>Wed</b>	<b>Sept.28</b>	West Poblacion	Students	Interviews

### WG4

Date		Place	Who	What
<b>Mon</b>	<b>Sept.19</b>	Rizal Municipal Hall	Officers	Introduction Ceremony & Orientation
<b>Tue</b>	<b>Sept.20</b>	Rizal Recreation Center Municipal Social Welfare and Development Office	Officers	Revision of Research Plan & Interview
<b>Wed</b>	<b>Sept.21</b>	Antipolo	Unemployed	Interview
<b>Thu</b>	<b>Sept.22</b>	Tala	Unemployed	Interview
<b>Fri</b>	<b>Sept.23</b>	Pook	Unemployed	Interview
<b>Mon</b>	<b>Sept.26</b>	Pauli II	Unemployed	Interview
<b>Tue</b>	<b>Sept.27</b>	Alternative Learning System; PESO	Organization leaders	Interview
<b>Wed</b>	<b>Sept.28</b>	Palengke		Interview

# **Working Group 1**

## **Food Security**

### **Characteristics of Local Vegetable Value Chain in the Municipality of Rizal, Laguna**

#### **Group Members:**

Hana Crawford-Goto \*  
Chaosarn Chawpaka  
Poonnawatt Kornwika\*\*  
Yuki Yamamoto

#### **Group Advisors:**

Associate Prof. Akiko Ueda  
Professional Lecturer Louie A. Divinagracia

\*\* Group Leader  
\*Group Sub Leader

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- References

## **1. Introduction**

We cannot deny that food is one of the basic human needs for living. However, there are more than 800 million people who are currently suffering from hunger in the world (United Nations, 2015). Therefore, food security is considered to be one of the highest priorities for governments and international organizations. Food security was defined during the World Food Summit of 1996 as a condition in which:

“All people, anytime, have physical and economic access to sufficient, safe and nutritious food that meets their dietary needs and food preferences for their sound lives.” (World Food Summit, 1996)

Food security consists of three pillars: food availability, food access, and food utilization (FAO, 2006). Food availability covers sufficient quantities of food production, food processing, water and soil management, and trade and stockpiling. Food access contains a sufficient system for transportation, equitable distribution, marketing, affordability, and purchasing power. The last pillar is food utilization, which comprises good health, nutritious food, food safety and quality, clean water, and sanitation (United Nations, 2013). As is apparent from the statement above, food security is made up of various aspects.

The Municipality of Rizal in the province of Laguna, Philippines was the focus site for this study. The Municipality is located 25 kilometers east from Santa Cruz, the provincial capital of Laguna, and 99 kilometers south of Manila, the national capital. The land area is 27.90 square kilometers with the population of 16,820 people as of 2011 (Javier, 2016). One-tenth of all households are engaged in agricultural activities. There are currently 157 households who cultivate vegetables out of a total of 490 farmers. Main vegetables that are cultivated in Rizal are chayote, Chinese cabbage, and radish; along with rice, lanzones, coconut and banana. The main economic income in Rizal, Laguna comes from the agricultural sector; farmers have some difficulties in their production, financial support and marketing which have created a negative impact on farming families in such areas as child malnutrition (Javier, 2016).

## **2. Problem statement**

It is said that Asian farmers have long been saddled with inefficiencies within the food value chain from production to consumption (Manalili, 2003). Food value chains play a significant role in determining the quality of farmers' lives. In our study area, there was a recent problem of over production. Many farmers grew the same crop without discussing among themselves or studying market trends from the traders. Therefore there was an oversupply, which resulted in a sharp decline in market value. It is said that improving the supply chain contributes to enhancing agricultural societies; especially for food access, which leads to household food security. The problem of not having an organized vegetable supply chain has been revealed as a result of the recent economic losses to farmers in our study area. This study will focus on transactions within the vegetable value chains in Rizal as well as major challenges and opportunities within the chain.

### **3. Research objectives and questions**

#### *3.1 Objectives*

1. To identify the transactions between actors within the local vegetable value chain in Rizal, which focuses on radish, chayote and Chinese cabbage farming; and
2. To identify the major challenges and opportunities within the local vegetable value chain, specifically pertaining to radish, chayote and Chinese cabbage.

#### *3.2 Questions*

1. What are the price changes in the transactions among actors within the local vegetable value chain in Rizal?
2. What are the major challenges and opportunities of the local vegetable value chain in Rizal?

### **4. Literature review**

This literature review aims to clarify the significant areas of this study by examining the related research of various scholars. The structure of this literature review will follow the research objectives and questions that focus on the significance of the vegetable value chain, together with agriculture and poverty reduction.

Firstly, we would like to examine information regarding the vegetable value chain and understand the supporting reasons why it is sufficiently effective or not. Secondly, regarding agriculture and poverty reduction, we would like to show significant linkages between the agricultural sectors and development.

#### *4.1 Significance of Vegetable Value Chain*

Kaplinsky and Morris (2000) have adopted the value chain concept by focusing on a full range of necessary activities to transform products from production to consumers, including final disposal. The value chain has no common definition but it simply refers to activities in the agricultural sector that can be isolated from the market system. The main development work is on linking small scale producers to companies that interact within the value chains because a fully integrated value chain would not involve small producer according to competitive advantages. In general, the value chain touches upon broad stages of planning, planting, harvesting, marketing, and consuming; however, some models may provide a more detailed and complex environmental analysis.

Value chain tracking could help us to understand the flows of agricultural products, marketing, finance and communication within the chain. Product movements focus on the advantages and disadvantages that relate to the distribution of vegetable; for instance, spoilage of products, the quality of vehicles, etc. The importance of marketing is to have visible markets for products and to seek out new markets in order to strengthen brand image for those products. There are some reports which say that in terms of food, the markets are quite small and the consumption rate is mainly from the household level, not large scale like other kind of products (CFSNS, 2006). Additionally, the Comprehensive Food Security and Nutrition Survey (CFSNS) also found that the variations in production depend on the constraints of the household to access inputs; additionally, the lack of seeds and tools are ranked as the most constraining issues. The flows of finance are concerned with the

funds, supports and the needs of actors within the chain. Lastly, the use of ICTs is a tool for promoting value chain efficiency. The cost of using ICTs is falling due to the increase number of mobile technologies and ICTs that help in tracking the development projects in remote areas. By studying the vegetable value chain, we could obtain in-depth reliable information about the opportunities and challenges that each actor faced, in order to provide recommendations on possible development projects.

#### *4.2 Agriculture and Poverty Reduction*

Poor people are concentrated in rural areas and most of them depend on agriculture, which can be an effective means of reducing poverty (World Bank, 2008). The rural poor have been involved in the agriculture sector for generations. Agriculture has not only fed them with food but also provided jobs for the rural populations. In many countries, the growth of agriculture is related to the reduction of poverty; for instance in China, agriculture growth has reduced poverty in rural areas from 53 percent in 1981 to 8 percent in 2001 (World Bank, 2008) the same trend is taking place in India.

However, the success in agriculture does not always succeed in poverty reduction as in the case of Brazil where the growth of intensive-farming shifted employment from the local population to high-skilled workers who have the ability to use those intense-farming technologies. This presents a challenge in how to balance technology with local development.

In addition, the reason that agriculture fails in reducing poverty is because the rural farmer, who is the producer and the starting point of most value chains, face barriers when distributing their products and has less power in negotiate the price. Understanding the value chain is important for understanding how rural producer can engage, or improve their terms of engagement with regards to trade activities. (Mitchell, Keane, & Coles, 2009). Hence, improving value chains can help farmers capture market opportunities, create closer business partnerships and improve their products. Improving value chain performance can increase rural income and employment and advance economic growth for rural areas. (International Labour Office, 2011).

Moreover, the policies that help in reducing poverty should address small scale farmers so that they have the ability to compete in the bigger markets. Their possibilities should be expanded rather than monopolized by giant companies who exploit all the benefits. The main policies that have been used to enhance agricultural growth are the ability to access assets, for instance, water, land, and human capital; the ability to access markets and reduce transaction costs and risks; improve productivity; access financial and risk management services; and improve accountability (World Bank, 2008).

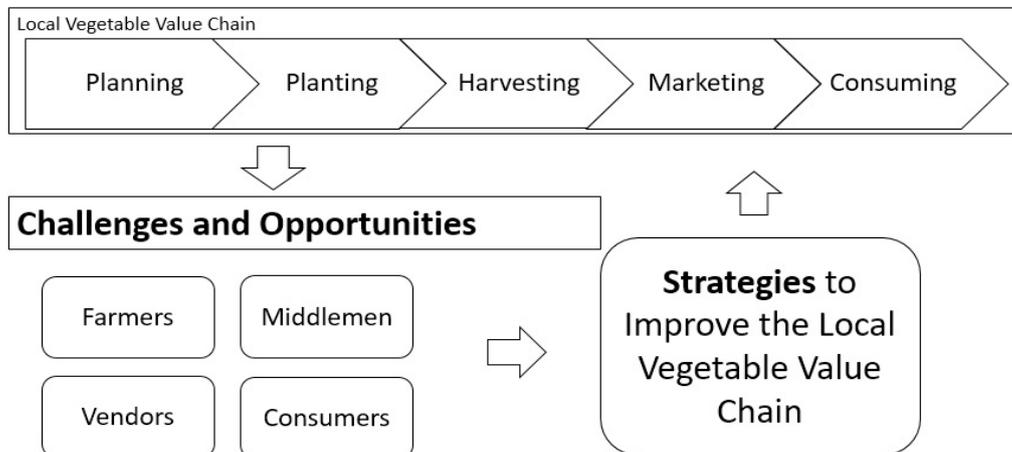
## **5. Methodology and limitation**

### *5.1 Conceptual framework*

To understand problems within the local vegetable value chain, the conceptual framework described in Figure 1 was used to describe the linkage between local vegetable value chain and development strategies. The analysis is based on the track of the local vegetable value chain from vegetable planning to vegetable

consuming in order to figure out the challenges and opportunities of farmers, middlemen, vendors, and consumers by using business management theory. The analysis will help us to shape strategic plans for further food security development in Rizal, Laguna.

**Figure 1 Conceptual framework**



Source: Authors

### 5.2 Data collection methods and informants

Our research aimed to figure out the characteristic of the local vegetable value chain so the target informants were our priority. We chose to do our research using a qualitative approach to help us to understand the trend and the common characteristics and difficulties that each actor faces. We conducted individual interviews, a focus group discussion, and field observation as shown in Table 1. For the literature review section, we used official government reports, international organization reports, news, related books and articles as secondary data sources.

We, firstly, distinguished our informants into four groups; farmers, middlemen, vendors and consumers. However, we found that actors within the vegetable value chain have complex business patterns; for instance, there are some farmers who also collect neighbors’ vegetables and sell them to market. These people are

**Table 1 Numbers of informants**

Type of Value Chain Actor	Interview	Focus Group Discussion
Farmers	7	1 (15 persons)
Farmers + Middlemen	1	
Farmers + Vendors	2	
Middlemen/ Traders	2	
Middlemen + Vendors	1	
Vendors	9	
Consumers	11	
Government officers / Barangay captains	4	
<b>TOTAL</b>	<b>37</b>	<b>1 (15 persons)</b>

Source: Authors

farmers and, they are also middlemen or vendors at the same time. We also found a mixed-business pattern between middlemen and vendors.

### 5.3 Limitations

We could not collect enough information to analyze the exact trend of the vegetable value chain and the characteristics of each actor because of time constrains. The best way to understand the flow of the value chain is to track the whole process, from farm planning to customers; however, we did not have the chance to do so. According to the limitation, we decided to focus on three main vegetables in Rizal, which were chayote, Chinese cabbage and radish.

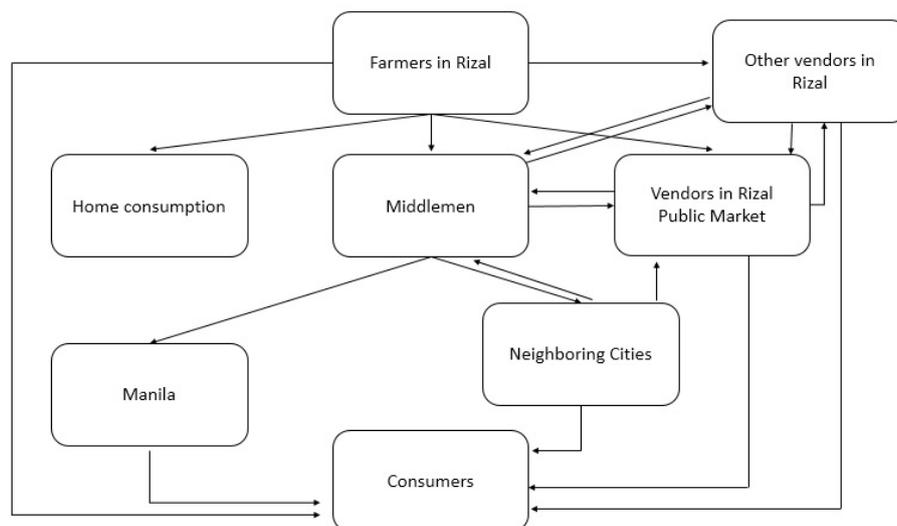
## 6. Results

Results of this study were analyzed based on the two research questions: What are the price changes in the transactions among actors within the local vegetable value chain in Rizal and what are the major challenges and opportunities of the local vegetable value chain in Rizal. To carry out the results of this study, we used a qualitative approach as described in the methodology section.

### 6.1 The current local vegetable value chain in Rizal

We conducted interviews with farmers, middlemen, vendors, and consumers in Rizal to understand their activities, opportunities and challenges. We found that most of the local vegetable production is exported out of Rizal, especially to neighboring cities; so, in addition, we decided to conduct two interviews with vendors in Nagcarlan, a neighboring city of Rizal. Through our interviews, we could comprehend the overall picture of the local vegetable value chain in Rizal as shown in Figure 2.

**Figure 2 Map of local vegetable value chain in Rizal**



Source: Personal interviews with farmers, vendors, middlemen and consumers in Rizal and vendors in Nagcarlan

We would like to explain some significant findings about the current local vegetable value chain in Rizal. Firstly, farmers tended to have separated farming plots for their own consumption by using a multi-farming system. Most of the farmers plant some chayote and water spinach for their home consumption, because these are basic vegetables which are often used in Filipino dishes. These farmers separately conduct organic farming to grow their home consumption vegetable.

Secondly, middlemen play a significant role in terms of distributing vegetable in Rizal's local vegetable value chain. According to our interviews, most of the farmers in Rizal chose to sell their products to middlemen who provide transportation assistance from farms to markets. Furthermore, we found that middlemen in Rizal were monopolized, so farm-gate pricing was set much lower in comparison to the market price; however, farmers did not feel a loss with the said price as they were concerned more about time constraints rather than the price gap. Farmers said that they felt as though middlemen were part of their family, so even though the number of middlemen increased, local farmers tended to sell their vegetables to the same middleman.

Lastly, farmers sold their products directly to local vendors. In Rizal, there were two kinds of vendors divided by the point of sale. The first was vendors in the Rizal public market who formed a Vendors Association to set the pricing in the only public market in Rizal; another was vendors operating outside the public market.

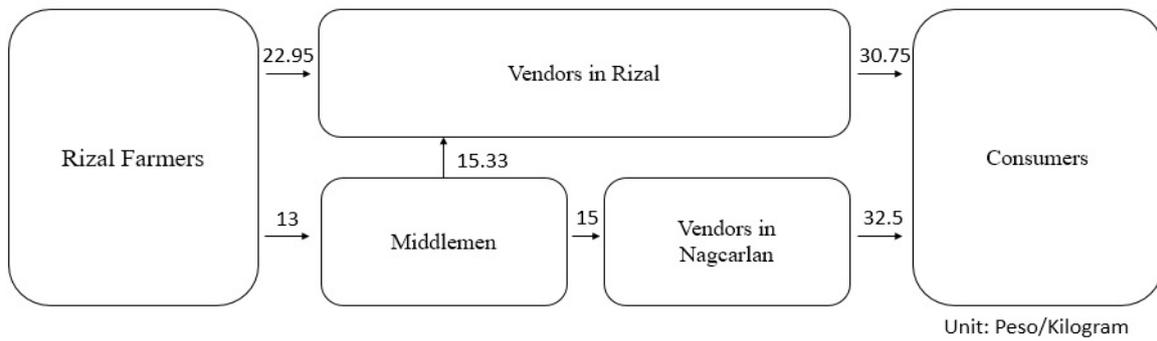
The transactions within the local vegetable value chain were complicated because the vegetables moved across the value chain from local actors to Manila or other neighboring cities. Rizal's vegetables were not only feeding and benefiting the populations of Rizal but also its neighboring cities.

## *6.2 Price changes in the transactions among actors*

From our interviews and surveys in Rizal and Nagcarlan, we determined the price changes for transactions in each of the value chains. The result was carried out by comparing the selling and buying price in each transaction from each actor within the value chain. Then, we found the average price by combining the price of each transaction together and dividing it by the number of our respondents for each transaction. Figure 3, 4 and 5 show the average price change among actors in the value chain for chayote, Chinese cabbage and radish respectively. Unfortunately, we could not find out the profit changes in each commodity chain because the time constraints and the difficulties of interviewees to distinguish each commodity's production cost. However, the figures are expected to provide a better understanding of the whole picture for transactions in each of the vegetable chains.

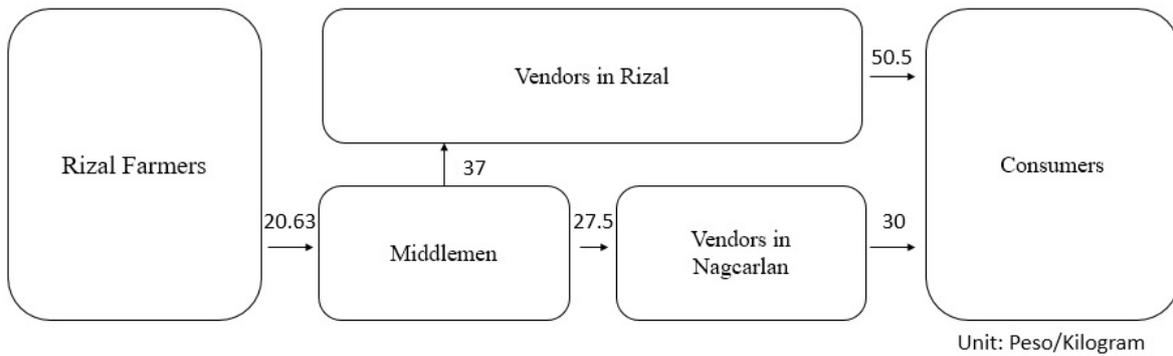
From the figures, we could say that Rizal farmers who sell their product to middlemen instead of directly to vendors will get a lower price, in the case of chayote the gap is 9.95 peso per kilogram, however, the gap for radish is less than one peso. The farm-gate price in comparison to the consumer's buying price contained a large price gap, which benefited the middlemen and vendors. In case of Chinese cabbage, farmers only sell their products to middlemen and the price gap between the buying and selling price of middlemen and vendors in Rizal was 16.37 peso per kilogram. In conclusion, the farmers have limited market options which affect farmer's income and conversely benefits middlemen and vendors.

**Figure 3 Average price changes for Chayote production in Rizal**



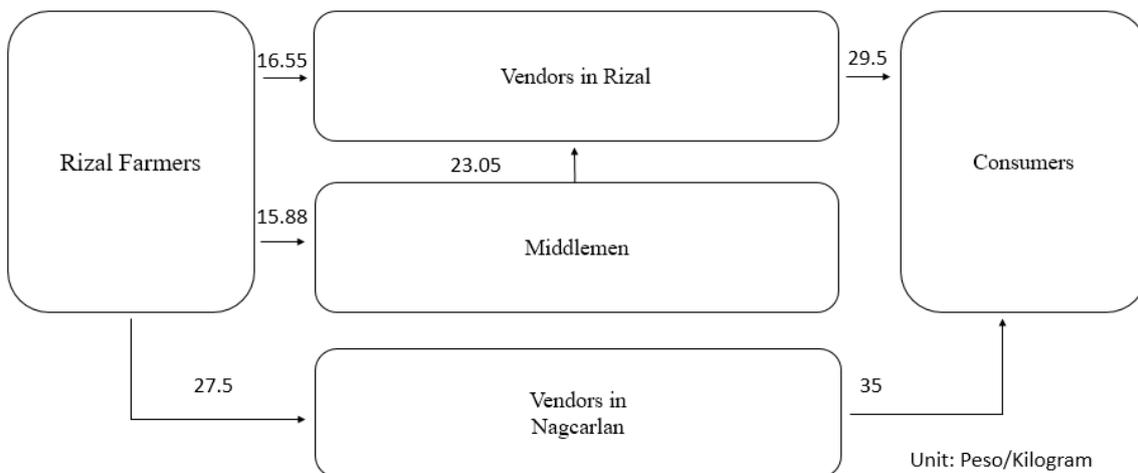
Source: Personal interviews with farmers, vendors, middlemen and consumers in Rizal and vendors in Nagcarlan

**Figure 4 Average price changes for Chinese cabbage production in Rizal**



Source: Personal interviews with farmers, vendors, middlemen and consumers in Rizal and vendors in Nagcarlan

**Figure 5 Average price changes for Radish production in Rizal**



Source: Personal interviews with farmers, vendors, middlemen and consumers in Rizal and vendors in Nagcarlan

### 6.3 Challenges

Various kinds of problems from individual problems to common challenges were realized from our research. We classified the challenges into four categories using the business management concept - production, marketing, finance and human resources. To narrow down our focus, the main or most serious challenges were chosen among the many challenges, by using a ranking criteria method. Four indicators, impact on actors income, damage on local production, impact on consumers, and impact on Rizal's economy, were used to measure the seriousness of the issue, and some top seriousness issues were selected to be the focus of this study.

#### 6.3.1 Challenges of farmers

For farmers, they had difficulties in all four categories; production, marketing, finance and human resources. From the production aspect, pest and disease, natural disaster, and oversupply of vegetables were the three most serious problems. Firstly, all farmers mentioned their problems with pests and disease; especially, it seemed that the issue was more serious on chayote and Chinese cabbages than on radish or other root crops. The findings revealed that some farmers get advice from agricultural input shops when they face the issue of pest and disease. However, many farmers said that they do not ask for help from others, they either leave their vegetables to die or keep spreading large amount of pesticides. Here, it can be said that there are issues of isolationism among farmers, lack of institutions where farmers can go and ask for help, and overuse of chemicals. There is a high risk of soil instability because the usage of chemical could raise a problem of soil pollution. Secondly, both low land and high land farmers mentioned about their losses due to annual typhoons. It revealed that farmers are vulnerable to natural disasters especially from typhoons. Lastly, an extremely serious problem with production is market saturation at both the local and regional levels. Farmers in Rizal had no discussions regarding their farming so each farmer individually decided their preferred plants. Therefore, most of the decisions were made from the market price, which meant farmers chose to plant the highest selling priced vegetable. In the harvest season, there were oversupply issues, for instance, the price of radish is normally about 20 pesos per kilogram but during the 'oversupply' period, the selling price became 0.50 pesos per kilogram. As a result of high supply, many farmers did not harvest their products. Sometimes they harvested and gave those products to people for free or kept them for their home consumption, but not for selling.

We will now move on to the marketing aspect. The lack of marketing information and poor transportation were the major issues for farmers in Rizal from the marketing perspective. We found out that farmers have very limited knowledge and information in terms of marketing. Farmers in Rizal only focus on the production phase, so they were not empowered to seek out new markets. Even in periods of oversupply, they still relied on middlemen and local markets to sell their products at low prices. There may be other markets with high demands on several kinds of vegetables, but it was evident that farmers were not trying to explore new markets for their products. Making overproduced vegetables into value-added products is a common way of reducing overproduced vegetable during periods of high supply. However, farmers said that they did not want to do

value-added production mainly because they only wanted to focus on farming. In addition to this, it seemed they had no motivation to shift from traditional farming to business-oriented farming. Since Rizal is in a rural area, basic infrastructure is still not good, especially in high-land areas. From our survey in Rizal, we found that roads in the area were narrow, with steep slopes, and rough, making transportation of produce difficult. Transportation does not only have an impact on the distribution process but also on vegetable spoilage.

Next, farmers in Rizal faced financial problems such as lack of capital and financial support. All participated farmers said that they lack capital, as the benefit from farming is not enough to cover the cost. They often have to rely on their saving or borrow money from relatives or informal finance institutions in order to buy their inputs. Farmers had to depend on themselves with no financial support from government or other formal institutions. There were some micro finance institutions such as Card Bank which provide financial support for farmers; however, it seems there are many difficulties for farmers such as complicated document procedures, time consuming processes, and high interest rates. Therefore, many farmers borrow money from the informal sectors that provide easy access to money, for instance the 56 of Indian company. The problem of the informal financial sectors was the very high interest, in case of 56, it said that if we borrowed 5 pesos, we had to repay in 6 pesos or add 20 percent interest to the original price. With these problems, it can be said that both lack of capital and financial support from formal institutions made poor farmers became poorer.

Lastly, our research revealed that it is quite hard to change farmers' concept of farming in Rizal because farmers are used to the traditional way of farming and there is no successful model for enhanced farming. The local government tried to implement organic farming by providing trainings and supports; unfortunately, there was no organic farming in Rizal because there was no model of development in the area. Local people tended to use the traditional way of farming as it guarantees at least some level of benefit, but for organic farming, there was no guarantee that farmers would gain any benefit in the first few years.

In addition to general challenges, each commodity had its own characteristics, so farmers found different challenges for each commodity (Table 2). Farmers planting chayote found a new unknown type of disease which affected the size of chayote. One of the farmer said that if he found chayote with the unknown disease, he would have to remove the whole crop and start replanting them again. For Chinese cabbage, one vendor in the Nagcarlan market mentioned that Chinese cabbages from Rizal slightly had lower quality than cabbages from the northern part of the Philippines; specifically, it was smaller in size, looked bad and tasted bitter. From our survey, we found that Chinese cabbages from Rizal had black spots which might be caused by poor quality of packaging and transportation, so Chinese cabbage from Rizal seemed to have a lower price than cabbage from other parts of the Philippines. For radish, which is a dry season vegetable, there was a problem of oversupply during the harvesting period (February to April) as all farmers would plant radish at the exact same time from January to March because there is no rain during that season. At one point, some farmers took risk to plant them during wet season (October to December), but the production rate was quite low as the rain washed out radish seeds. In addition to this, farmers were aware of typhoon during the wet season, so only a few number of farmers tried to shift their radish planting from January to October.

**Table 2 Farmers' Challenges for Each Commodity**

Commodities	Challenges			
	Production	Marketing	Finance	Human Resource
Chayote	Unknown disease	-	-	-
Chinese cabbage	Problem of size, appearance and taste	Not attractive packaging / spoilage	-	-
Radish	Unproductive in wet season	Oversupply	-	-

Note: The blank spaces mean that there is no specific challenge for that commodity.

Source: Personal interviews with farmers, vendors, middlemen and consumers in Rizal and vendors in Nagcarlan

### 6.3.2 Challenges of middlemen and vendors

Middlemen and vendors in Rizal have many characteristics, for instance, middlemen and vendors who only do one kind of business, farmers who collect neighbors' vegetables and do business as middlemen and vendors, middlemen who are vendors and vice versa. However, we will focus on the main challenges of those who conduct businesses in the distribution process. From our interviews with straight middlemen and vendors, we found that their main challenges were marketing and finance. Rizal is a small municipality, and the size of market in Rizal is small in comparison with that of neighboring cities. Therefore, middlemen do not find it beneficial to distribute vegetables from farmers to Rizal's local market. In addition, farmers in Rizal tended to plant the same kinds of vegetable, which limited the variety of vegetables in the area. One of the middlemen told us that she had a difficult time finding her preferred vegetables from local farmer because she had no, or very limited information about what crops each farmer was growing. She had to walk around from village to village and talk directly to individual farmers. In terms of financial challenges, local middlemen and vendors in Rizal did not own vehicles; therefore, they had to rent vehicles, which created additional overhead. The rental vehicles were old and had high maintenance costs which caused delays in transportation and spoilage of vegetables. They also mentioned about the problem of high interest loans, which is one of the reason why they cannot own their own vehicles or expand their business.

### 6.3.3 Challenges of consumers

Even though Rizal is said to be an agricultural municipality, we found out that vegetable prices in Rizal's public market was higher than those in neighboring cities. Consumers were having difficulty in accessing a variety of reasonably priced and vegetables. The size of Rizal's public market is small compared to neighboring cities, so it can be said that they cannot benefit from 'economies of scale.' It can also be said that the size of the market makes it difficult for farmers and middlemen to sell their vegetable at Rizal's public market, because there is a high possibility that the buying capacity for vegetables is small. Because of this, many vegetables from Rizal go outside Rizal. Some vendors at the market said they buy vegetables from neighboring markets

even for vegetables grown in Rizal. This inefficient market and distribution system is considered to be the biggest cause for the high price of vegetables at Rizal’s public market. In addition to this, the Vendor Association might also have an influence on pricing since they set the daily selling price in the market.

#### 6.4 Opportunities

Rizal is an agricultural society and acts as the vegetable bowl of the Philippines. Even though local farmers face many kinds of challenges, it seems that there are many opportunities for them to improve and to add more value to their products. In Table 3, we provided an analysis of farmers’ opportunities based on the local context.

**Table 3 Farmers’ opportunities for each commodity**

Commodities	Opportunities			
	Production	Marketing	Finance	Human Resource
Chayote	Improved productivity by adopting sustainable farming technologies and best practices of agribusinesses	-	-	-
Chinese cabbage	Standard uniform sizes by adopting sustainable farming technologies	High production rate to serve markets outside Rizal	-	-
Radish	-	Processing into radish kimchi, fermented radish, radish soap, dried vegetable for soups	-	-

Note: The blank spaces mean that there is no specific opportunities for that commodities.

Source: Analysis is based on personal interviews with farmers, vendors, middlemen and consumers in Rizal and vendors in Nagcarlan

In terms of chayote, Rizal’s agricultural land is suitable for planting chayote, however an unknown disease was found. In order to improve the productivity, the local government and farmers could adopt sustainable farming technologies and best practices for agribusiness by cooperating with research institutions in other relevant sectors. Chinese cabbage, as the high-value vegetable, could bring higher benefits to farmers. Farmers might adopt sustainable farming technologies to standardize uniform size. In addition, from the survey we found that Chinese cabbage production in Rizal was high enough to serve markets both inside and outside the municipality. All commodities had opportunities to be value-added as processed vegetables especially radishes which face oversupply during harvest season could be processed into many kinds of product such as radish kimchi, fermented radish, radish soup, dried vegetable soup which would not only decreased the number of oversupply vegetables but also to increase income for the local people.

## **7. Recommendations**

We found that there are several challenges in the vegetable value chain in Rizal. In order to address these challenges, we would like to suggest 5 recommendations.

### *7.1. Establishment of Farmers' Cooperative*

We would like to recommend the establishment of a multi-purpose farmer's cooperatives within Rizal, which would involve money lending, input supply, production and post-harvest as well as processing and marketing aspects. The expected stakeholders are the local government and farmers. It is expected that these recommendations would solve many challenges for farmers such as their lack of capital, lack of loan sources, lack of information, poor transportation, limited information, and the problem of oversupply.

For example, one of the biggest problems for farmers in the area was the lack of capital and loan source. There was no lending institution which could lend money to farmers with low interest or without difficult document requirements. One of the roles that farmers' cooperatives are expected to play for farmers is the role of lending institution. Each member of cooperatives can invest some money and the farmers' cooperatives can initiate a lending system with that money. Since the system is run by the cooperative, not by private lending institutions, interest would be less expensive and the contract documentation could be simplified.

However, there should be some regulations for the form of farmers' cooperatives since we found out some issues in the current farmers' cooperative in the area. There is one farmers' cooperative in Rizal, and this farmers' cooperative was originally established only by farmers. However, some non-farmer joined the cooperative later on, and this was the starting point for corruption within the cooperative; the money was used for private purposes. One of the farmers told us during the interview that he cannot trust the cooperative anymore because of this trauma. From this story, we think farmers' cooperatives should restrict their members to only farmers in order to rebuild trust. In addition to this, farmers' cooperatives should start small such as within each Barangay since members should know each other and can build up trust within the cooperative.

Another recommended condition for cooperatives is that they should be a bottom-up organization, not a top-down one. One of the successful farmers' cooperatives in Thailand was run by motivated enthusiastic farmers; these farmers were actively involved in the operations of the cooperative (Thuvachote, 2006).

### *7.2. Establishment of a trading post*

Currently, most of the economic activities within the vegetable value chain take place outside Rizal. Some farmers take their products to market in near-by cities, and Rizal market vendors go to these markets to buy products and bring them back to Rizal for selling. In other words, it can be said that consumers in Rizal are buying some of the Rizal vegetables at a higher price than necessary because of this market system. We found out that some of the consumers in Rizal go to markets outside Rizal to buy their produce cheaper.

The establishment of a trading post could bring back these economic activities to Rizal. It is also anticipated to solve the problem of oversupply because when an oversupply of vegetables occurs in an area, demand

declines within that area, and the prices drop drastically. However, this does not necessarily mean that there is no demand for the vegetables in other areas. If farmers can bring their products to other areas such as Nagcarlan, San Pablo and/or Manila, they can sell their products there, while protecting them from the price breakdown. However, if each farmer produces a small number of units each, they cannot bother transferring their products to other cities by themselves, since it would be cost prohibitive. If there is a place in Rizal that farmers only need to bring their products and a distribution companies can transfer all the products together to other cities, farmers can make some profit without incurring the transportation costs themselves. If it is difficult to establish a large trading post in the area, it might be better to establish a small trading post in each Barangay.

### *7.3 Joint program with other institutions*

The biggest problem among farmers was the issue of pest/disease. Most of the farmers that we conducted interviews with said they suffer from pests eating their crops. However, we found that most do not ask for help from others. Some of the farmers said that they just leave the ill plant and then plant the same plant again next season. Some other farmers said that they just apply more pesticides to those plants because they believe that they can save the plant by applying pesticides.

The local government is trying to provide help to farmers by offering farming practice seminars, but there are limitations for it since there are only two agricultural officers in Rizal; a system which farmers can get technical support from other institutions such as academic institutions like universities or private companies like telecommunication companies might be a solution for solving the problem.

### *7.4 Value-added processing program*

As we have already mentioned in the previous chapter, most of the economic activities within the vegetable value chain for Rizal farmers takes place outside Rizal. In addition to this, there is no value-added process within the vegetable value chain within the area. We conceive that launching a value-added program within Rizal will generate additional economic benefit to the area. Expected stake holders for the program would be the local government, farmers, and local citizens such as unemployed youth.

According to the Ministry of Agricultural Officers in Rizal, there is national support for the establishment of a processing facility. We recommend the local government to utilize this national support. However, it would be difficult to start a big project from the beginning. We would thus like to recommend the local government to start from a small unit project such as a household-base project. They can make value-added products such as cookies and candies with locally grown vegetables. We surmise this value-added program can also help solve the oversupply issue in this area. People can make excess vegetables into value-added processed food and generate additional revenue from it.

### *7.5 School lunch program*

We found out that there are no school lunches provided at schools in the area. People, especially children were not eating vegetables that much. If the local government can provide school lunches with locally grown

vegetables, it would create a new market for local farmers and it would also help change children's eating habit at the same time. In addition to this, it is also expected to generate additional employment for local people if the local government can bring a school lunch provider to Rizal. The main stakeholders would be the local government, schools, and farmers. The biggest obstacle for the program would be the budget. However, World Food Program (WFP), an international organization which is fighting hunger worldwide, provides some support for school lunches. There is an actual case in the remote town of Upi in Maguindanao, Mindanao in the Philippines (World Food Program, 2017). The program is called school meals project and it has been providing school meals to an average of 100,000 children every school year. The area was selected as a supporting site because it was in an area affected by conflict in Central Mindanao. The condition of Rizal is different from that of Upi, so it might not be easy to get the same support as what Upi received from WFP, but there is still a chance for receiving such kind of support from them.

## **8. Conclusion**

This research sought to identify the transactions between each actor within the local vegetable value chains in the Municipality of Rizal, focusing on chayote, Chinese cabbage and radish. The analysis of the transaction of each commodity shows the price changes among each actor, and shows the economic pathways of each commodity, from producers to consumers. We found that the economic activities occur both inside and outside the Municipality of Rizal. Moreover, this research also sought to identify the major challenges and opportunities within the local vegetable value chain. The analysis shows the challenges faced by each actor, who cultivates, trades and consumes the focused vegetables. Furthermore, the analysis also shows the challenges and opportunities for each commodity.

In the effort to identify the transactions between each actor and address the challenges and opportunities, this research utilized a qualitative approach using interviews, focus group discussion, and field observation as the primary data. The research made use of official government sources, international organization reports, and related books and article for its secondary data.

The research found that there are four main pathways through which local vegetables flow in the Municipality of Rizal starting with home consumption by farmers; secondly, farmers distribute their products through middlemen to vendors both within and outside Municipality of Rizal; thirdly, farmers sell their products directly to local vendors in the public market within the Municipality of Rizal; and lastly, farmer sell their products directly to other vendors in Municipality of Rizal. When focusing on each selected commodity, we found that the flow of each commodity varies. Though, we found the price changes in the value chain transaction, we could not track down the profit changes in each commodity. Furthermore, through interviews with various key informants, we found many types of problems from individual problems to common challenges which we categorized utilizing the 'business management concept' of production, marketing, finance and human resources -- carried out by using impact on actor's income; damage on local production;

impact on consumers; and impact on Rizal's economy as the ranking criteria. The most common challenge of each actor in the Municipality of Rizal's vegetable value chain is lack of capital.

Finally, to address the challenges faced by each actor in the local vegetable value chain, we proposed our recommendations based on our observations and results found during the fieldwork in the Municipality of Rizal. We suggested programs and activities for product improvement, income, and livelihood aspects pertaining to each actor and commodity in the local vegetable value chain.

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## **Working Group 2**

### **The Role of Local Government**

#### **The Interrelationship between Stakeholders in Ecotourism Development in the Municipality of Rizal, Laguna**

##### **Group Members:**

Pinkan Mariskania Pasuhuk \*\*

Yuri Matsuoka\*

Amibang Awah Martin

Aayusha Prasain

Yuina Kamiya

Annick Henriette

##### **Group Advisors:**

Associate Prof. Isamu Okada

Associate Prof. Aser B. Javier

\*\* Group Leader  
\*Group Sub Leader

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# **1. Introduction**

## *1.1 Background*

Rizal, named after José Rizal, the country's national hero, is a 5<sup>th</sup> class municipality in the Laguna Province of the Philippines, which is divided into 11 barangays. It is located 25 kilometers from the provincial capital, Santa Cruz and 99 kilometers from the national capital via San Pablo City (Local Government Unit, Rizal, 2012). It is bounded on the north by the municipality of Calauan, on the east by Nagcarlan, on the west by San Pablo City, and on the south by Dolores, Quezon; as a result, it is strategically located in the middle of two progressive municipalities: Nagcarlan and Santa Cruz. With a total population of 15,531 and 3,562 households, it is categorized as one of the poorest rural municipalities in the country.

The world community, during the United Nations Conference on Environment and Development in Rio De Janeiro, Brazil in 1992, adopted Agenda 21 which recognizes the need to formulate and implement measures to promote sustainable development. In 1995, the Philippines Agenda 21 (PA 21) was promulgated. It defined specific priorities to pioneer sustainable development in the Philippines. Within the basis of Philippines Agenda 21 (PA 21), the Department of Tourism (DOT) developed the National Sustainable Development framework that encourages the development of ecotourism as an integral part of its sustainable tourism framework (Andrada, 2002).

Ecotourism became popular in the Philippines in 1991 when the Philippines Tourism Master Plan (TMP) was formulated by the Department of Tourism (DOT) together with the United Nations Development Programme (UNDP) and the World Tourism Organization (WTO) with the objective to establish the Philippines as a world-class tourist destination under the guiding principle of sustainable tourism development (Pajaro et al, 1997 cited in B.Abat-Parducho, 2015).

Although Rizal is still developing its own touristic identity, which should be unique compared to other frequently visited tourist sites in the Philippines; Rizal as one of the poorest rural municipalities in the country is developing various ways to uplift its socio-economic conditions with the LGU's mission to develop its region as an agro-ecotourism based municipality. With the leadership of Mayor Antonino A. Aurelio, ecotourism is set as one of the priority areas in which to bring positive changes to the community.

Therefore, we analyzed the interrelationship between stakeholders in ecotourism development in Rizal because the ecotourism framework in the Philippines demonstrates the interrelationship and interdependence among stakeholders, in which the environment and tourism are considered as the pillars of ecotourism (Andrada, 2002).

## *1.2 Problem Statement*

Rizal is one of the poorest municipalities in the Philippines and it also has one of the highest rates of unemployment. In terms of revenue generation, most revenue is derived from the central government as per the measure used for allocation. To counteract this predominance of central government revenue generation,

the local government of Rizal has identified ecotourism as an alternative source of income. This initiative of ecotourism is not completely new, as some form of ecotourism does exist at present; for example, the Tayak Adventure, Nature and Wildlife Park (TANAW) is a popular tourist destination. The idea is to create more opportunities for ecotourism activities in the municipality and subsequently for local economic development.

The stakeholder behind this drive for ecotourism development is the Local Government Unit (LGU) and its role in this process is crucial. Alongside the LGU we also considered the involvement of the local community and the private sector in the development of the ecotourism sector; we focus on the following three variables: (1) dynamics of participation; (2) perception and expected benefits and (3) roles of stakeholders.

## **2. Research objective and significance of study**

### *2.1 Research objective*

The objective of this study is to analyze the interrelationship between the stakeholders in ecotourism development in the municipality of Rizal, Laguna. We decided to analyze the interrelationship focusing on the dynamics of participation, perception and expected benefits of the local community, and the roles that each stakeholder plays in ecotourism development.

### **Research Question**

Main research question: What is the interrelationship between the stakeholders in ecotourism development in the municipality of Rizal, Laguna?

Sub research questions:

1. What is the dynamics of participation of the local community in ecotourism development in the municipality of Rizal, Laguna?
2. What are the perceptions and expected benefits of the local community in relation to ecotourism development?
3. What are the roles of each stakeholder in the ecotourism development in municipality of Rizal, Laguna?

In order to analyze the interrelationship between stakeholders, we decided to first identify the dynamics of participation, the perception and expected benefits of the local community towards ecotourism, and the roles of each stakeholder, particularly the LGU, local community and private businesses. By understanding all these aspects, we wish to obtain a clear image of the interrelationship between the stakeholders.

### *2.2 Significance of study*

The significance of this research is as follows:

1. The research is significant given the potential of ecotourism development in the municipality of Rizal,

- Laguna. Support from ecotourism stakeholders is essential for the development, successful operation and long term sustainability of tourism.
2. The research will help identify the current situation between ecotourism stakeholders in the municipality of Rizal, Laguna and work towards suggesting a partnership mechanism among the stakeholders for the development of ecotourism in the municipality of Rizal, Laguna.
  3. The research contributes to the academic body of knowledge on the interrelationship between stakeholders in ecotourism development.

### **3. Literature Review**

For the purpose of analyzing and understanding the research, the comprehension of existing literature is important as it gives better insights on the background information related to this field. This chapter will help the readers to understand the interrelationship between stakeholders in ecotourism development in the municipality of Rizal, Laguna. This chapter is divided into five main themes which include ecotourism, interrelationship between stakeholders, dynamics of community participation, roles that each stakeholder plays in ecotourism and the perception and expected benefits from ecotourism by the community. First, under ecotourism, this study will try to understand the meaning of ecotourism along with its positive and negative impacts. Second, it will help the readers to clarify how each stakeholder interacts with each other, and how interrelationship among stakeholders contributes to the success of ecotourism. Third, it will explain the roles and the importance of various stakeholders. Next, it will explore the importance of participation of the local people for the success of this kind of tourism. Finally, it will discuss how the community perceives ecotourism and how benefits are expected to occur in the ecotourism development.

#### *3.1 Ecotourism*

Ecotourism which many developing countries embrace as their main policy has considerable potential to achieve sustainable tourism development and facilitate social and economic development of local communities. It is about combining conservation, communities and sustainable tourism (Snyman, 2016; TIES, 2015; Mathews, 2002). According to Kiper (2013), ecotourism focuses primarily on experiencing and learning about nature, its landscape, flora, fauna and habitats, as well as cultural artifacts from the locality. Moreover, she mentioned that ecotourism contributes to the conservation of biodiversity; sustains the well-being of local people; involves responsible action on the part of tourist and the tourism industry; promotes small and medium tourism enterprises; requires the lowest possible consumption of natural resources; stresses local participation, ownership, and business opportunities, particularly for rural people; and above all, includes learning experiences.

As Andrada (2002, p.169) also mentioned, ecotourism policy provides for the “encouragement, development, management and promotion of ecological tourism, as a tool to support country’s environment, natural resources and cultural heritage”. Thus, ecotourism has strong impacts on environmental conditions and local people’s activities because eco-tourists have a strong interest in the local culture, habit and nature.

However, without appropriate planning and management for ecotourism, it might lead to environmental, social and economic damage.

Ecotourism activities which are not performed according to the purpose, the principles and the characteristics may cause the disturbance in environmental, economic and socio-cultural fields due to the over-intensification that may occur, especially in sensitive ecosystems like rural areas. Therefore, in order to achieve sustainability in ecotourism, it is necessary to know environmental, social and economic effects of ecotourism activities and to consider these effects during the planning process. From this point of view, informing the local people who are the most affected group about the effects caused by ecotourism in their region is of primarily importance (Kiper and Özdemir and Sağlam 2011).

### *3.2 Interrelationship between stakeholders*

Building a good relationship among the stakeholders will result in the formation of more effective strategies to develop and implement ecotourism. According to United Nations Environment Programme (UNEP, 2002), ecotourism is the sector of the travel industry that is formed with the efforts of small or medium sized local businesses, communities, non-governmental organization and government. It is an effort or a sustainable tool to conserve the environment, promote local businesses and uplift the socio-economic conditions of the local people. The success of the implementation depends on stable infrastructure i.e. road facilities, tourist centre, money exchange, and peace and security. Here, the role of government is to facilitate or create an environment to boost ecotourism. Particularly, the Ministry of Tourism and Environment should develop such facilities and also focus on protecting the natural areas.

Similarly, governments at national and local levels should work together to create brand image for the site. However, to promote the site, the help from outside stakeholders is equally significant. The local communities and their way to promote their areas through their culture and hospitality is another important aspect. In addition, the accommodation facilities when tourists visit the areas are another feature for retaining ecotourism long term. In ecotourism, single stakeholder methods cannot function. Help from the local government who has the authority to regulate these enterprises, govern land use and control key infrastructure is essential. Therefore, this shows that a close network between the stakeholders provides advantages in ecotourism development and is a vital component for the success of ecotourism.

This interconnected and interrelationship between the stakeholders cannot be overlooked when researching about ecotourism. The level of interrelationship between the stakeholders often determines the success or failure in ecotourism (Coria and Calfucura, 2011; Eagles, McCool and Haynes, 2002).

### *3.3 Role of stakeholders*

Stakeholders in ecotourism development are defined as parties, groups or individuals whose interests are directly or indirectly affected by any ecotourism related activity. In the context of ecotourism in the Philippines, stakeholders can be categorized into the following groups: public sector or government, private sector,

multilateral and bilateral (international cooperation) agencies, non-government organizations (NGOs), and community people (DENR & DOT, 2014). In this section, existing studies about the role of each stakeholder will be discussed in more detail.

### 3.3.1 Public sector (government) and ecotourism development

The role of the public sector or government in tourism development is mainly to provide policy in the form of strategic planning or regulation. In the Philippines, the direction of government policy on ecotourism can be seen in the National Ecotourism Strategy and Action Plan 2013-2022 created by the Department of Tourism (DOT) and the Department of Environment and Natural Resources (DENR).

The goal of ecotourism is to provide “environmentally and socially responsible ecotourism that safeguards the integrity and diversity of its natural resources, provides education and enjoyment to visitors and delivers larger and more widely distributed income and employment opportunities to the local communities and their constituents, especially the women, youth, indigenous peoples, and other vulnerable groups” (DENR and DOT, 2014, p.5).

The government aims to deliver knowledge to visitors about the importance of environmental conservation, but at the same time create more economic benefit for the community by creating employment opportunities. Therefore, the policy focus of the national government for ecotourism development is to balance economic benefit for the community on one hand and necessity for environmental conservation on the other.

### 3.3.2 Private sector and ecotourism development

The role of the private sector in the development of ecotourism can take many forms. The first form of private sector involvement is infrastructure development, such as the development of a visitor facility, road construction, or utility construction such as electricity and water. Since in most cases the requirements for financing infrastructure development is provided through the government’s budget, the common form of cooperation with the private sector is through the concept of public-private partnership (PPP)<sup>1</sup>.

The second form of private sector involvement is investment from private companies that are commonly operating in the tourism industry, such as transportation, accommodation, food and beverage, entertainment, and travel operators. Investment that comes from company of those industries is usually in large scale of financial and economic flow, and possibly come from either foreign or domestic firms. These types of investment will be realized in a condition where tourism sites attract a large number of visitors, because investors will seek economic returns for their investments, and the larger the number of visitors, the more attractive the investment opportunities.

However, this form of private sector involvement will most likely work in mass tourism development

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<sup>1</sup>Hodge and Greve (2007) defined public-private partnership as cooperative institutional arrangements between public and private sector actors. PPP is viewed as collaboration between public and private institution, with specific arrangement between both institutions involving organizational and financial aspect, to jointly produce particular products or services.

where the ultimate goal is to attract a large number of tourists, while the goal of ecotourism development is not merely increasing the number of visitors, but also to conserve the environment.

One possible way to engage the private sector into ecotourism development is the creation of small scale businesses, initiated by local people. Harrison and Schipani (2007) studied about private sector involvement in tourism in Lao People's Democratic Republic (PDR) in the form of small and medium scale businesses developed by local people. They found that over a seven years period, from 1998 to 2005, there was a three hundred percent increase in the number of accommodation establishments owned by local residents.

### 3.3.3 International cooperation agencies and ecotourism development

International cooperation agencies involvement in ecotourism or tourism in general is in the provision of financial and technical assistance for development projects. Hawkins and Mann (2006) found the World Bank taking on an increased role in tourism development. During the period of the Millennium Development Goals, tourism development was viewed as a potential strategy for poverty reduction through the achievement of economic growth. This encouraged many multilateral and bilateral development agencies to increase their involvement in tourism development in many developing countries as the goal of poverty reduction is in line with the agencies' goal.

### 3.3.4 Non-Government Organizations (NGOs) and ecotourism development

In the context of the Philippines, the presence of Non-Government Organizations (NGOs) is crucial. NGOs play a significant role in environmental protection across the country. NGOs provide an advocacy for preservation of the environment and work together with other stakeholders like local government units for identification of ecotourism sites that needs to be protected, and private businesses for the mobilization of financial resources to finance their environmental conservation projects. However, the role of NGOs in ecotourism is not only limited in environmental concerns. In the case of ecotourism development in Lao PDR, in the study of Harrison and Schipani (2007), NGOs also provide technical assistance for local people in the building of small and medium enterprises to support the tourism industry in the country. They engaged in an effort to increase the business skills of people, and worked together with local citizens to initiate accommodations and restaurant businesses that could cater to visitors.

According to the study by Duthy and Bolo-Duthy (2003), NGOs played a role as the bridging organization between the government and P.Os (People's Organizations) in a community-based forest management program in the Philippines. The 1987 Constitution of the Philippines defined People's Organizations as bona fide associations of citizens with demonstrated capacity to promote the public interests and with identifiable leadership, membership and structure. Community-based forest management is done through the participation of P.Os. The study used example cases of reforestation projects in Mount Banahaw and Mount Makiling. It found that in the case of forest management with community involvement, P.Os show attitudes of resistance towards the reforestation program because of reasons such as the inability to plant agricultural products due to the tree-planting, the absence of property rights, and the fact that people must sacrifice their working time to

participate in the tree-planting program. With the involvement of NGOs that specializes in assisting People's Organizations, they facilitate meetings between the reforestation program initiator and the People's Organizations, to reach an agreement on the reforestation program. The study also showed that NGOs are a catalyst for community involvement, where they can stimulate and help people to plan, act, and evaluate their own activities.

### 3.3.5 Community and ecotourism development

As stated in the National Ecotourism Strategy and Action Plan, the goal of ecotourism development is to deliver economic benefits to the community in terms of income and employment opportunities. The goal also mentioned that the benefits should reach all members of the community, including women, youth, indigenous people, and other vulnerable groups. This means that the Philippine government is promoting the inclusion of all community members including minority groups to involve them in ecotourism-related activities or at least the benefits thereof.

Scheyvens (2000) conducted a study on community involvement in ecotourism focusing on gender issues, particularly women's involvement in ecotourism development in the third world. According to this study, there are three reasons why gender is an important issue to be considered in community involved ecotourism. Firstly, to identify how decisions about ecotourism development are made by diverse member of community groups. Secondly, to ensure that there is good resource management planning to protect natural resources; the study argued that women are more engaged in environmental conservation compared to men. Finally, to identify how knowledge from a wide range of community members can benefit ecotourism.

Community involvement in ecotourism activities is also related to environmental conservation. The community plays a significant role in the effort for conservation although they might not be the leading actor. NGOs or government institutions initiate conservation projects that will need the community's participation in conducting the projects, such as planting trees. The community is needed because of the large scope of the project that requires a large number of people to participate, and because the sustainability of the project's outcome will highly dependent on the community who lives in the conservation areas. The sense of belonging to the community and the environment will help maintain the project's outcome in the long term. Kiss (2004) studied Community-based ecotourism (CBET) projects in Honduras and Kenya, and found that many conservation organizations conducted CBET in ecotourism sites for the reasons mentioned above. Additionally, she found that CBET is effective for environmental conservation because communities perceive ecotourism as a source of livelihood, and this strengthens their commitment to conserve the environment. By having the knowledge of conservation, people will try to avoid harmful activities such as land expansion for agriculture in conserved areas, wild animal killings, and cutting down trees.

### 3.4 Dynamics of participation

Ecotourism is a sub section under sustainable tourism and is often linked with environment protection as a way to revive the local economy. In simple terms, it is often described as a way to attract tourists especially to rural

areas using its natural and cultural resources (Muhanna, 2006). This has resulted in development or initiation of ecotourism in rural areas without a proper understanding of the term itself; in a sense, when local people and their culture are exploited, their participation is often limited. Even their understanding about this kind of tourism is limited so this often hinders their path to participation. Figure 1 clearly depicts the central position of host communities among the other stakeholders. Thus, in this section of the literature review, dynamics of participation, particularly that of local communities, are further discussed.

Rural communities that are trying to develop ecotourism are also challenged by the need to understand and manage the complex relationship between community and extra-community stakeholders or those who are affected and those who affect the decision making. This is an essential element of sustainable tourism because the involvement of extra-community stakeholders, who tend to focus on maximizing economic value, could overuse the existing value of community resources. To prevent the exploitation by the other stakeholders, it is significantly important to educate local citizens about ecotourism and to develop a model that will empower the local people (Shikida, Yoda, Kino, & Morishige, 2010; Mayers 2005).

**Figure 1 Key Players and Stakeholders in Ecotourism Development**



Source: DENR and DOT, 2014, p.58

Some scholars like Scheyens (1999) tend to further argue that terms like ecotourism or cultural tourism are often used as a marketing tool to rural areas, but such tools serve to promote business rather than uplift local communities. So, these kinds of ventures should not limit themselves to doing business but should prioritize the environment and ensure the members of local communities have control over the activities taking place and benefit from those activities. For the assurance of local people to enjoy the benefits, the author uses the empowerment framework. Psychological empowerment, social, political and economic characteristics are used as different aspects to empower local communities in order to avoid the traps of ecotourism venture;

psychological empowerment that enhances confidence and self-esteem of the local communities, social empowerment that promotes community cohesiveness, political empowerment which strengthens local political structure and local participation in making voices of different groups heard so that it can pave the way towards community development, and finally economic empowerment that ensures long term economic benefits. Although economic instruments help communities to control the demand for tourists and increase revenues, the increased number of visitors will affect the environment and local culture. It requires sustainable planning to avoid these kinds of pitfalls (Coria & Calfucura, 2012).

Numerous studies have been done on the importance of the local communities' involvement in ecotourism development. However, previous studies are generally focused on the importance but have tended to miss the process of how to involve the local people and the type of relationships that exist between various stakeholders in ecotourism development. The degree of involvement of local communities in various decision making and policy issues is often determined by the extent to which they can affect or can be affected by these decisions and policies. If decisions concerning the development of tourism in a region are not made in consultation with local communities during the design stage, it will be impossible for local communities to be involved during implementation. Theoretically, the role of local communities in tourism development in the context of policy and decision-making depends on the type and level of participatory approach taken within a tourist destination (Muganda, Agnes, & Ezra, 2013).

### *3.5 Community's perception and expected benefits of ecotourism*

#### *3.5.1 Community's perception on ecotourism*

Community's perception about ecotourism is an important aspect on ecotourism development, because it will determine their level of involvement in the activities. The more they have a positive perception about ecotourism; the more likely they are to participate. However, it does not mean that their knowledge and perception about ecotourism cannot be intervened. Institutions like NGOs, government, or even multilateral organizations can play a role in capacity building for local citizens.

Laverack and Thangphet (2007) studied community capacity building in two ecotourism sites in Thailand, Ban Tam-Nong Bia and Ban Mae Kampong, and analyze the application of a participatory approach in the project. The project was conducted through a series of workshops attended by various groups of people in the community, including village headman, the community ecotourism committee and members, occupation group leaders, and local villagers. Community people were asked to identify their existing capacity in nine domains (participation, leadership, organizational structures, resource mobilization, external linkages, problem assessment, project management, critical assessment, and outside agent). These domains served as a framework for the community to better mobilize and organize themselves to have more control over locally managed ecotourism. The participants worked with a number of facilitators to assess their weaknesses in each domain and formulate a strategic plan to address them. This approach is useful for building community capacity and encouraging people's participation so that ecotourism projects can be more locally managed, and it also functions as a framework for community development.

### 3.5.2 Expected benefits of ecotourism

This section discusses the existing studies on community expectation regarding the benefits of ecotourism, and what those benefits actually are.

Ormsby and Mannie (2006) studied the role that ecotourism play in providing a local source of revenue and the economic justification from environmental conservation, in Masoala National Park, Madagascar. In the park, the role of local guides to increase awareness about the environment is significant. Local guides are recruited through a guide association that provides the training and knowledge needed to perform their job as a tourist guide. As the number of tourists increase, the demand for guides also increases. This condition marks economic benefits that local people received from ecotourism in their area, and at the same time knowledge generation and capacity building about the environmental conservation of the surrounding ecotourism sites. Ormsby and Mannie (2006) also found that a certain proportion of entrance fee revenue is going to a local management committee fund, which is used for development projects such as road construction and improvement of public school facilities in the area.

Another study by Gurung and Seeland (2008) was focusing on extending the benefits of ecotourism to rural communities in Bhutan. The study was conducted by surveying tourists about their profiles and their preferences for natural tourism activities in the rural areas operated by the local people. It was concluded that the majority of tourists who visited Bhutan were in support of ecotourism development that would benefit the local people in rural areas. In addition, the authors make recommendation in developing locally managed micro enterprises such as *ecolodges* and *ecoresorts*. The two studies showed that in order to maximize the benefits of ecotourism for community people, the community themselves must be involved and become leading actors of the development.

Thus, this chapter also helped us in developing our research methodology. It guided us in understanding the need to adopt a qualitative method for conducting our in-depth research to identify the interrelationship between stakeholders. Therefore, with the information gathered from the literature review, our study identifies the key issues and fill-in the interrelationship gap especially from the Local Government Unit side of ecotourism development, along with two important stakeholders, the private sector and the community.

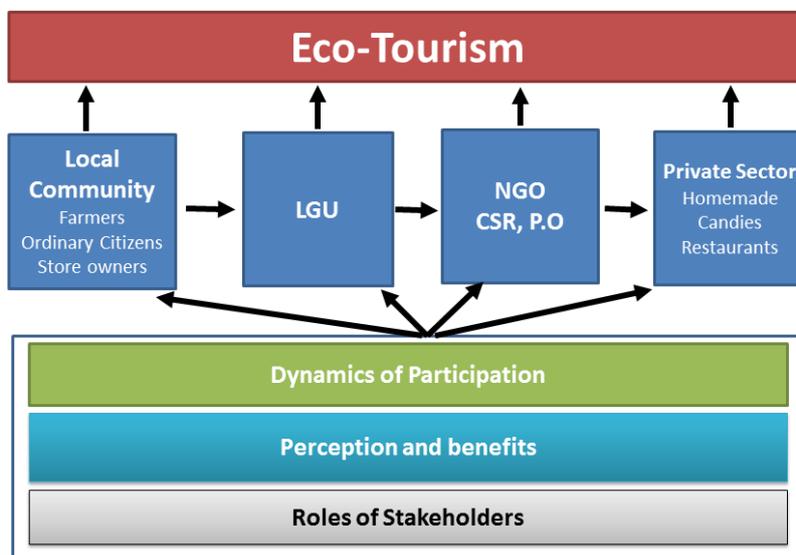
## **4. Methodology and Limitations**

This chapter explains the design of this research. The first section presents our conceptual framework. The second section briefly introduces the research site, the municipality of Rizal. The third section explains how information was collected, and the fourth section describes how the information was analyzed. The last section introduces the limitations of this study.

### *4.1 Conceptual framework*

Our conceptual framework has two parts. At the bottom of the framework, are the variables we used for this research. These variables show how each stakeholder interrelates with each other and how their interrelations influence ecotourism development in municipality of Rizal, Laguna.

**Figure 2 Conceptual Framework**



Source: Authors

We set three aspects of interrelationship for our variables. Firstly, the role of stakeholders is important because the roles that each stakeholder plays will determine how they interact with each other. Secondly, by looking at the dynamics of participation, we tried to see if local communities are aware and are empowered to consult with other stakeholders in the planning and decision making processes about the management and future development of ecotourism in the municipality of Rizal, Laguna. If the participation is effective, there is greater likelihood for the project to be successful. Lastly, perception and expected benefits measure local people’s knowledge about ecotourism concepts and the benefits they could derive from them. Perception and benefits are significant since they can influence the people’s level of participation and interaction with other stakeholders. By identifying the roles of each stakeholder, dynamics of participation, perception and expected benefits of the community, we analyzed the interrelationships within the frame of ecotourism development. Therefore, this analysis will answer the main research question. If these aspects are working well for every stakeholder, ecotourism development in the municipality of Rizal, Laguna will be successful.

#### 4.2 Data collection method

For this research, we adopted a qualitative case study design. Interviews were used as the primary data collection method. We conducted a total of 24 in-depth interviews with individuals and groups including 8 from LGU officials and 6 from local private enterprises (such as homemade candy producers, private resorts and a restaurant), 9 from the local community, and 1 from an NGO. For sampling, we requested a local guide

from the LGU to look for respondents we believed were important to our research and appointments were made for us. To supplement the interviews, we did walkabouts (informal interviews) with ordinary citizens along the streets of Rizal in order to get more information regarding their perceptions and expected benefits about the ecotourism development in the municipality of Rizal, Laguna. The main informants here were youths, some mothers and other local people. Also, the nature of our research allowed us to do field observations of the ecotourism site in which the municipality of Rizal is in the process of developing. This experience enabled us to see what is taking place in terms of ecotourism development and to participate in tree planting activities for environment conservation. For secondary data, we reviewed some documents from the local government which were relevant to our study.

#### *4.3 Research site*

We conducted our research in the municipality of Rizal, Province of Laguna, Philippines. Our interviews took place in the municipal hall, offices of LGU officials, offices of barangay captains, a military patrol base camp, private factories, resorts and restaurants, and on the street. Also, we visited TANAW, which is the main tourist attraction in Rizal, and interviewed people who lived surrounding the site including farmers, store owners and members of a military patrol base (Citizen Armed Force Geographical Unit, or CAFGU) who are providing security in the area.

#### *4.4 Analysis method*

We did a thematic analysis of each developmental project related to ecotourism, and looked at how the stakeholders interacted with others within the projects. The three variables mentioned in section 4.1 were used to analyze the interrelationship among the stakeholders.

#### *4.5 Limitation of the Study*

Our research study faced some limitations. The most obvious limitation is that of time. Due to our busy schedule during the fieldwork, we could not focus on our research theme as much as required. We could not interview any person from the national government, so this study does not cover the role of the national government as much as it would have been. We realized that the responses from the national government would have added more insight to the role of the public sector. Also fewer respondents from the local community were interviewed. We interviewed members from the farmers' association and some storeowners at TANAW but other people within the community such as youth and women's groups would have added more perspectives on the role of the local community. Since the main theme for our study was on the role of local government, the data we collected might have been biased towards the local government; however, we constructed the interview questions in a way that enables us to disclose information about the involvement of other stakeholders outside the local government.

## 5. Findings

### 5.1 *Current Situation of Ecotourism Development in Rizal, Laguna, Philippines*

The ecotourism development in the municipality of Rizal, Laguna, is being carried out through a series of projects that are complementing each other and that are centered on the development of a historical hill in Rizal called Tayak Hill. We found that the municipality of Rizal is promoting the development of Tayak Hill as a potential ecotourism destination with the name “Tayak Adventure, Nature and Wildlife Park (TANAW)”. The major projects that are being carried out under the umbrella of developing ecotourism in the municipality of Rizal is the reforestation of the national protected area around the Tayak Hill by the Department of Environment and Natural Resources (DENR) under its National Greening Program and Rain Forestation project by an NGO called the Haribon Foundation. Other projects that are being carried out for the development of ecotourism are infrastructure projects such as water, road, solar lights, rain catchment dam and other facilities for tourists such as steps, gazebos, zip line, tourists’ center, administrative building etc.

#### 5.1.1 How Tayak Adventure, Nature and Wildlife Park (TANAW) is being developed as an ecotourism site

Tayak Hill, because of its religious component with the presence of a giant cross, has been attracting many tourists each year especially during the Holy Week Season when Christians of the Roman Catholic Church celebrate Easter, a day considered sacred by the Christian people. This is an additional feature in the municipality of Rizal, Laguna, which is unique to the region. After a feasibility study was carried out on the conception of Tayak as an ecotourism destination, the municipality was favored with a comprehensive master plan by representatives from the University of the Philippines Landscape Architecture Department. This was used to gain the recognition of TANAW by the Department of Tourism (DOT) as a potential ecotourism destination. However, this project has yet to be fully funded, which when funded will provide the community with more opportunities.

Even though it is not fully funded, some of the infrastructure projects have been implemented due to the personal initiative of the mayor to solicit funds from different agencies such as the Department of Environment and Natural Resources (DENR), the Department of Agriculture (DOA) for the road project and from other corporate sources. Also, revenue from the entrance fees collected when thousands of tourists visit TANAW each year is being plough back into some of the facilities for tourists which are nearly 50% complete according to the mayor. Furthermore, the tourist center was built following a loan from the World Bank in 2015 but was suspended due to some problems with the contractor. Implementation of projects is being guarded by advices from the tourism council<sup>2</sup> while the local council that represents the local community enacts ordinances to ensure that there are policies and guidelines for implementation. To ensure security in TANAW, the Local Government Unit (LGU) is also soliciting the help of the 59<sup>th</sup> Military Infantry Battalion (CAFGU, which

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<sup>2</sup>Setting TANAW as a priority propelled the municipality of Rizal to be seriously engaged in a holistic development of tourism for the whole community. In this case, the tourism council was created to oversee, undertake and monitor the planning and implementation of tourism plans and programs (Executive order No. 17, Office of the Municipal Mayor, 2015).

stands for Citizen Armed Force Geographical Unit) patrol base from Cavite, Laguna who maintains peace and order. In addition, CAFGU also benefits from tree planting activities as they receive payment from the LGU for each tree they planted.

## *5.2 Stakeholders in ecotourism development and their roles*

In order to analyze the interrelationship of stakeholders involved in ecotourism development in the municipality of Rizal, Laguna, we had to identify the various stakeholders who are involved and the roles they play in the development of ecotourism. The role each stakeholder plays is anticipated to affect the way they interact with each other. According to the National Ecotourism Strategy and Action Plan 2013-2022 in the Philippines, the stakeholders in ecotourism may be grouped into public sector (national, regional and local governments), private sector, multilateral and bilateral agencies, Non-Governmental Organizations (NGOs) as well as various communities (DENR & DOT, 2014). Referring to the National Ecotourism Strategy and Action Plan 2013-2022, we analyzed the interrelationship of stakeholders by identifying the stakeholders that are involved and defining their roles. As such, the following stakeholders whose interests are directly or indirectly affected by any ecotourism related activities and the roles they play in its development were identified.

### *5.2.1 National Government*

The institutional framework for ecotourism development in the Philippines as guided by the National Tourism Act of 2009 provides the basis for the existence of hierarchy in ecotourism bodies (DENR & DOT, 2014). As such, the national government plays an important part in the development of ecotourism. They provide funding, policies and guidelines for various projects and monitor the implementation of such projects by the LGU. In the municipality of Rizal, the following national government agencies were identified as playing a certain role in ecotourism development.

#### *5.2.1.1 Department of Environment and Natural Resources (DENR)*

The DENR is the agency that is responsible for the conservation, management, development, and sustainable use of the country's environment and natural resources. They are in charge of the conservation of biodiversity through management and development of the National Protected Area in TANAW.

#### *5.2.1.2 Department of Tourism (DOT)*

According to the Tourism Act of 2009, the DOT formulates national tourism policies and the national and regional tourism master plans. They are involved in encouraging and promoting the development of tourism locally and internationally as a major socio-economic activity. From our interview with the mayor, we found that for the promotion of TANAW, the DOT coordinates promotional activities and sends regular invitations to the LGU to present their ecotourism plan for other businesses and sectors to see. This is done at least twice a year. The mayor even went further to say that they will be sending two people to the DOT for tour guiding seminars (in-depth Interview with the mayor, 26 September 2016).

### 5.2.1.3 Department of Agriculture (DOA)

Another agency that also played a vital role in ecotourism development in the municipality of Rizal is the Department of Agriculture (DOA). The LGU solicited and received funds from the DOA for the farm to market road construction project leading to TANAW and at present the project has been completed.

Other departments which were also relevant in promotional activities for development of TANAW include the Department of Trade and Industry (DTI) that organized local regional economic development for product development and the Department of Social Welfare and Development (DSWD) that are involved in the food and cash for work programs.

### 5.2.2 Local Government Unit (LGU)

As regulated by Local Government code (RA 7160 and RA 9593), LGUs are tasked to prepare and implement their own tourism development plans, enforce tourism standards, and collect statistical data for tourism purposes as well as implement other national tourism development initiatives respectively. They also create permanent positions for Tourism Officers. In Rizal, we found that the LGU is implementing the National Greening project of DENR in the protected areas of TANAW as well as prepared and currently implementing their own ecotourism plan (TANAW). We also found that as a personal initiative, the mayor is soliciting funds from different government agencies where he attends seminars and conferences and promotes Tayak as an ecotourism site. In addition, he receives donations from other sources (private individuals, groups, organizations or businesses) which are used for the provision of infrastructures such as the steps that go up the hill. Also, through the mayor's personal relations with businesses such as resorts and restaurants, by recommending guests or customers personally to these businesses, he has been able to promote the municipality of Rizal by word of mouth. We equally found that before Tayak Hill was being prioritized as TANAW, it was previously the initiative of the former Vice Mayor Ferdinand. He was tasked by the mayor to carry out research and promotion activities of Tayak Hill. In this way, he created a group of young people who were capacitated in organizing different promotional activities such as developing brochures of Tayak and of other establishments, a website, t-shirts and collecting samples of local products which were sent to the national and regional government for exposition and promotion. However, all these activities are no longer being continued since the leadership period of vice mayor has ended.

Within the LGU there are organs which are involved in the development of ecotourism in the municipality of Rizal, Laguna. These include:

- a. The tourism council headed by the Municipal Administrator which has the main function of overseeing the planning and implementation of the tourism programs. In addition, they give advices to the mayor on the development activities of TANAW.
- b. The local council which has legislative powers and is responsible for the passing of resolutions and ordinances for the promotion and development of TANAW. The local council is said to be the representative of the local people as it constitutes the league of barangays represented by the heads of each barangay. They support the efforts of the LGU in the development of ecotourism in Rizal. Such efforts include relating

**Photo 1 Steps Constructed with Donations from Private Individuals and Businesses**



Note: These are steps constructed to facilitate movement of people up the hill of TANAW  
Source: Photos taken during field visit of TANAW

information from the LGU back to the community as well as ensuring general welfare of their communities. During our interview with the barangay captain of Tala where TANAW is located, he stated that they issue permits to individuals or groups who are interested in planting trees (Interview with the captain of barangay Tala, 21 September 2016).

In our observation, we noticed that most of the efforts in ecotourism development in the municipality of Rizal are coming from the mayor, who, on his personal initiatives solicits funding from different agencies and is engaging different people to implement the projects. Although we also observed involvement of the tourism council and local council as part of the LGU, their involvement is not substantial in the planning and implementation of the projects.

### 5.2.3 Non-Governmental Organization (NGO)

During our fieldwork, we found that the Haribon Foundation, an NGO, is an important stakeholder in ecotourism development in the municipality of Rizal, Laguna. We had the opportunity to interview the chairman of this NGO which we found out that with assistance from the LGU and DENR, they are implementing a Rain Forestation project in TANAW as a component of their conservation or environmental management programs with funding assistance from their private corporate partners. They operate in partnership with Environment and Natural Resource Guards Incorporated (ENRGI) also known as the People's Organization (P.O) created by the LGU to enable them to carry out their projects. Their activities also include empowering the community through the P.O by providing technical assistance.

### 5.2.4 Local Community

The local community is an important stakeholder in ecotourism development. According to the National

Strategy and Action Plan 2013-2022, the local communities are the hosts at the front line as direct providers of goods and services. However, most of their role in ecotourism development in Rizal seems to be limited to providing labor for tree planting activities. In our discussion with the mayor, he stated that the local council represents the local community and enacts laws to ensure that there are policies and guidelines for implementation of projects (in-depth interview with the Mayor, 20 September 2016). During our fieldwork we identified and interviewed the following groups:

a. Santo Nino Agro Forestry Farmers Association

This is an association that is made up of farmers who are residents at TANAW. As residents in this area, they provide maintenance by cutting grasses and protecting the trees. Also, they were involved in flattening the farm-to-market road to be able to transport their products to the market and were hired as laborers for the cash and food work programs. We also observed that some of the members of the association are owners of local stores at TANAW where their products especially vegetables such as chayote, cabbage, tomatoes, radish etc are sold to tourists who visits TANAW. During our field visit, we noticed how some tourists were buying these vegetables.

b. Citizen Armed Force Geographical Unit (CAFGU)

The CAFGU are members of the 59<sup>th</sup> Military Infantry Battalion patrol base from Cavite, Laguna. Upon the request of the LGU, since parts of Tayak Hill have been recognized as a nationally protected area, they provide peace and order. We found that they do not only protect the environment and people such as reporting illegal cases of tree cutting to the LGU and providing first aids to tourists, but they also benefit from tree planting activities from the LGU and DENR<sup>3</sup>.

#### 5.2.5 Private businesses

The private sector includes those providing services on transportation, accommodation, food and beverages, entertainment, travel trade and other support entities. During our fieldwork we identified the following private businesses whose activities are directly or indirectly linked with ecotourism in the municipality of Rizal, Laguna. They include resorts and restaurants, homemade candy makers and small store owners. They provide accommodation and food for tourists, produce and sell local products as well as support the LGU through word of mouth promotion.

### 5.3 *Community's perception and expected benefits from ecotourism development in Rizal*

Local people's knowledge of ecotourism concepts and the benefits they could derive from it is significant as it can influence their level of participation and their interactions with other stakeholders. Their inability and limited capacity to understand the key objectives and concepts of the ecotourism projects which is being set as a priority in the economic development of the municipality of Rizal, Laguna, may hamper their participation.

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<sup>3</sup> In our interview with one of the CAFGU workers who happens to be a farmer as well, he mentioned that apart from his allowance from the national government, he has been able to gain another source of livelihood whereby he could stay with his family and participates in tree planting activities where he gets Php 5 per tree planted.

### 5.3.1 Community's perception on ecotourism

Local people's knowledge can be enhanced through capacity building. It is important for the local people to understand the conception, importance and purpose of the project which is being developed to improve their livelihoods. In our fieldwork, we found out that there is limited knowledge on the concept of ecotourism. The concept is not widely understood by local people. Most of the people we interviewed perceived ecotourism to be focused only on environment conservation while other aspects on local people's knowledge and how they can take part in it to improve their well-being was not well perceived. However, we found that the NGO, Haribon Foundation, under the Rain Forestation project is playing an important role in providing capacity building to the People's Organization through proper training on tree planting to restore the forest in Tayak, but this is limited to the project they are carrying out.

### 5.3.2 Expected benefits from ecotourism

In terms of expected benefits from ecotourism, the obvious and most crucial benefits a community can enjoy from ecotourism are environment conservation and economic benefits. Conservation of the environment and the identity of the municipality of Rizal, Laguna, as a tourist site are special benefits that are shared by not only the local community members but also all the stakeholders. From our interviews, we found that the expected benefits from ecotourism as perceived by the community are in terms of environment protection, employment opportunities such as job creation, increased revenue generation by the LGU through entrance fees and payment for other services provided, income to the businesses and local people from sales of ecotourism products as well as increased in the identity of the municipality of Rizal, Laguna, to be well known locally and internationally.

Although ecotourism in the municipality is still at the early stages of development and is not a fully completed project that will provide the community with enough opportunities, it is already providing benefits to the region. Some businesses indicated the existence of demand for temporary employment during the holy week to take advantage of the increase of visitor activity during this time period. During this time, local businesses are able to put up stalls and sell their products to the visitors going up Tayak Hill. Furthermore, income from entrance fees collected by the LGU in 2015 stood at Php 391,330.00 (Office of the Municipal Mayor, Municipality of Rizal, 2016). In addition, through the projects implementation, the local community has experienced an increase in income generation. Members of the farmer's association already experienced an increase in sales during the holy week. Also, we found that the local community has gained employment opportunities through the cash for work or food for work programs, specifically under DENR Greening Program and the Haribon Rain Forestation Project. As a final point, project-based employment is also available on the road construction and water catchment projects. However, these are all short to medium term employment as all the above mentioned projects are only for a specific time period.

## 5.4 *Dynamics of Participation*

Local communities, either directly or indirectly, encounter both positive and negative impacts of tourism activities, and thus their participations are crucial to ensure that tourism-generated benefits meet and satisfy

their needs. To analyze the dynamics of participation of the local community, we examined participation from the aspects of awareness, consultation, decision making and interaction with other stakeholders. As Kim et al. (2014) asserted, if local communities are empowered to consult with other stakeholders in the planning and decision-making processes about the management and future development of tourism in their areas, there is a greater likelihood that tourism will be more successful and sustainable.

#### 5.4.1 Awareness

From our study we found out that the awareness towards the development of TANAW was apparent within the community. There seems to be a general awareness on activities in the municipality of Rizal, Laguna, as a whole, as observed during its flag raising ceremonies. However, information about ecotourism has been disseminated within the community mainly through informal channels. Members of the community were well aware of the development, with some of the locals already reaping benefits. The dissemination of information to the local community was more as a result of informal communications through social media and word of mouth within the community rather than through official consultation with the head of barangays or municipal officers. Since the barangay captains are part of the local council representing the community, they are supposed to relay information from the LGU back to the community. Despite this channel of communication from the municipal office to the head of the different barangays, information is not disseminated well to the local community.

#### 5.4.2 Consultation

In general, consultations to and from the Local Government Unit and the local community are attained through the local council, where each head of the nine barangays have the opportunity to discuss any issue regarding his or her barangay. During our interview with the farmers' association, they acknowledged of having had a meeting with the Municipal Environment and Natural Resource Officer (MENRO) who briefed them on the overview of the LGU's plan. However consultation with them for the construction of certain infrastructure projects at TANAW does not take place<sup>4</sup>. In another interview with a CAFGU member, he said that meetings with the LGU are held once or twice a month but discussions are not particularly about the ecotourism in TANAW. Formal meetings with the mayor are usually held every holy week when many tourists visit TANAW.

#### 5.4.3 Decision-making

The decision-making process was approached on a project basis according to the national government requirements. It should be noted that with regards to project initiation and planning, the decision-making process was mostly within the LGU due to some regulations from the National Government Agencies for example due to funding requirements. However, we found that the local council represents the voice of the community and so gives advices to the LGU on the activities carried out.

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<sup>4</sup> The farmers mentioned during the interview that an area which used to be their basketball court was used to construct the tourist center without their knowledge and consultation. They were surprise to see when work for the construction of this building had already started without the LGU informing them.



a formal relationship between the LGU and the local community. This is expressed when the local council communicates with the mayor by giving advices on the activities that are implemented. Apart from the interaction within the local council, the residents of Tayak Hill also communicate with the LGU through the farmer's association and the Municipal Environment and Natural Resource Officer (MENRO). Through this mechanism, the residents were able to further discuss some pertinent issues such as the reallocation of the settlers surrounding Tayak for the expansion of its development<sup>5</sup>. But this interaction seems to be mainly through informal means.

The LGU also has a formal relationship with the CAFGU patrol by soliciting their help to maintain peace and order at TANAW. They do not only protect the environment and people but also benefits from tree planting activities from the LGU and DENR. Since parts of Tayak are nationally protected areas, as a requirement to protect these areas there is a high level of interaction between the LGU and the CAFGU. Upon the request of the mayor, the CAFGU members assist in providing security and other activities.

As far as the NGO-Haribon Foundation is concern there is a good relationship with the LGU. This relationship is however strengthened formally with the Environment and Natural Resource Guards Incorporated (ENRGI) commonly called the Peoples' Organization (P.O) created by the LGU through an agreement that enables the NGO to work with the P.O in carrying out tree planting activities. Through these means, the P.O is empowered through capacity building trainings by the NGO and is able to get information on how to participate in the ecotourism development.

Regarding the interactions with private businesses, we noticed that this was mainly through informal interactions but limited mostly businesses with a personal connection to the LGU or the Mayor specifically. The LGU has a good relationship with some businesses<sup>6</sup> and has been successful in persuading some private businesses to donate funds towards ecotourism development. We also found that interaction of the local community with private businesses is mainly through business relations. With concerns to the restaurants and resorts, interaction is mostly with the farmers at Tayak through the sale of farm product. The resorts and restaurants buy some of their products from the farmers at Tayak Hill while the store owners at Tayak Hill also buy products from the candy makers and sells. Also, there seems to be a good relationship between the restaurants and resorts<sup>7</sup>.

## *5.6 Discussion of Results*

This analysis indicates that there seems to be little interaction between the LGU, the local community and

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<sup>5</sup> Through interview with store owners around TANAW, we found that they received information about LGU plan to build tourist facilities; therefore, they need to resettle to different place. However, the source of this information is not clearly identified by the store owners.

<sup>6</sup> In our interviews with one to the restaurants, Lucy and Elsie Restaurant, we found out that the LGU has a very good relationship with them and are considered as one of the active private partners with the LGU. The interrelationship is strengthened by giving donations in cash and food during events organized by the LGU and provides discounts to guests brought to the restaurant by the LGU.

<sup>7</sup> One of the resorts, Tala Resort told us that they order food from Lucy and Elsie restaurant and gets recommendation of guests from Rizal Recreation Center, another accommodation provider in Rizal.

the private businesses, but there is a formal or direct relationship between the LGU and the national government agencies and the NGO. This is because the LGU's source for funds comes directly from the national government agencies relating to TANAW according to the funding for specific projects (roads, reforestation, water etc.) with well-defined standards and guidelines stating the responsibilities of each stakeholder. All the LGU does is to identify the right people to implement the project. As such there is no standard way in which the LGU interacts with other stakeholders. The involvement of the local community is mostly limited to implementation through labor provisions. Conversely, the local community through the P.O and the local council show some formal relationship with the LGU but this relationship does not have a strong tie between all the stakeholders<sup>8</sup>. Equally, the LGU recommends guests to these businesses but there seems to be no established or formal mechanism for interaction between the LGU and the businesses. Lastly, most of the projects carried out are initiated by the LGU; other stakeholders do participate in the planning depending on the type of project and the regulations from the national government agencies.

## **6. Conclusion and Recommendations**

### *6.1 Conclusion*

Tayak Adventure and Nature Wildlifepark (TANAW) is an ecotourism project that has just started with potential for growth in the future. It has become an important development project implemented by the LGU and designed to be a source of economic development for the municipality of Rizal, Laguna, and meant to deliver social and economic benefits to the local community. However, the findings showed that involvement of stakeholders outside the LGU is minimal, and the communication with these stakeholders is mainly done through informal channels.

On the other hand, a strong relationship among stakeholders exist with regards to environmental conservation. The LGU works together with the Department of Environment and Natural Resources (DENR) and the NGO-Haribon Foundation along with involvement from the P.O which consists of community people who conduct conservation activities surrounding TANAW.

A close relationship among stakeholders should exist for the purposes of delivering benefits to the municipality of Rizal. From our interviews with one of the LGU staff, we found that the LGU does not have the capacity to fully undertake a comprehensive project for the development of ecotourism in the municipality of Rizal that will involve all the stakeholders. Most of the employees at the LGU do not have the capacity or knowledge about ecotourism to undertake such a project. Additionally, the local people have neither been orientated to the direct benefits or impacts that ecotourism might provide them nor how they could participate (interview with the Executive Secretary of the LGU, 27 September 2016). The objective of ecotourism is environmental conservation and empowerment of local people in order to improve their well-being. For this

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<sup>8</sup>We observed that some of the private businesses such as Tala Resort and Rizal Recreation Center, the LGU sometimes inform them on events and activities about TANAW but this only through word of mouth information.

purpose, if the local community has the capacity to operate their own enterprises, they will be able to stand alone and the LGU will have less burden taking care of their needs. As such, the involvement of stakeholders like private businesses and the community itself is essential. The potential for increasing involvement of these stakeholders in the future was observed during this research.

## 6.2 Recommendations

For ecotourism to be implemented successfully, local ecotourism stakeholders must work closely with each other in the development and implementation of the plan.

1. As there are three existing plans to develop ecotourism in TANAW, i.e. master plan developed by the LGU, architectural plan designed with the help of the University of the Philippines Landscape Architectural Program and a third plan proposed to the World Bank to for funding. However, three different plans tend to create confusion during project implementation. Therefore, adapting and following a comprehensive plan for TANAW is necessary. Along with this, creating a feasibility study and market research study for management of ecotourism development is recommended.
2. As the majority of the project is driven by the current mayor, setting policies that will ensure continuation of the project into the future is necessary. It is important to ensure sustainability not only in terms of environmental sustainability but also sustainability of the project<sup>9</sup>. A mechanism for monitoring and evaluation as well as an ordinance to ensure continuity after the term of the mayor ends is imperative. We found there is a Technical Working Group created to ensure sustainability by conducting monitoring and evaluation from our interview with the Executive Secretary but the status on which they are actually working does not seem clear. Also, the mechanisms to ensure funding and to utilize those funds in investment of the project are also essential.
3. From our research, we found that opportunities exist for the private sector in the municipality of Rizal to take advantage of the ecotourism project. For this to be successful, capacity building exercises that will better train private businesses is necessary. Training or educating local communities and businesses about ecotourism should be included in the development plan.
4. It is equally important to create a good mechanism for partnership and coordination among stakeholders. Creating specific associations for each stakeholder is important as per our findings; there is a communication channel between the local people and the LGU through the local council. However, local businesses do not have the same mechanism to communicate with the LGU. Hence, creation of an association for the strengthening of communication between local businesses and the LGU should be promoted. Furthermore, conducting regular meeting with each stakeholder is important in

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<sup>9</sup> We observed that just as the research and promotional activities carried out by the former Vice Mayor Ferdinand were not continued after he stopped being a vice mayor, the project to develop TANAW might not be sustainable in the future after the mayor's last term of office finishes. This is because most of projects especially in terms of sourcing for funds seem to be only the personal efforts and initiative of the mayor.

developing and implementing the ecotourism plan.

5. In the municipality of Rizal, we found that the influx of tourists is high during the holy week. So, creating events during the off season to attract tourists in a sustainable manner should be considered for offsetting the decrease in revenue during off season. Additionally, generating an efficient revenue management plan should ensure the correct allocation of funds, such as making a feasible and comprehensive plan for entrance fee collection and how to use and distribute the profits. The creation of a revenue management plan is necessary for the proper allocation of funds for future expenses that will arise with the development of the TANAW. The LGU will need funds for public goods such as garbage collection, sanitary facilities, maintenance of the area, cleaning, distribution of water and others. All of these expenses will need to be factored into the entrance fee calculation, for the attraction to remain profitable. Additionally, the entrance fee also need to include the conservation factor, as funds will also be needed for further environment conservation activities, e.g, the monitoring of the tree planting program. On the other hand, the revenue management plan should allocate a proportion of the profits to the barangay Tala, as this development is part of their jurisdiction.
6. Using more creative media to promote TANAW as an ecotourism destination such as social media<sup>10</sup> or creating package tours with travel and tour agents is recommended. Also, promotion through trade fairs is also an avenue to attract more tourists both from domestic and international market.

## **Acknowledgements**

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<sup>10</sup> There used to be the existence of some social media existing by the LGU created by the former Vice Mayor Ferdinand such as a website called Batang Rizal.

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**Working Group 3**  
**Foreign Language Education**

**Filipino Learners' Motivation for Learning the Korean Language in Rizal,  
Laguna**

**Group Members**

Chiaki Koike\*\*  
Dumas Martin Akwetey\*  
Kayo Okumura  
Misaki Kaneko  
Tianqiong Kang

**Group Advisors**

Prof. Junko Yamashita  
Assistant Prof. Evelie P. Serrano

\*\* Group Leader  
\*Group Sub Leader

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### **Abbreviation**

ALS	Alternative Learning System
LGU	Local Government Unit
POEA	Philippine Overseas Employment Administration
TESDA	Technical Education and Skills Development Authority

## 1. Introduction

The Philippines is a multilingual country with 176 local dialects. For the public education system two official languages are used as mediums of instruction: Filipino and English. National educational policies have changed through the history of colonization, which has created unique characters. There were influential arguments over educational problems stemming from great the diversity of languages. However, globalization has brought favorable opportunities for the Filipino people to have overseas experiences due to their good command of English. The Philippine Statistics Authority estimated the number of Overseas Filipino Workers (OFWs) who worked abroad during the period from April to September of 2015 was 2.4 million. (Philippine Statistics Authority Republic of the Philippines, 2016)

Rizal is an inland municipality in the province of Laguna located 25 kms from Sta. Cruz, which is the provincial capital of Laguna and 99 kms from the National Capital Region. In the land area of 27 sq.km, the majority of people speak Tagalog as their ‘mother tongue’ with other minor dialects such as Bikolano and Bisaya spoken by a small number of the populous. There are different types of educational institutions including 5 preparatory schools, 5 elementary schools and 2 secondary schools. An appropriate ratio among students, teachers and classrooms is necessary to achieve good outcomes for education. However, overcrowded classroom is a critical issue to be solved in the national high schools (Javier, 2016).

Korean language education in Rizal is the focus of our research. By definition, unlike mother languages, it is impossible to acquire foreign languages naturally, as there are no situations where foreign languages are spoken in daily life.<sup>1</sup> Therefore, people are supposed to have purposes or motivations to learn foreign languages. In the Philippines, English is one of their official languages, and students are taught particular subjects in English at schools. However, Korean language is never spoken unless they choose it as a foreign language to study.

The mayor’s connection with a private company created the possibility for Rizal’s residents to develop their careers in South Korea. The local government provides a Korean Language Program that enable local people to have beneficial opportunities for the future. Similar to the national trend, the number of overseas workers from Rizal has also been constantly increasing since 2008. Our interest is to identify Filipino learners’ motivation of learning the Korean Language in Rizal. We try to explore how foreign language education contributes to sustainable development in a rural area using interviews and observations (Nishimura, 2016).

## 2. Problem statement

The dream of most young people in Rizal, Laguna is to avoid engaging in agricultural activities to escape from the economic hardship associated with agriculture in the rural communities. The youth have embraced Korean

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<sup>1</sup> Yamashita, J, personal communication at GSID, Nagoya University in 2016.

language education in Rizal with the hopes of gaining access to work in Korea as contract workers for a better income to improve their economic conditions back in their community.

### **3. Objectives**

1. To determine the scope of the Korean Language Program in Rizal.
2. To determine the demographic profile of participants in the Korean Language Program.
3. To analyze the motivation of participants in the Korean Language Program.
4. To identify the benefits available for participants in the Korean Language Program.
5. To examine how the local government is involved in promoting the Korean Language Program.

### **4. Research question**

1. What is the scope of the Korean Language Program?
2. What is the demographic profile of participants in the Korean Language Program?
3. What is the motivation of participants in the Korean Language Program?
4. What are the benefits available for participants in the Korean Language Program?
5. How is the local government involved in promoting the Korean Language Program?

### **5. Significance**

The findings from this fieldwork will enhance our understanding about how both external and internal motivations lead to rewards. This will help us understand the barriers that youth break in order to promote economic growth in the Rizal, Laguna community.

### **6. Review of Literature**

Scholars have developed theories to emphasize the role of motivation in foreign language acquisition and achievement. Our knowledge about the Korean language learners in Rizal, Laguna is partially curtailed by the unavailability of literature and information on the program due to the geographical location, which lacks attention from scholars. Since attempts to find existing literature on motivation for Korean Language learning in Rizal has not yield any results, given the fact that the program is new and not well known yet, we have adopted Vroom's expectancy theory (1964) as our conceptual framework. Vroom (1964) believes effort, performance and reward are essential factors of people's motivation for their actions. We added environment as another essential factor. Our literature review is centered on works related to motivation for foreign language learning.

#### *6.1 Foreign Language*

According to Encyclopedic Dictionary of Applied Linguistics (1998), "foreign language" is distinguished

from “second language”. The difference of those two words is based on the geographical condition of where the language is spoken. The former definition implies that the language to be acquired is hardly used in the community, while the latter suggests that the language is broadly spoken in such business or educational occasions. Unlike mother languages, it is impossible to acquire foreign languages naturally as there are no situations in which foreign languages are spoken in daily life. Therefore, people are supposed to have certain purposes or motivations to learn foreign languages.

## *6.2 Motivation*

According to Williams and Burden’s (1997), “motivation may be construed as a state of cognitive and emotional arousal, which leads to a conscious decision to act, and which gives rise to a period of sustained intellectual and/or physical effort in order to attain a previously set goal.”

Gardner (1985) defined motivation in his social-psychological model as “the combination of effort plus desire to achieve the goal of learning language plus favorable attitude toward learning the language.” According to another definition by the international encyclopedia of the Social Sciences, “achievement motivation is important determinant of aspiration, effort, and persistence when an individual expects that their performance will be evaluated in relation to some standard of excellence.”

Dörnyei (1998:121) made the distinction between intrinsic and extrinsic motivation. He emphasized that while intrinsic motivation relates to actions done for personal benefit, extrinsic motivation deals with an action that leads to some external rewards.

Csizér and Dörnyei (2005) further indicated that motivation is a concept that explains why people behave as they do rather than how successful their behavior will be. They found that although motivation obviously matters with respect to how successful learning is likely to be, several factors also affect the strength of the relationship between motivation and outcome.

Clément, Dörnyei and Noels (1994) showed integrative motivation, linguistic self-confidence, and the appraisal of the classroom environment as factors of facilitating second language education.

Bonner and Sprinkle (2002) explained motivation created by these two factors: (1) the expectancy about the relationship between effort and a particular outcome, (2) the valence (attractiveness) of the outcome, lead people to choose a level of effort that they believe will lead to the desired outcome. Especially for learner’s motivation, Harrell (1985) indicated a learner's motivation to achieve academic success can be accurately predicted from two primary variables, the attractiveness of achieving academic success and the expectancy that effort will lead to academic success.

## *6.3 Effort*

According to OXFORD English Dictionary, effort is a physical or mental energy that you need to do something.

Bonner and Sprinkle (2002) explain that effort is constructed by direction, duration, intensity, and strategy development. They also stated that effort refers to the amount of attention that an individual devotes to a task or activity during the period of time. Related to Vroom's expectancy theory, they pointed out that increases in effort are presumed to directly lead to increases in expected performance.

According to Wakai and Iwasaki (2004), one of the factors regarding differences in the ability of foreign language learning is one's belief of language learning. How learners make active efforts can depend on it. They argued teachers need to understand learners' beliefs and improve education based on it. Needham (1978) argued student goals are important. It will influence student behavior independently of student ability and educational constraints. There are wide varieties of personal goals students pursue. Under them, certain conditions must be met in order to maximize individual student's satisfaction. In allocating total available time and effort between different activities including leisure, full-time or part-time employment, and coursework, a student's satisfaction is maximized. Effort devoted to learning may also produce satisfaction directly if a student derives satisfaction from the activity of study itself. Likewise, the results of that effort such as knowledge, scores on tests, or grades may yield satisfaction.

Gardner (1999) provided confirmation that parental support is related to the learners' attitudes toward the learning situation and language learning effort.

Dörnyei and Csizér (2005) believed that the foreign language learners' willingness and engagement, which are determined by their confidence in dealing with the languages, enhance interests in them. They indicated that the learners' motivation and consistent efforts interact with personal feelings, which may lead to better performances as a result.

#### *6.4 Performance*

The multidisciplinary journals share suggestions of some scholars that performance can be placed under a variety of conditions (Nation & Newton, 2009) in influencing language learner's speaking or writing ability. Vroom (1964) mentioned a person's performance is believed to be determined primarily by two factors, the person's ability and the person's motivation to achieve success. OXFORD English Dictionary defines performance as how well or badly you do something. Harrell (1985) proposed that a student's motivation to strive for academic success is positively related to the student's actual academic performance.

Geiger (1996) indicated considerable individual difference with regard to specific motivators. While for some an enhanced feeling of personal satisfaction from doing well in a learning situation is the prime motivation for achievement, others consider the course's applicability to their future jobs as a significant motivator to perform well. Krashen (1982) explains that a variety of affective variables has been confirmed to be related to success in second language acquisition research over the last decade but most of those studies examined the three categories: motivation, self-confidence and anxiety. Scovel (1978:134) argued there is a consistent relationship between the academic performance of a language student in the classroom and their level of anxiety to achieve that performance. He quoted from Chastain (1975)'s words: "perhaps some concern

about a test is a plus, while too much anxiety can produce negative results.”

### *6.5 Reward*

OXFORD English Dictionary defines reward as a thing that you are given because you have done something good. In Williams and Burden’s framework (1997), reward is defined as one element of the nature of interaction with significant others as an external factor. Skehan (1991) stated reward is the results of learning, and comes from outside the individual. It influences motivation and concern consequences of learning that are manipulated by others.

According to Coombs and Cebula (2010), they can find evidence of a positive bilingual effect on earnings. It is said that language skills can lead to rewards. In HemaMalini’s words (2014), employees around the world are motivated to work and perform effectively based on the kind of positive rewards they expect to earn as a result of their performance.

Go (1996) suggested, at a micro level, the worker’s savings and remittances have been used by their families for their daily consumption, the education of other household members, the payment of debts, and the purchase or repair for the house. Go also states that there is a strong sense of duty and loyalty among members within Filipino families. They work abroad to support their families in order to provide them with a better future and a more comfortable life. According to answers from Go’s questionnaire, half of the respondents learned about their job opportunities from friends, who were either in the Philippines or who had been or were working there at that time.

### *6.6 Environment*

Earlier research indicates the important effect of a person’s environment in language learning. OXFORD English Dictionary defines that environment is the conditions that affect the behavior and development of something. Williams and Burden (1997) classified internal factors and external factors in their framework of motivation in language learning. The learning environment is one of the external factors including several elements such as comfort, resources, time of day, week and year, size of class and school, and school ethos. Dörnyei (1998) also suggested that there is a connection between environmental factors and the process of decision-making. Citing his words, “the various stages of the decision-making, action-implementation and action-controlling process would also need to be connected to a number of learner-internal and external variables such as personality traits and macro/micro-environmental factors.” According to Neustupny (1999), there are three types of environments for learning a foreign language. Those are the form of teacher management, form of learner management, and the form of natural acquisition.

Gao (2006) described the environment as mediating agents or significant others (language teachers, language learning experts, classmates, celebrities, family members, friends, or print materials). From them, language learners try to find support for their language learning process, and that often has an impact on the learners' strategic use. Gardner (1985) emphasized his identification that parent’s active and passive role is very significant in their children's language learning process. Asgari (2011) said parent’s encouragement

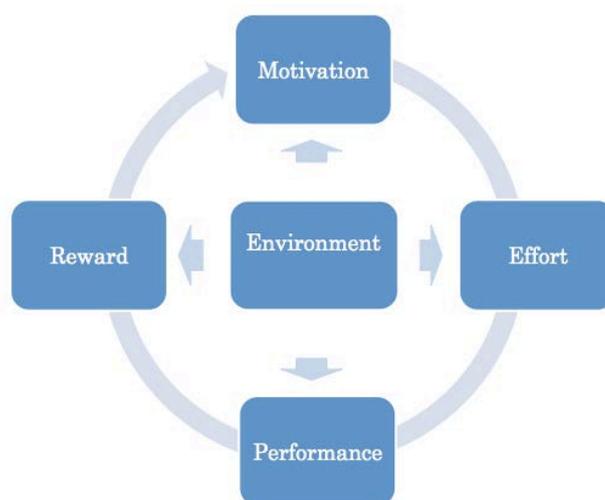
facilitates children’s learning. On the other hand, passive role entails parent's attitude and attitudes towards the second language community. Active roles play an important role on the improvement of attitudes and motivation in the child that could manage second language acquisition. Gardner (1985) added the parents' positive attitudes towards certain language communities would serve to support an integrative motivation in the students; though they might state negative estimations about the other language community at the same time. In either an active or a passive role, the parent’s attitudinal personality could influence their child’s second language proficiency.

Although there are difficult conditions to maintain governance due to the complex history of the colonial period and geographic characters consisting of more than 7000 islands, the Philippines has succeeded in formulating a relatively stable national and local government. Local governments have been fulfilling their duty actively, following the law which former Prime Minister Aquino established in 1999. Local governments in the Philippines are divided into provinces, municipalities and barangays and they are entitled to promote regional development. Barangays are a unique autonomous system in the Philippines. They are composed of government and parliament which operates based on opinions from local residents. In general, they provide administrative services such as agriculture assistance, health, and social services. However, some municipalities provide their unique services in particular areas. Sidel (1999) described mayors in the Philippines as “Boss” utilizing coercion and prerogative derived from their official positions to control local residents. In the words of McCoy (1994), leaders of the Philippine local government seek their own and their close allies’ personal interests.

## 7. Conceptual Framework

When people are motivated to act, they will become even more motivated to increase their efforts if they can believe better performance will create more reward. In the context of our study, people will become more

**Fig.1 Conceptual Framework**



Source: Authors

motivated if they can have a chance to work in Korea by studying the Korean language harder to achieve better results. In this occasion, we assume environmental conditions, curriculum of the program, and understanding of family influences this process. The chart below illustrates this relationship.

1. Motivation makes people take action.
2. People make efforts to perform better.
3. People believe that performance will lead to a desired reward.
4. People get the reward(s).
5. Expectations of better/more rewards increase motivation.
6. Environmental conditions influence other factors.

## 8. Methodology

### 8.1 Study area

Rizal is a municipality in the province of Laguna, the Philippines. It is located in the southern part of Laguna and is a landlocked municipality located 25 kilometers from the provincial capital Santa Cruz and 99 kilometers from the national capital San Pablo. There are 11 barangays. In Rizal, the local government provides Korean Language Program for local people. Program participants have the chance to work as contract workers in Korea after completing the program. They are expected to get rewards such as high income and a improved life.

Figure.2 Map of Laguna, Philippines



Figure.3 Map of Rizal, Laguna



Source: Figure.2 © worldatlas (arranged by Misaki Kaneko)  
 Figure.3 © Eugene Alvin Villar, 2004.

## 8.2 Scope

The study shall focus on determining the motivational factors of participants in the Korean Language Program in Rizal, and the benefits they receive. The study shall also focus on the promotion of the Korean Language Program provided by the LGU. This will help to facilitate our understanding of their situation.

## 8.3 Respondents

There were 26 participants. Our respondents were the mayor, the vice mayor, two Alternative Learning System (henceforth ALS) coordinators, the teacher, ten students, five families, and five unemployed youth. In terms of ALS coordinators, they were former and current coordinators. In terms of students, the study consisted of four categories such as five students who were going to Korea, two students who work in Korea, two returnees, and one student who dropped out the program. The details of student's profiles are mentioned later.

## 8.4 Data collection

A qualitative case study method was conducted in three Barangays: Tuy, Pook and Antipolo. Mainly. We collect data in two ways.

Firstly, interviews were conducted. We did individual interviews directly and indirectly using focus group interviews. For Local Government Unit (henceforth LGU), we did individual interview to know the background and current situation of the Korean Language Program. We also did individual interviews with students to survey their motivations and their needs. Two students who work in Korea were interviewed through Skype. For unemployed youth, we did a focus group interview to survey their current situation and how they got the information about the Korean Language Program.

Secondly, we conducted field observations by visiting school building and family's houses. We observe environmental factors such as how large and where school facilities are, living environment, family situation, and geographical condition.

## 8.5 Analysis

The study used narrative and qualitative analysis. Definitions of participants' motivation, benefits and LGU involvement are the main analysis of this study. The data we got through interviews and field observation were used. We also reviewed secondary data to define some terms and concepts.

## 8.6 Limitation

This study expected to provide suggestions to the people of Rizal and the local government for improving their lives through the Korean Language Program. However, because of time limitations, the number of the respondents was constrained. We also had the limitation of language; we needed to have a translator to conduct our interviews. Moreover, the access to information was limited. Due to these limitations, our scope and

analysis were not in-depth. Thus, there is a need to research and analyze the Korean Language Program to a greater extent.

## **9. Findings**

### *9.1 Korean Language Program in Rizal*

Korean language programs are not new in the Philippines. There are Korean language programs going on in Metro-Manila and other municipalities. The Technical Education and Skills Development Authority (henceforth TESDA) and Philippine Overseas Employment Administration (henceforth POEA), for instance, is designated at the national level for the certification of prospective applicants who intend to use the Korean Language Program to travel to Korea. As we drove from Manila to Rizal Laguna, we noticed posters along the road advertising either the Korean Language Program or work opportunities in Korea.

On the other hand, the Korean Language Program in Rizal Laguna is under the support of the municipal Alternative Learning System (ALS). In Rizal, the Korean Language Program is totally free. It was initiated by mayor Antonino in collaboration with the first coordinator of the program who served from 2012-2013. The coordinator's duty as prescribed is to arrange venues for the classes and see to the smooth continuation of the program. The Korean Language Program in Rizal is part of the strategic measures adopted to provide alternative sustainable livelihood for the youth.

In collaboration with the LGU, a native Filipino (a returnee from Korea) has been employed to teach in the program. During the interview, we discovered that the first batch of beneficiaries who live and work in Korea sometimes offer financial supports for the organization of the program. Aurelio (2016) mentioned the program is meant to be offered free of charge to enable youth to have knowledge in the Korean language, seek employment with Korean companies, and to turn youth who are liabilities into assets.

#### 9.1.1 History

The Korean Language Program in Rizal, Laguna began in 2012 after months of talks between Mayor Antonino Aurelio and a group of youth from Rizal who were in Korea at the time through a similar program.

The Korean Language Program, as such is offered free of charge, yet the process of getting certification to travel to Korea and to secure a well-paid job is financially demanding. However, the few beneficiaries have evidence to show that the Korean Language Program creates diversified paths towards achieving sustainable livelihood outside the Rizal Laguna Municipality.

#### 9.1.2 Entry requirement

Prospective candidates of the program are expected to be:

1. Rizal born unemployed youth
2. At least High School level

3. Must be willingness to learn the Korean language
4. Must have the ability to learn the Korean language
5. The unemployed youth must be at least 37 years old or below

### 9.1.3 Process of the program

The program was first announced by the mayor during a flag raising ceremony. And the barangay captains were tasked to inform the unemployed youth.

#### 9.1.3.1 Process during the program

The program is offered once in a year for one and a half months. The classes are conducted four to five hours per day. Currently the program has a native Filipino who teaches Korean vocabularies and uses role playing in Filipino. The role playing is based on daily life situations such as shopping, going to the hospital and life experiences. This approach has proven to be effective for current and past students.

#### 9.1.3.2 Process after the program

After the Korean Language Program in Rizal is completed, the beneficiaries are left to their own fate to register with TESDA/POEA for the national examination. The candidates who successfully pass the national examination are certified by TESDA/POEA as eligible to work in Korea. The individual takes financial responsibility for his or her travel expenses to Korea. From our study, it came to light that many of the beneficiaries have even resorted to borrowing from family members, relatives, friends and even the mayor for their travel to Korea. The first thing many of such borrowers did was to settle their loans with the first two or three month worth of salaries before any attempt to send remittances back home. Although participation in the Korean Language Program in Rizal does not guarantee automatic job security in Korea, many current and past students still desire to proceed to register with TESDA/POEA as required, for the national examination and certification, which allows them to travel and work in Korea.

## 9.2. *Demographic profile*

### 9.2.1 Profile of the participants

We were able to discover several common characteristics of the participants of the program. We interviewed 10 participants, and we divided them into four groups: students not yet contracted to go to Korea, workers in Korea, returnees, and dropout of the program. The first group who finished taking the program, but did not have a contract to work in Korea because some of them failed the national examination and others have not taken the exam yet; there were five people: two males and three females. Their age is from 22 to 40 years old. Two of them finished two-years vocational training, two of them graduated from college, and another one graduated from university. Although one of them is a factory worker, others are unemployed. All of them got the information of the program from their relatives. About the second group, they finished taking the program and passed the examination and have worked in Korea; there were two females, 26 and 29 years old. One is a high school graduate, and another finished vocational training. They are working at different factories in Korea.

The one got the information through her LGU, but the other heard about the program from her relatives. The third group is people who had finished their contract in Korea and have returned to Rizal; there were two males, aged 26 and 36 years old. One is a high school graduate, and the other person graduated from college. They both are unemployed because they just came back from Korea. One got his information about the program from his relatives, and the other got it through his friends. The last group was participants who dropped out the program. It was a woman who is 24 years old. She graduated from high school, and now is working as a baker. The source of the information was from her relatives.

**Table 1 Profile of the Participants**

	<b>Sex</b>	<b>Age</b>	<b>Education</b>	<b>Occupation</b>	<b>Source of information</b>
<b>1. Students not yet contracted</b>	M: 2 F: 3	22-40	Vocational: 2 College: 2 Undergraduate: 1	Unemployed: 4 Factory worker: 1	Relatives: 5
<b>2. Workers in Korea</b>	F: 2	26, 29	High school: 1 Vocational: 1	Factory worker: 2	LGU: 1 Relatives: 1
<b>3. Returnees</b>	M: 2	26, 36	High school: 1 College: 1	Unemployed: 2	Relatives: 1 Friends: 1
<b>4. Dropout the program</b>	F	24	High school	Baker	Relatives

Source: Authors.

### 9.2.2 Characteristics

60% of the participants are unemployed; moreover, almost all of them were unemployed when they started taking the Korean program even though 80% of them are in their 20s. They all graduated from secondary school, and some of them took tertiary education. Only one person got the information from the LGU because she was a member of the first batch that the LGU disseminated the information to. On the other hand, 90% of the respondents got their information from their friends or relatives such as their siblings and cousins, who took the program. In addition, we interviewed 5 out of school people. They all got their information from their relatives who took part in the program.

### 9.2.3. Situation of Rizal

Rizal Laguna is a 5<sup>th</sup> class municipality located about 99 km from the city of Manila. It is located in the middle of two progressive and promising cities. The inhabitants are mainly into agriculture. The municipal government's source of income is solely from municipal funds and local income generated from business taxes which are supposed to be used for infrastructural development.

Poverty and unemployment are situations that no one would deliberately opt for in life. However, Rizal as a 5<sup>th</sup> class municipality lacks economic opportunities and job security that could otherwise help alleviate poverty for its youth. Findings OFW4 (2016) estimate that 4,792 of youth representing 37.9% of the total population of 12,642 in Rizal, are unemployed, with 7,850 representing 62.1% of the population are employed. This uncalled for situation of the youth makes life uncertain for many youth in the municipality of Rizal. The youth who do not want to engage in agriculture as a means of livelihood have no other choice than to migrate to metro-Manila or more developed municipalities to look for work. Those who do not want to live far away from their families, commute daily for work to nearby municipalities. Their earnings are still not enough to sustain the family in situations where the youth are expected to be the bread winner of the family, and he/ she is expected to earn enough money to live a comfortable life and take care of aging parents or footing the medical bills of aging/ailing parents. As part of promoting development in the municipality, the LGU has set five developmental agendas to be translated into action for improvement of the people's wellbeing. Despite this approach, the youth of the municipality still cannot find meaningful sustainability livelihoods besides engaging in agriculture.

The Korean Language Program has emerged as a measure to empower the youth to rise up beyond their current conditions. The Korean language which was introduced in the municipality creates and provides prospects for employment for successful youth who are able to go to Korea to secure a job. It is expected that the municipality would be able to generate income from the property tax to be collected from the returnees.

### *9.3. Motivation*

#### *9.3.1 Personal motivation*

The table 2 shows student's motivation to take the Korean Language Program. Generally, most students had motivation to help their family as a main motivator. As mentioned above, they are typically from poor families. Almost all would like to try to improve their lives by working in Korea. Thus, owing to this motivation, high income, employment opportunities, and remittances also became a motivation. There were also motivations such as personal interests and impacts of family and relatives. These all were linked to the main motivation. Regarding personal interests in Korean Language and Culture, some students raised it as a motivation. However, those were because knowledge about Korean Language and Culture are useful when they work in Korea. The impacts of family and relatives are mentioned in next section.

In the students that we interviewed, we found two students whose priority is not working in Korea. Their motivation was different from others who want to work in Korea. For example, S7 was a housewife, and 40 years old. She has a husband and two sons. She conducts religious activities from Korea. Although she was over the age limit to work in Korea, she was interested in Korean Language and Culture. The teacher acknowledged her participation in this program because of her strong willingness to learn. Therefore, she could learn Korean through this program. Her learning was supported by her husband, and she wanted to do many things by learning Korean. She also wanted to try to communicate with tourists from Korea. She would like to utilize her knowledge of Korean Language and Culture in a future side job. Moreover, she tried to learn Korean

for her religious activities. At this time, she teaches basic Korean to members of her religious community in the church. Her personal interests are stronger than students whose priority it is to work in Korea. In the other case, case S8, it was certain that the respondent's motivation was to go to Korea for work. However, it was a 3<sup>rd</sup> option for her; she has other priorities. She said if she can not fulfill her first or second priority, she is going to go to Korea. As opposed to others, she just considered this program as one of her options.

**Table 2 Students' Motivation to Take the Korean Language Training**

S1 (Student not yet contracted)	<ul style="list-style-type: none"> <li>• To learn the language and the culture</li> <li>• To work</li> <li>• To earn money for his family</li> </ul>
S2 (Student not yet contracted)	<ul style="list-style-type: none"> <li>• To learn the language</li> <li>• Personal interest in Korean Language and Culture</li> <li>• Employment opportunity</li> <li>• To earn money</li> <li>• To help family</li> </ul>
S3 (Returnee)	<ul style="list-style-type: none"> <li>• Job opportunity</li> </ul>
S4 (Student not yet contracted)	<ul style="list-style-type: none"> <li>• To follow her husband (family reunion)</li> <li>• Job opportunity to support family</li> <li>• Personal interest in foreign language</li> </ul>
S5 (Worker in Korea)	<ul style="list-style-type: none"> <li>• To work in Korea</li> <li>• To send money</li> </ul>
S6 (Worker in Korea)	<ul style="list-style-type: none"> <li>• To go to Korea</li> <li>• Employment opportunity</li> </ul>
S7 (with different motivation)	<ul style="list-style-type: none"> <li>• Encouraged by husband</li> <li>• Personal interests - communication with tourist - religious activities</li> <li>• Future side job (tutorial)</li> </ul>
S8 (Returnee)	<ul style="list-style-type: none"> <li>• Free program</li> <li>• Employment opportunity</li> </ul>
S9 (Dropout the program)	<ul style="list-style-type: none"> <li>• Influenced by cousin to join</li> </ul>
S10 (with different motivation)	<ul style="list-style-type: none"> <li>• To go to Korea</li> </ul>

Source: Authors.

### 9.3.2 Family's motivation

Family's motivation has a strong influence on students' motivation. From our interviews it was determined that family members often encouraged students to join the program. Family members would also like to improve their lives. They consider working in Korea as a good opportunity to get a higher income. Almost all of them have family or relatives who worked in Korea and improved their lives. They knew some successful cases of working in Korea. Thus, family members encouraged the students to join the program.

### 9.3.3 Support for family

As mentioned above, support for family was students' main motivation. Many Filipinos go abroad or to other cities to work and support their family because they suffer from poverty. They send remittance to improve their family's economic situation and life. Some people working in Korea were successful in doing so.

Therefore, others tried to follow them.

#### 9.3.4 Teacher

From the interviews of students, we found that the teacher affected student's motivation. Although the teacher did not directly influence the students, the teacher had a strong influence especially in the classroom. Mainly, there were two factors.

The first was the teacher's character. Many students prefer friendly, bubbly, funny and strict teachers. They also wanted teachers to understand their needs for learning. According to the students, the current Korean language teacher coincided with their ideal. All students said that he was always friendly and bubbly, and tried to understand what difficulty students had. Thus they could enjoy the classes and maintain their motivation.

The second was teaching method. Enjoyable and practical class activities were effective. For example, many students said that the most interesting class activity was role playing. It was conversation practice using everyday life in Korea such as greetings. The quiz was also popular. In the quiz, vocabulary and numbering were asked. Students studied hard to work well in these activities. As previously described, activities where students use their knowledge can enhance students' motivation.

#### 9.3.5 Negative factor

Although students had high motivation, there were some factors which have some negative effects on students' motivation. Here is an example case of one student who dropped out of the program. S6 is a young lady who has a big family including small children. She decided to join the program because her cousin who went to Korea encouraged her. Although she started to study Korean, it was difficult for her to understand, especially numbering. In addition, it was getting too hard to continue studying because she had to take care of her nephew.

Moreover, the reason why she dropped out is not only because of her home environment, but also some negative factors that affected her motivation. In her interview, she said not having a guarantee to work in Korea and her financial situation created problems. No matter how hard she studies Korean, she could not go to Korea unless she passes the difficult national examination. Even if she could pass it, she would have to wait for a job offer from a Korean company. These factors decreased her motivation. Moreover, this process is costly. Students have to pay money out of pocket. Almost all of them including S6 had difficulty in doing so. The cost was a heavy burden for them and they sometimes give up working in Korea because of it.

### 9.4 Benefit

#### 9.4.1 Personal

Profile: We interviewed 10 students including 2 returnees, 2 working in Korea, 5 immediate past students and 1 who dropped out from the program.

All of them said they gained knowledge of Korean Language and Culture.

After taking the program, students can take the Korean language examination; if they pass, they can work abroad (only 2 respondents mentioned this, but obviously the program can prepare students for the examination to work in Korea).

Two of the students who have worked in Korea or will be working in Korea (2/4=50%) mentioned their lives improved after working there. Two of them (2/4=50%) mentioned they could save money for investment or to start their own business.

#### 9.4.2 Family

All the family members (of students working in Korea) we interviewed mentioned they get financial support from the students who are working in Korea.

Also, all of them mentioned they used the financial support to pay for their living expenses, including daily expenses, bills, buying new furniture and equipment, also home renovations.

All of them mentioned they use the money to support other siblings or education expenses for their children.

Two of them mentioned they have extra money for new investments like renting land. One of them said the financial support freed her from farming.

One of the family members used the money for healthcare expenses (to cure her eye problem).

#### 9.4.3 Local Government Unit

Most of the former students who are now working in Korea or have been back in Rizal, choose to build new houses after they earned additional income. The local government can collect land taxes after the residents built their new houses. Until now, we learned this is the only way that the local government can receive benefits from the program.

### 9.5 *Local Government Unit involvement*

The Korean Language Program in Rizal has been supported by LGU involvement in many regards. We interviewed four main actors involved in this program: the mayor, the former and current program coordinator of the Alternative Learning System and a Korean language teacher.

#### 9.5.1 Mayor

Antonino Aurelio was first elected as the city mayor of the municipality of Rizal in 2010 and since then he has been implementing his prominent initiatives by fostering new businesses and several social programs. In 2012, there was an active trading business ran by a Korean company which contacted him about recruiting Filipinos to work in Korea. The potential of expanding employment made the mayor start considering a Korean Language Program because only communication skills in Korean were requested by the company. His primary aim for starting the program was to help local people work abroad to improve their livelihoods. Since the

Korean Language and Culture Program started in 2012 with the support of POEA and TESDA, more than 200 local residents have been given the opportunity to learn Korean Language and Culture at no financial cost.

His contribution to the program extended into financial support for program graduates who were going to work in Korea. He was asked to lend money since they could not afford to buy air tickets, even though they had been accepted by Korean companies. At first he lent money on the condition that they will return back after they get their first salary from the Korean companies, and later he created a pay-forward system in which they lend the money to graduates in the next batch instead of paying back the mayor. The mayor assumes that he no longer needs to provide support, since graduates started to organize the program on their own. He mentioned that nowadays workers in Korea send money to support the program. He believes that the program will be sustained by the local residents without any future LGU involvement.

#### 9.5.2 ALS: Alternative Learning System

The municipality of Rizal has the Alternative Learning System to provide various non-formal education programs. ALS has been organizing several livelihood programs and skills trainings by partnering with NGOs and other educational organization. The Korean Language Program is one of main programs which ALS promotes. ALS also considers the welfare of its elderly populace by conducting an Adult Literacy Program for the elderly or members of the Senior Citizens Association of Rizal Laguna. The municipality received the National Literacy Award in 2014 and 2016 for their literacy related programs.

The municipality houses the ALS Manpower Training Center which has been a venue for seminars and trainings for the out-of-school youth, unemployed youth and interested citizens. The Korean Language and Culture Course was initially held in the building, however the course has moved to the Polytechnic University of the Philippines building due to a typhoon in 2013. Due to a lack of a capacity at the center, they are now constructing a new building to accommodate their programs. The current program coordinator mentioned that there is a possibility that the Korean program will be run in the new ALS building.

#### 9.5.3 Program Coordinator

Ms. Bella Bagsic was a former program coordinator at ALS from 2012 to 2013. The Korean Language Program first started when she was working in the position. Since she supported the mayor's willingness to help unemployed people in Rizal get stable jobs, she and the mayor visited households one by one to look for potential participants. The recruitment of students for the first batch was tough for them as no one knew about the program and most people did not believe the program could be effective. However, more people became willing to enter the program after they knew the results of the first batch students. She also asked TESDA for support to make a syllabus. Their curriculum was designed for 3 months with 100 teaching hour. Overall, she assesses the program positively and acknowledges its sustainability even after the mayor withdrew her from the position.

Mr. Yurie T. Vista is the current program coordinator starting from Sep 2013. He was elected with the

support of the previous coordinator due to his experience of advocacy for out of school youth. Although he has been working as the ALS program coordinator for about three years, his knowledge about the Korean Language Program was relatively limited since there are many different duties assigned to his position. With his responsibilities, he found a venue for the course and has been monitoring students' attendance and hearing the needs of trainees and trainers. When he started supporting the second batch of the students, information of the program was only advertised by the mayor during the city's flag ceremony.

In contrast to the positive assessment of the previous coordinator, he raised some issues regarding the sustainability of the program. First, he mentioned about the lack of ordinance and effective mechanisms to organize the training. Apparently, there is no local regulation regarding the literacy program therefore human and financial resources assigned to the program are limited. He revealed that TESDA and PESO helped to identify an instructor, and prepared study materials for the program; however as time went on their supports decreased. While the mayor's office is still involved in the program, there is no specific post in charge of the Korean language program. He maintained that the program can not be sustained without a proper ordinance to request support from both national and regional authorities.

Moreover, he added there is a lack of a proper monitoring system for evaluating the program. They can't assess the effectiveness of the program to make improvements since they do not stay in contact with graduates and returnees to get their feedback. He suggested that a monitoring and evaluation system should be implemented to improve sustainability,

#### 9.5.4 Teacher

Arwin Sombilla has been a teacher of the Korean Language Program in Rizal since 2013. He used to work in Korea as a factory worker for a couple of years. Before going to Korea, he took a 100-hours language training provided by TESDA in 2004-2005 to learn how to communicate in Korea since there was no free program in Rizal at that time. The mayor was developing a strategy to get more people in Rizal into the Korean language program for working overseas therefore Mr. Sombilla was often contacted by the mayor for consultation regarding to the Korean language program.

After coming back from Korea, he was asked to become a member of the Korean Language Program. When he joined as an observer for the 1<sup>st</sup> batch, he found that the program suffered from a teacher shortage, which made him decide to become a teacher. He registered in TESDA to take part in an orientation, seminars and a demonstration outside of Rizal. His salary was paid by the mayor personally when teaching the 2<sup>nd</sup> batch of students, but after the 3<sup>rd</sup> batch financial support shifted to the graduates working in Korea.

Nowadays, he is a responsible member of the program. His duties cover not only teaching but also preparation of study materials and monitoring the attendance. He is even asked to provide tutorial lessons. Although it is not a part of the program, he receives satisfaction from helping the community.

## **10. Discussion**

### *10.1 Introduction to Korean Language and Culture*

One of the good perspectives of the program is the introduction to Korean Language and Culture. As we showed, all participants said they have gained knowledge about Korean Language and Culture. In addition, there are two characteristics of the program. One is the trust between the teacher and students. The teacher always tries to grasp the students' understandings and listen to their voice. For example, when students raised their voice that they were having difficulties understanding numbers and time, the teacher took time to work with them until they could understand. The teacher's positive attitude led to better participation and understanding by the students. Another characteristic is the unity of the students. Since Rizal is a small municipality, students already knew each other when the program commenced. Through taking the program, they easily were able to help each other; for example, taking notes for the people who were absent, and studying together outside of the classroom. It also helped them to understand the contents of the classes. Although it is basic knowledge, students could gain proficiency in the Korean language in order to improve their lives.

### *10.2 Youth empowerment*

One of the greatest contributions of the Korean Language Program in Rizal is to expand employment opportunities for local residents thinking to work in Korea. Before the program started, there were only a limited number of people who could complete the procedure for working in Korea due to lack of information and financial assistance. Potential workers might have given up completing all processes when they could not afford the expense of learning Korean and registering for the examination. However, thanks to the mayor's ambitious initiatives and generous supports, they are provided with a beneficial chance to join a free language program to acquire basic language skills. The travel expenses are covered by donations from past beneficiaries, which also reduce the burden.

In addition to provisions for employment opportunities, we found that the program succeeded in promoting youth empowerment since it is designed for the unemployed and out-of-school youth and, in fact most students are younger than the required age of 37. As one of the 5<sup>th</sup> class municipality in the Philippines, Rizal has been tackling the serious problem of lack of job opportunities and high unemployment among the young generation. Through the Korean Language Program, they managed to utilize young workforces by sending workers aboard. Workers in Korea gain opportunities to earn more money than they would back in their hometown so that they can support families to improve their livelihoods. Inevitably, those benefits are restored to the community through consumption and tax payments. As a result, youth vitality generated through the program leads to community development.

### *10.3 Alternative sustainable livelihood strategy*

Through the Korean Language Program, many unemployed youths are able to opt for an alternative sustainable livelihood. It provides a process where unemployed youth are able to find an alternative choice to only engaging in unattractive agricultural practices such as farming. Unemployed youth can find a new path

with prospects for long-term life improvement and development for the municipality.

A well-paid job in Korea does not only secure the future of the youth, but it lifts them from the situation of poverty where they are able to support the family and provide for the livelihood of the entire family. In an interview with the father of a beneficiary it is evident that his family business has improved; he is able to employ more relatives and neighbors and his tricycle manufacturing business is flourishing.

#### *10.4 Measures towards sustainability of the program*

The LGU helped to start the first batch of students in 2012, including finding the teacher and school facility, distributing the information of the program, keeping the applicants' list and reporting it in its annual report, etc.

But from the 2nd batch, the teacher is now supported by the graduates. No more announcements made by the LGU. From the information we collected, word-of-mouth advertising is now prominent. It seems that most of the participants now heard about the service from relatives who took part in the program before.

Also from the information we gathered from the interviews and observation, we noticed that the learning material now are sufficient. Students' relatives who took part in the program might give their textbook to the students, or the students share textbooks with others, or use hardcopies of the textbook.

However, we learned that, although the LGU helped to find the venue, most students responded that they are having a hard time getting to class because it is quite far and transportation is limited.

#### *10.5 Opportunity to go to Korea is not guaranteed*

Although the Korean language training brings a good job opportunity to the people of Rizal, it is not guaranteed. There were two factors which prevented some students from working in Korea.

Firstly, whether students can get the opportunity is conditional on their ability to pass the national examination. The national examination provided by TESDA is hard for students. To pass it, students had to continue studying after the Korean Language Program finished. However, the passing rate is small (1<sup>st</sup> batch: no data, 2<sup>nd</sup> batch: 35%, 3<sup>rd</sup> batch: 5%). Although the reasons why students could not pass are unclear, we think that a longer-term program that enriches class contents might improve the students' pass rate.

Secondly, students' financial situation is also a factor. The cost to working in Korea is high. They have to pay for taking the examination, going to Manila, getting a VISA, and going to Korea. In fact, without saving and/or borrowing money, they cannot go to Korea.

## **11. Conclusion**

The Korean Language Program has emerged in a more organized way to empower the youth, support their livelihoods, and turn liabilities into assets.

The opportunity to learn the Korean Language and Culture has become a channel to travel abroad and secure job opportunities. This can help people earn a higher income, support themselves and improve family life. The LGU is also able to generate revenue from the taxes collected from returnees who build new homes. Although the program is free and creates prospects for economic gains and life improvement for the beneficiaries, the scope of the program is limited to only a few families. To ensure the sustainability (long-term continuity) of the program, proactive actions need to be taken by the LGU. Therefore, our recommendations are to incorporate the Korean language into the formal school system to widen the scope of coverage for the beneficiaries. To improve the system of information dissemination, the LGU could designate a special office for the Korean Language Program. Also as a way to improve the chances to the unemployed youth, the LGU could designate a classroom in the new ALS building.

## **12. Recommendation**

### *12.1 Teacher*

The low pass rate on the national examination of Korean language is a primary issue that needs to be solved. To assure that the participants can obtain work in Korea, the teacher is required to improve their teaching skills, communication skills, and be up to date with what is going on in Korea. There are two reasons that support this recommendation. Firstly, according to interviews with the participants, they are concerned about the uncertainty of going to Korea, and the low pass rate on the national exam, which increases their anxiety. Secondly, the participants who have taken the examination mentioned that the most difficult part of the examination was listening because there were differences between the Filipino teacher's pronunciation and the native pronunciation that they heard. It occurs because there is no language environment in place for teacher to practice and update their Korean language skills. The language is changing, or the teacher is forgetting the language because they have been back in Rizal for a long period of time. Therefore, to improve the quality of content, we propose that teacher training takes place. There is a "curriculum development course," which is a free online program provided by TESDA. The teacher will be able to learn how to develop a curriculum and compose an effective program for their students.

### *12.2. Local Government Unit*

According to our findings during interviews, we would suggest that the LGU strengthen its propaganda efforts; in order to disseminate information regarding the Korean Language Program more efficiently. The LGU can create an information office to organize and promote the propaganda activities. In addition to disseminating the information from barangay to barangay, the LGU can also put up posters around Rizal. Using megaphones and social network tools such as Facebook and Twitter the LGU can announce recruiting information before the program registration date to make sure more people can get the program information and the details about enrollment.

We would also suggest that the LGU develop and implement policies for the formalization of the program.

In order to do so, the LGU should create a sustainable system for the program. In the near future, the LGU might have to consider hiring a sub-coordinator or someone specifically designated to the Korean language program that can monitor the program and its evaluation more efficiently. A better monitoring and evaluation system can identify potential problems as well as other details in order to improve the program and improve sustainability.

From our findings, we learned that most students have a hard time getting to class because it is quite far and transportation is limited. So we also suggest that the LGU provide space in the new ALS building for classes.

According to our findings, we also recommend the LGU to incorporate a Korean language course into its senior high school. For example, offering the Korean language course as a new foreign language option from grade 11, so that more young people from Rizal can have a chance to learn Korean as a foreign language which may provide them with an opportunity to work in Korea after graduating.

### *12.3 Implication*

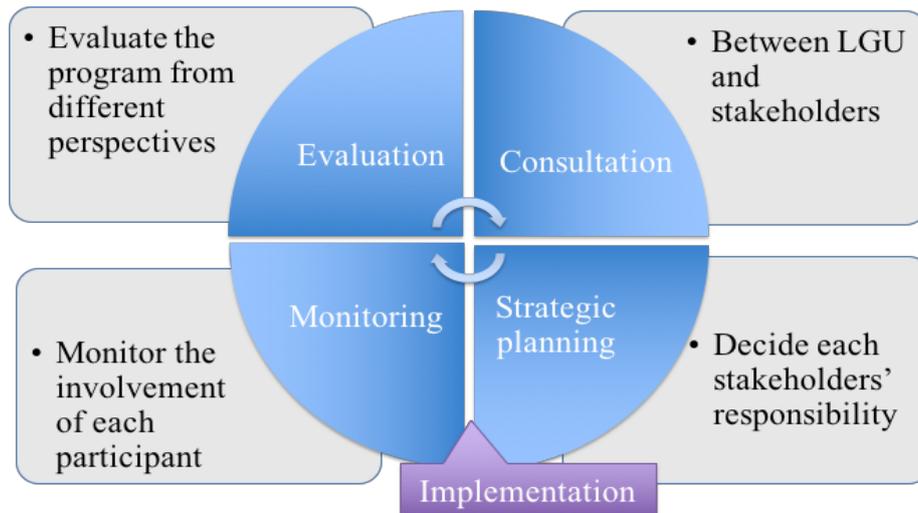
Rizal, Laguna is a fifth class municipality with less economic opportunities than other LGUs. As a rural municipality, local residents depend mainly on farming or agriculture for a living. Since there is no large scale company in Rizal, the only job one can do is to engage in a family business such as being a baker or tricycle driver. Due to the lack of higher education facilities, most high school graduates are not able to pursue higher education, as a result, they are not able to secure stable jobs. Therefore there is a high youth unemployment rate. For instance, according to the statistics of the Department of Labor and Employment Republic of the Philippines (2011), out of the total population of 12642, only 7850 are employed, while 4792 representing 37.9% are unemployed. This situation has contributed to high poverty among youth. The only solution for them is to migrate to a more developed municipality or seek opportunities to work abroad.

There is a need to make the program more effective. This Korean Language Program if well-organized could also help the LGU in its responsibility to empower local people, especially youth and women. This could partly facilitate the LGU's development agenda into concrete action.

### *12.4 Formalization Framework*

This framework shows our proposed process for the formalization of the Korean Language Program.

**Figure.4 Process of Formalization**



Source: Authors

#### 12.4.1 Consultation

Based on our study, it is empirical that the introduction of the free Korean Language Program in Rizal Laguna has to a certain extent changed the socio-economic situations of its beneficiaries. However, since it is short-term in nature, the pace at which the prospective students are able to acquire the language is constrained. After our study and analysis of the Korean Language Program and the potential it provides the beneficiaries for socio-economic development in the Rizal Laguna municipality, we think that the Korean Language Program ought to be formalized into the school system to ensure its sustainability. Despite the benefits of the program, there is the likelihood that the scope of the program could continue to benefit only a few families. However, to ensure that a wider range of families can benefit from the program, formal recognition of the program needs to be adopted. For instance, some stakeholders pointed out during our interview how the lack of ordinance and effective mechanism for evaluation remains a challenge, which also constrains the sustainability of the program. To ensure the sustainability of the program, there is a need to adopt the following process for the formalization of the program. There are 4 stages within the process. The framework for the formalization ought to begin with a comprehensive roundtable discussion between the LGU and the parents of prospective students, representatives of past student associations if there are any, and other stake holders and actors connected with policy implementation authority. For long-term and effective implementation, consultation and engagement among stakeholders should be put into practice. The agenda for the consultation must also include analyzing the prospects of Korean language education for younger generations by various stakeholders. These members should consist of LGU members who are involved in the Korean Language Program such as mayor, vice mayor, councilors at the municipal office for education and employment, barangay captains, ALS coordinators, teachers as well as the officers from POEA and TESDA. Returnees, graduates, representatives of worker's association in Korea, and high school presidents should also be invited to the discussion and share their opinions. This method of integration will help to promote the interest of the younger generation towards language acquisition and thereby creating future employment opportunities.

#### 12.4.2 Strategic Planning

Stakeholder consultation should be followed by strategic planning. A steering committee needs to be set up to draw-up the action plan, taking into consideration the employment of a certified Korean Language teachers in accordance with the ministry of education modalities regarding information dissemination. The committee must also determine the school level at which the program should be incorporated, the year for the program to take off, access to teaching and learning materials, curriculum and the length of study, assistance for students to register for exams, visa applications, and air ticket purchases. The committee should be charged with the responsibility of ensuring stakeholder participation. The committee could go back to a roundtable discussion and submit its proposal to the LGU and stakeholders for review.

#### 12.4.3 Implementation

The LGU must review the committee's proposal for implementation. The strategic planning must be followed by passing through the LGU's appropriate process of policy implementation.

#### 12.4.4 Monitoring

Monitoring from different perspectives is helpful for this program. Pattern Continues Assessment and general examination must be put in place in collaboration with the national examination authority. This type of monitoring could include weekly oral and written examinations to facilitate and monitor the progress of students at every level of their study. The monitoring process should take into consideration Jacqueline DE Carlo (2007) monitoring process to demonstrate accountability. A system should be instituted to create room for annual assessments, student self-assessment and assessments from the point of view of the stakeholder. A peer review forum should be implemented to provide room for students to survey their peers and give feedback of their proficiency. A formalization process could also be implemented in such a way that will enable beneficiary student returnees of the current Korean Language Program to have familiarization activities with the prospective learners.

#### 12.4.5 Evaluation

Once the LGU invests in the Korean language, its efforts must not be wasted. Re-evaluation and amendments to policies related to the Korean Language Program should also be part of the modalities for evaluation. External evaluation is necessary for the improvement of the program. A special office designated to the Korean Language Program could be accountable to the LGU and provide it with an annual report. The students could fill out an evaluation sheet in order to collect their suggestions. A teacher's evaluation sheet could include such things as teaching methods, student performance, curriculum, facility and duration of teaching. Every perspective must be considered and reviewed regarding the progress or short-comings of the program to be implemented and incorporated.

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## **Working Group 4 Youth Employment**

### **Youth Employment in Rizal**

#### **Group Members**

Waruni Nilukshi Perera\*\*

Ezka Amalia\*

Takuya Hirata

Momoko Yabushita

Anna Sakakibara

#### **Group Advisors**

Assistant Prof. Yuki Shimazu

Assistant Prof. Ephraim C. Quinones

\*\* Group Leader  
\*Group Sub Leader

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Acknowledgement

References

**Abbreviations**

CW: Cash for Work

SCA: Seed Capital Assistance

LRA: Local Recruitment Activities

WHIP: Workers Hired in Infrastructure Project

CBLA: Cash for Building Livelihood Assistance

PAF: Pre-Employment Assistance Fund

ST: Skills Training

SPES: Special Program for Employment of Students

## 1. Introduction

### *1.1 Background of the Research*

On September 25<sup>th</sup> 2015, world leaders adopted the 2030 Agenda for Sustainable Development, which includes a set of 17 Sustainable Development Goals (SDGs) to end poverty, flight inequality and injustice, and tackle climate change by 2030 (United Nations 2015). Employment is targeted in goal 8 of the SDGs; “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.” It says that stable and well-paid jobs are the only way to achieve poverty reduction. While this goal focuses on well-paid jobs, it is not the only factor for achieving poverty reduction. Our research attempts to identify other factors for achieving poverty reduction by focusing on youth unemployment. Moreover, while stable and sustainable jobs are a key factor for reducing poverty; our research identifies additional factors that influence poverty at the local level.

Based on the ILOSTAT database, ‘unemployed’ consists of all people of working age who are willing to do an occupation, who are currently available for work, and who are seeking an occupation (International Labor Organization 2015). Nowadays, nearly 2.2 billion people live below the US\$2 poverty line (United Nations 2015) and over 40% of the youth in the world are either unemployed or have a job but live in poverty (International Labor Organization 2016). Additionally, nearly 50% of the developing world’s population is youth and children (UN 2015). It can be suggested that there is a possibility for development which can be brought by those youths in the world. Therefore, youth employment plays an important role in poverty reduction.

In employment creation, the main actors are government, private sectors and self-employment (International Training Center ILO, 2011). In order to identify the factors of unemployed youth, it is necessary to understand the relationships among the actors and the reality within the sphere of employment creation. According to modern economic theory, the unbalance between supply and demand in the labor market creates unemployed youth (International Training Center ILO, 2011). They pointed out that either higher supply of young workers in comparison to labor demand or less supply of skilled workers than labor demand causes the ‘unbalance’. Moreover, social conditions are also factors creating unemployed youth. According to the report published by International Labour Organization (1996), age, gender, family background, educational status, race, disability, rural/urban locations, and family wealth or income or social class are independent factors that affecting whether young people could get a job or not (International Labor Organization 1996, pp1-25).

This research attempts to identify the factors which influence youth unemployment, how each factor influences youth unemployment, and what the local government can do to deal with youth unemployment in Rizal, Laguna, Philippines. For this research, we defined “unemployed youth” as those who belong to the age group 18 to 30 years, which are willing to do an occupation, currently available for work, and seeking an occupation, based on the definitions provided by the Philippines Statistics Authority, the Government of the Philippines, and the Philippines Youth in Nation Building Act.

## *1.2 Problem Statement*

In Rizal, the local government has tried to increase employment opportunities by developing tourism and agriculture as well as promoting support systems for unemployed youth such as skills training and short-term employment programs. However, the factors creating 40% unemployment in Rizal have not been identified yet; specifically, characteristics of unemployed youth and their families, skills and educational mismatch, and the demand from the labor market. Without knowing those factors, it will be difficult for the local government to identify actual problems affecting unemployed youth in Rizal. Additionally, the relationship between each factor is needed in order to identify and solve the mismatches between each of them. These identifications help to modify local government policies and support for youth unemployment in Rizal based on the real situation and demands from society.

## *1.3 Research Objectives*

- To describe the factors of youth unemployment in Rizal.
- To analysis the factors of youth unemployment in Rizal
- To provide recommendations for the LGU on youth unemployment in Rizal.

## *1.4 Research Questions*

### Main Research Questions

- What are the factors which influence unemployment in Rizal?
- How does each factor influence youth unemployment in Rizal?
- What can the LGU do to deal with youth unemployment in Rizal?

### Sub Research Questions

- What are the characteristics of unemployment youth in Rizal?
- What are the family characteristics of unemployed youth in Rizal?
- What are the mismatches between required qualifications for an occupation and the qualifications owned by unemployed youth?
- What are the economic and sociopolitical factors which affect youth unemployment in Rizal?

## *1.5 Significance of the research*

The focus on youth employment is one of the best ways to enforce the potential for poverty reduction and economic growth. Rizal is the poorest municipality in Laguna and has approximately 40% unemployment. The local government has been encouraging economic growth by promoting tourism, agriculture, and education. From these facts, it can be suggested that how the government can encourage or support people to get involved into this strategy is important. Thus, this research hopes to help the local government to identify what factors have constrained the youth employment in Rizal, and which parts the local government should focus on in order to improve the situation. This will be accomplished by providing insight on the factors influencing youth unemployment in Rizal, including the characteristics of unemployed youth, their families as well as the economic, social and political conditions in Rizal. Additionally, this research hopes to help the local government find new ways to tackle the issue based on the actual demand, experience, and situation of the

people in Rizal, by providing recommendations based on our findings. These contributions might create a platform for discussion on how to tackle youth unemployment in other poor cities, especially those with similar characteristics to Rizal.

### *1.6 Limitations*

Firstly, time constraint can be raised as a limitation of this research. Because only 8 days were allowed for our field work, we decided to reduce our sample size and go with a narrower focus on specific aspect of youth unemployment in Rizal. Therefore, this research could not achieve robust results on the factors of youth unemployment in Rizal.

Secondly, a lack of capability to select participants for the interviews influenced our sampling method. Because we were not able to select the participants according to our criteria, we interviewed unemployed youth who were introduced by barangay officers. Therefore, there might be a bias in the characteristics of selected interviewees.

Thirdly, the language barriers constrained our communication with interviewees. Since we interviewed participants through translators, what the interviewees described might have been occasionally changed by the translations based on the translators' understanding. Therefore, it constrained our ability to understand exactly what our interviewees may have been describing.

Lastly, a lack of availability of updated secondary data constrained our capacity to identify the criteria of participants and the concrete problems in youth unemployment in Rizal as well as the characteristics of youth unemployment in each barangay before going to the field. Therefore, this constraint influenced our sampling method and identifying problems based on actual data.

## **2. Literature Review**

### *2.1 Youth and Unemployment*

According to United Nations Educational, Scientific and Cultural Organization (UNESCO) (2016), youth is defined as a transition period for a person from childhood to adulthood and a more fluid category in terms of age. However, the United Nations defined the age range of youth as from 15 years old to 24 years old for statistical purposes. In relation to education and employment, youth is also defined as a period when a person finishes her or his compulsory education in their respective countries and finds their first employment (United Nations Educational, Scientific and Cultural Organization, 2016). However as the current trend shows the length of unemployment for youth, is affected by the age range definition for the youth.

The Philippines is one of the countries that enjoy the high number of young people with median age of 22.3 years (Canlas & Pardalis, 2009). The number of working age people (above 15 years old) in the Philippines accounted for 64.2 million in 2013 and young people within the age range of 15 to 24 years old

accounted for 20% of the total population (ILO Country Office for the Philippines, 2015). With the high number of young people, which is projected to increase in the upcoming years, the labor force in the Philippines will continue to rise. According to ILO, in 2013, 41 million people enter into labor force; however, this high rate did not affect employment opportunities, especially for young people. In 2013, 7.1% of the total population was unemployed with the youth account for almost one-half of that number (ILO Country Office for the Philippines, 2015).

According to the International Labor Organization (ILO), unemployed people are those who are jobless, but want to work, available to work and actively seeking employment. This definition has been contested due to cross-country differences, such as the limit of working hour especially part time labor and those who are regarded as outside of labor forces, neither in education nor employment or training (NEET) (O'Higgins, *The Challenge of Youth Unemployment*, 1997). Various factors contributed towards unemployment among youth. According to Pantin (1996), social conditions of youth such as age, gender, family background, educational status, race, disability, rural/urban locations, and family wealth or income or social class are independent factors that affecting whether young people could get a job or not.

## *2.2 Characteristics of unemployed youth*

The main factors attributing to unemployment among young people are: age and educational qualifications, gender, voluntary unemployment, social background related to poor mental health and work motivation, and location.

Firstly, since age correlates with educational qualification, it can be one of the main factors affecting youth employment. According to Furlong (2007), the youth aged 16-19, those who had left full-time education earlier, are less likely to be in employment or training and seeking work than those who completed post-compulsory education; among the youth aged 20 to 24, those who are in higher education, have a greater opportunity to become established in the labor market; and, among 25 to 34 year-olds, the proportion of unemployment tends to be highest among those who have no qualifications (pp. 110-114). Additionally, young women aged 25 to 34 and who are unqualified school leavers tend not to be seeking work due to childcare responsibilities (Furlong, 2007).

Secondly, gender is also one of the main factors of unemployed youth. Hommer and Russell (2004) point out the differences of employment commitment, experience, and destinations of unemployment between males and females. They insist that “women will experience less psychological distress from unemployment than men because women’s role as mothers and home makers is likely to be considered more important than their role as workers and being unemployed does not thread women’s identity” (Hammer & Russell, *Gender Difference in Employment Commitment among Unemployed Youth*, 2004). It can be said that personal perspective, tradition, and culture about women’s roles cause differences in unemployment between males and females.

Thirdly, there are voluntary unemployed youth. Hammer (2007) differentiates them into two types. The

first one is young people who want to try different types of work before they find the job that best suits their abilities and interests and the other is young people who do not want either permanent jobs or more permanent integration into the labor market. Therefore, there are also young people who are willingly unemployed because of those perspectives.

Fourthly, as Hummer (2007) claims, youth who have dropped out of school, have more health problems and a higher frequency of drug use than others. Also, they have a higher probability of being outside the labor market. Moreover, those who had found a job were likely to be located in the secondary labor market, which has unsatisfying conditions, and affects worker motivation.

Lastly, the location of residence for youth is a major factor. It is because education, training, and employment opportunities tend to be in urban areas. Furthermore, social dysfunctionality and alienation also tends to be higher in urban areas (ILO Country Office for the Philippines, 2015).

### *2.3 Characteristics of family of unemployed youth*

We consider that characteristics and influences of family have a significant affect on youth unemployment. This can be defined under both qualitative and quantitative phases.

Normally in Philippines, the average number of children in a family can vary from three to four and if the family is suffering from poverty, there is a high possibility to find many unemployed children who are staying at home and depending on the parent's earnings. The attitudes and practices in the Philippines are comparatively different from most developing countries in the world. Most children are staying with their parents even after they get married and continuing their normal routine that they followed before getting married. This will lead the family into a more deteriorated situation and the cycle will continue on to the next generation.

Due to rapid population growth and lack of education, qualifications are the most prioritized problem for unemployment. However, if there is a kind of stimulus attitude within the family to be unemployed, it will put the problem into a more draconian situation especially if there are many family members in the family and the household income is low, this situation will generate more unemployed youth in the family unit. This is because when the number of children is high in the family, it will limit the access to education and training (Orbeta, Jr., 2005). It will lead to uneducated and incompetent youth to the society. Mapa (Jesus & Mapa, 2015) pointed out that

“Certain household characteristics are also influential factors in employment transitions. For instance, as the number of employed members in the household increases, the likelihood of an unemployed member to exit to employment decreases. In the same way, the more reliant a household is on assistance from abroad or domestic sources, the less likely it is for its job seeking members to be employed.” (Jesus & Mapa, 2015)

The above paragraph highlights another special factor about the family structure. If many members of the household are employed, there is less possibility for the youth to be involved in a profession. But in a very poor area like Rizal the opposite effect may take place. Moreover, there may be some family members who work in foreign countries and most young people depend on their money, which decreases their motivation to work.

The household income is another issue that creates some chronic problems related to unemployment. If the household income is low, the main priority of the parents is to feed their children, which leaves no income to allocate to education or any other training program (Orbeta, Jr., 2005). This cycle is likely to repeat through the next generation. Most of the time the children have to be the dependents of their parents for their entire life because they do not have capacity to find a good job although they may have innovative ideas, they are not capable of implementing those ideas due to lack of monetary assistance and skills. This limits their ability to become entrepreneurs and to accomplish their own path to success.

#### *2.4 Skills Mismatch*

The Asian Development Bank (ADB) (2016) pointed out that college graduates took about a year and high school graduates took up to 3 years to find work. It also mentioned that many of those unemployed youths moved into informal jobs, which are often part-time and pay less. There are two major reasons for high youth unemployment: labor demand-supply mismatch and/or skills mismatch (Asian Development Bank, 2016). The demand-supply mismatch problem means that the number of jobs created cannot absorb new entrants into the labor force in addition to the existing 2.5 million unemployed people. For example, according to PSA, the total number of job openings from January 2013 to June 2014 was 753,092 (Philippine Statistics Authority, 2016). On the other hand, the number of new entrants was estimated at 912,000 in 2012 (Philippine Statistics Authority, 2013). It is actually difficult to compare these two figures since the time period is different, but here we would like to make calculation easily. The number of new jobs for a year which is simply doubled would be around 1.5 million and is less than the sum of 912 thousand new entrants and 2.5 million existing unemployed people.

Another reason is mismatches between the education and skills young people have and the needs of the labor market. The Department of Labor and Employment (DOLE, 2011) revealed that despite huge amounts of unemployment, employers had difficulty to fill vacancies due to a shortage of competent and qualified applicants. One area suffering this skills mismatch is the Business Process Outsourcing (BPO) industry, such as call centers. The International Labor Organization (ILO) working paper mentioned that the Philippines is expanding its BPO global market share and is now considered as the third leading source of BPO services after India and China. The Philippines' share of revenue in this industry accounted for 6.7 percent in 2008 and slightly rose to 6.9 percent by the end of 2009 (Canlas & Pardalis, 2009). This growth in demand for BPO professionals, however, cannot be matched by adequate supply of skilled and qualified applicants.

According to Rodolfo (Rodolfo, 2005), a key weakness of applicants for call center positions is English-language proficiency (Rodolfo 2005). For those mismatches in the BPO industry Canlas and Pardalis (2009)

argued that increased participation of young people in education and training has not necessarily led to an increase in skills, especially communication skills. The reasons why many young people with higher education qualification suffer from unemployment are an under-subscription in some priority courses, oversupply of graduates in others and level/quality of education for higher level IT skill positions (Canlas & Pardalis, 2009). ADB (2016) also insisted that

“.... improving the relevance and quality of technical and vocational training programs and strengthening certification frameworks will help overcome such mismatches. More programs are needed to provide employment services, such as career guidance and coaching for young people when they leave school”. (p.247)

### *2.5 Economic Factors of Youth Unemployment*

“One of the most important determinants of youth employment is the strength of the economy as a whole. When the aggregate level of economic activity and the level of adult employment are high, youth employment is also high.” (Freeman & Wise, 1982). These days, the Philippine economy is in good condition; it ranks 9<sup>th</sup> among Asian countries with a GDP growth rate around 5.8% in 2015 (Ministry of Foreign Affairs of Japan, 2016). However, the adult employment rate was 6.3% in 2015, the second highest in Asia (Ministry of Foreign Affairs of Japan, 2016). In addition, the foreign direct investment was low and resulted in low job creation.

According to ILO (Elder, Haas, Principi, & Schewel, 2015), to achieve economic expansion in a particular country, two major elements should be tackled: poor working conditions and the informal sector. At the same time, social protections also should be implemented in the agricultural, self-employment sectors and even informal sector, as opposed to orthodox points of view where social protection is only implemented in formal sector such as industry and public services. By providing social protection for the informal sector where the majority of poor people work, the government can help them in increasing their income and at the same time reduce poverty (Elder, Haas, Principi, & Schewel, 2015).

Moreover, the existence of employment services is also important to help young people in the rural areas obtain jobs, especially in matching skills to available employment opportunities. At the same time, young people also should know the function of such services in the rural areas so that they can receive the benefits from it. In addition, with the tendency of the services to only benefit those who have skills and qualification, it is important for them to also target the disadvantaged youth (Understanding Children's Work (UCW) Programme, 2015).

### *2.6 Government Policy and Youth Unemployment*

Youth unemployment issues have gained relevance in development discussions, especially given the current trends. In 2014, a total of 73.3 million youth were unemployed globally, with the unemployment rate around 13% (International Labour Organization, 2015). It also has become one of the major concerns for government agendas. The role of government in tackling youth unemployment is important especially as

government policy on economic activities such as labor market policies could also affected the youth and their employment in the short and long-run (Biavaschi, et al., 2012).

The Philippines has implemented decentralization to have a quick and better response to the needs of the local people. Hence, the role of local government in addressing their local people's problems is important. The local government could play a role by creating policies that could create employment such as skill development policies and labor market policies as the local government understands the reality of its particular area better than the national government (Office of Youth Affairs Tasmania, 1999). Moreover, as ILO (2015) stated, youth unemployment could also be affected by the local labor market particularly in employment opportunities (p. 23). However, labor market policies may not be the only policies that the government implements in regards to tackling youth unemployment (National Treasury Republic of South Africa, 2011).

Rizal is a municipality which is located at the foot of Mt. Banahaw and Mt. San Cristobal and is currently developing eco-tourism and planting trees as one of development strategies. Eco-tourism could become one of the main forces to tackle youth unemployment, even though the government should calculate the cost and benefits of doing so. Drawing an example from the experiences of Thailand, the government of Thailand implemented agro tourism strategies in a mountainous area. The government aimed to create employment for the local people in the mountainous area in order to develop its agricultural sector (Choenkwan, Promkhanbut, Hayao, & Rambo, 2016). However, according to Choenkwan, Prokhambut, Hayao, & Rambo (2016), agro tourism in some cases created negative impacts in diverting human resources from the agricultural sector to the service sector (p. 163), which resulted in a declining number of agriculture products. By learning from Thailand's experience, eco-tourism in Rizal could help in creating jobs for the youth who could not be absorbed by the conventional labor market.

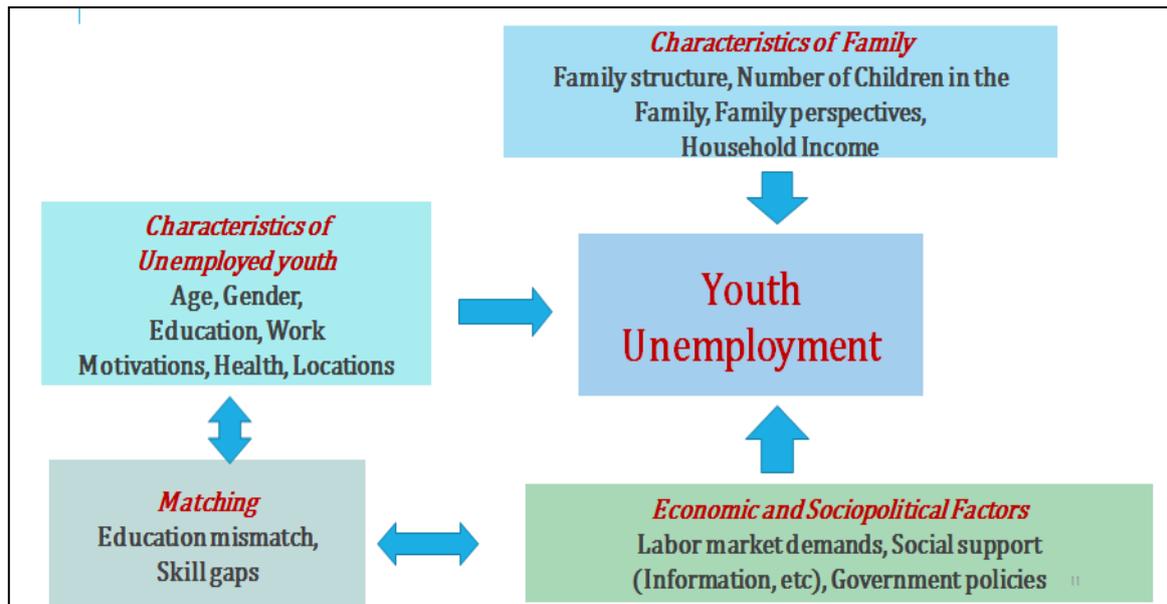
### **3. Research Methodology**

This chapter includes the structure of research and the methodology used to achieve the research objectives. The research has adopted a qualitative approach using semi structured interviews to gather data from the targeted groups.

#### *3.1 The Conceptual framework*

The conceptual framework in figure 1 has been developed to probe the factors that influence high unemployment in Rizal, which is compound by the main four aspects as outlined in Section 2. Semi structured interviews were conducted with selected local government officers and three business units in Rizal in order to investigate the impact of programs implemented by the local government to mitigate the unemployment rate and to identify the gap between existing market demand for labor and the mismatch of skills and qualifications possessed by the youth.

**Figure 1. Conceptual Framework**



Source: Authors

### 3.2 Target group

The target group comprised unemployed youth ranging from 18 to 30 years old (according to Philippines government, children below age 15 encountered as child labor. Therefore, in this research we considered age 18- 30 youths as the target group) and currently seeking jobs, the parents of unemployed youth, local government officials (Mayor of Rizal, Laguna, Department of Social Welfare and Development (DSWD) Officer, Public Employment Service Office (PESO) Officer, District Supervisor, Department of Education, District of Rizal and Nagcarlan, Permanent Teacher of Alternative Learning System) and business units in Rizal. Three business units were selected based on the magnitude and the number of workers involved in the business. Two bakeries and one resort were interviewed to gather data.

### 3.3 Research Design

The primary target of the research is to identify the factors which influence unemployment in Rizal and cognize the imperative actions that should be taken by the local government unit. Therefore, qualitative research has been conducted by using semi structured interviews as the main data gathering method. The primary intension of using a qualitative approach is to get a better idea about how youth and other stakeholders respond to unemployment, how their attitudes and opinions are formed, and how the target group is affected by existing issue.

### 3.4 Key informant interviews

The researchers have identified unemployed youth and family members as key respondents to answer research questions one and two, which focuses on amassing data regarding characteristics of unemployed youth and their families which enhance the issue of youth unemployment. The basic details, skills and competencies of unemployed youth have been identified through semi structured interviews; additionally, interviews with

family members were conducted to understand the current situation of the family and the impact it has on the family's youth. The municipality of Rizal, Laguna consists of Barangays, but due to time constraint research was conducted in only four of them. Table 1 illustrates the number of respondents in each Barangay.

Moreover, local government officials and three business units were main respondents which helped us to answer questions three and four. These questions focused on the mismatches between required qualifications for an occupation and the qualifications owned by the unemployed youth as well as economic and socio political factors which affect youth unemployment in Rizal. The Department of Social Welfare and Development (DSWD) Officer and Public Employment Service Office (PESO) Officer were interviewed to gather data regarding special programs implemented by the local government in order to abate the rate of unemployed youth. These included such things as Skills Training, Special Program for Employment of Students, Cash for Work, Seed Capital Assistance, Local Recruitment Activities, Workers Hired in Infrastructure Project, Cash for Building Livelihood Assistance (CBLA) and the Pre Employment Assistance Fund. Furthermore, the business units were interviewed to understand the demand for labor and the mismatch between required skills and qualifications.

**Table 1. Unemployed Youth and Family Interviewed in Each Barangay**

Barangay	Unemployed Youth		Number of family members
	Female	Male	
Pauli II	3	3	5
Tala	1	5	6
Pook	1	5	6
Antipolo	4	1	5
Total	9	14	22

Source: Authors

#### **4. Results and Discussion**

The results were analyzed based on the research questions formed as the basis of this study. Our analysis also uses data collected during the fieldwork, as shown in the methodology. The results were categorized according to the four factors which affect youth unemployment in Rizal, Laguna, Philippines: (1) the characteristics of the youth; (2) the characteristics of the family; (3) the existing business sector; and (4) economic and sociopolitical factors. The introduction of results under each factor will be followed by discussion.

##### *4.1 The Characteristics of the Youth*

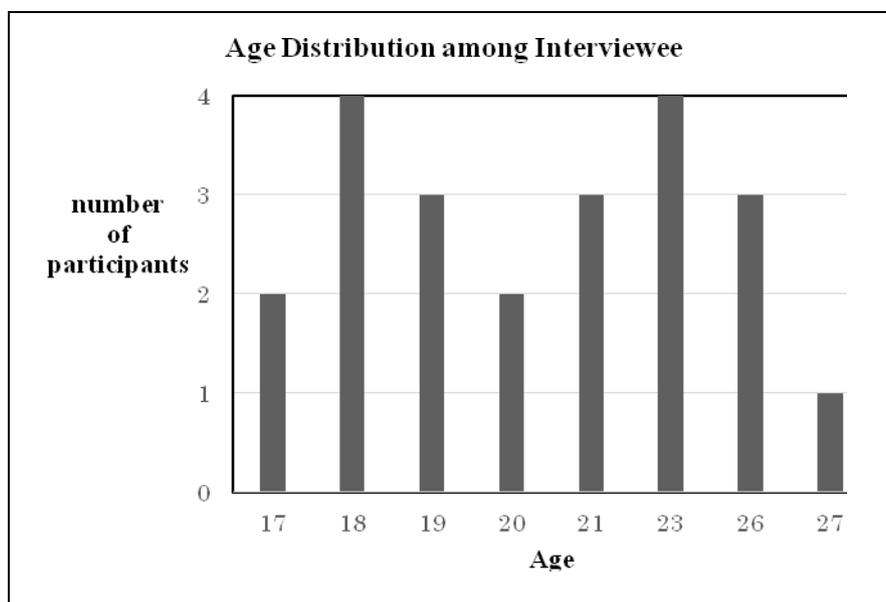
According to the literature review in Section 2, the characteristics of youth could be one of the factors which influenced youth unemployment. In this section, the characteristics of youth include age, educational

qualification, gender, location, past experiences, and future plans. Each sub factor influenced other sub factors. By looking at those sub factors, we could determine the most significant sub factor under each of the youth characteristics; at the same time, we could also hear from the youth, which may lead to better conditions for them.

#### 4.1.1 Age and Education level

As we mentioned in our introduction, according to the government of the Philippines, youth are those belonging to the age group 15 to 30. However, youth under the age of 18 years could be considered as child laborer. In our research, our targeted group was youth between the ages of 18 to 30. According to those categories, Figure 2 introduces the age distribution among the 23 unemployed youth whom we interviewed:

**Figure 2. Age Distribution**



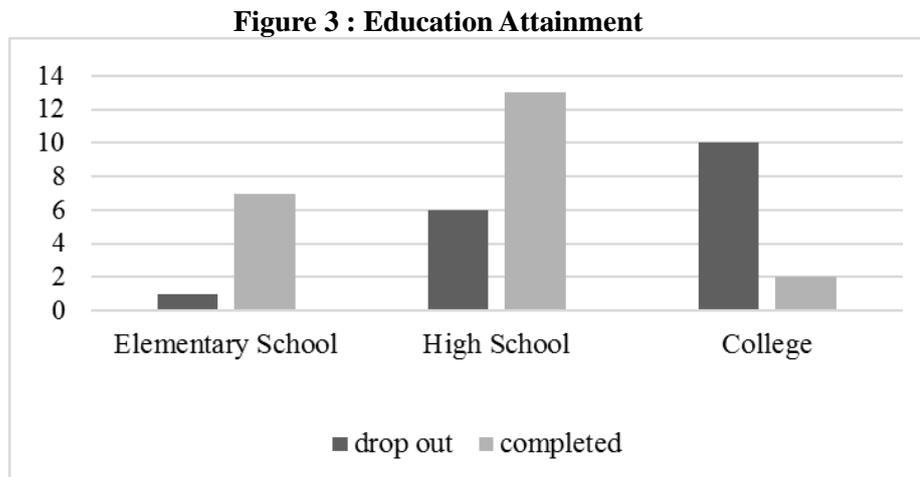
Source: created by Authors

For the 17 year old unemployed youth, they are considered as ‘child labor’ if they engage in economic activities. However, from the data, we could see that those who are categorized as youth are vulnerable in terms of employment. They were either unemployed or could only work in seasonal jobs.

Several studies on youth unemployment has mentioned the importance of education attainment among the youth (Zepeda, Leigh, Ndirangu, Omollo, & Wainaina, 2013; Raptan, 2014; Khurram, et al., 2013). By obtaining higher education, the chance for young people to gain employment increases, as opposed to those whom graduated from primary or secondary education. However for poor people, formal education is hard to achieve; especially in terms of financial and transportation burdens.

Rizal is a town located between two industrialized towns where services such as formal education are available. Thus, the youth of Rizal has to travel to neighboring town to receive higher education. The cost of transportation and tuition fees are considered high and became one of the reasons why a lot of youth in Rizal

drop out of school, which in turn, affects their opportunities to find work. Among the respondents, Figure 3 shows the distribution of education qualification:



Source: Authors

According to our findings, only 2 out of 22 respondents completed their higher education, while the rest either completed secondary levels or primary levels of education in Rizal. The most important reason for dropping out of school is financial constraint on the family. As most of the respondents came from poor families, their families could not finance their higher education. For female respondents, teenage pregnancy is the main reason why they drop out of school. This data is supported by the data from the District Supervisor for Rizal and Nagcarlan, Department of Education, the District of Rizal and Nagcarlan which revealed that the main reason for youth dropping out of school in Rizal is financial problems and early pregnancy. Moreover, research conducted in Bangladesh and Kenya found that unemployment was higher among those with primary and secondary levels of education, and those who only attain primary and secondary levels of education tend to come from low income households (Zepeda, Leigh, Ndirangu, Omollo, & Wainaina, 2013; Rahman, 2006).

The low level of education also influenced youth’s opportunities to access decent work which in turn leads to a lack of experience. United Nations (2013) also observed that lack of experiences in employment among youth leads to difficulties in accessing decent work. These situations, in turn, lead to a prolonged unemployment period and/or push them to take multiple part-time jobs while waiting for a better job opportunity (United Nations, 2013). This view is similar to our research findings which showed that most respondents conduct seasonal or part-time work while waiting for a better job opportunity.

#### 4.1.2 Gender

Gender is one of the sub factors that may lead to youth unemployment. The embedded notion in society that still prevails regarding the role of women in the household and in the society is one of the reasons that the number of unemployed women youth is higher. Even with the massive campaigns on women empowerment, we could not deny that some parts of society still discriminate against women.

In Rizal, according to the data by the Municipal Planning and Development Coordinating Office in 2011, more women over the age of 15 are unemployed compare to men. As shown in Table 2, the Municipality of Rizal recognized the need to provide opportunities for those who are unemployed.

**Table 2 : Labor Force Population by Sex and Employment Status in Rizal**

<b>SEX</b>	<b>POPULATION (15 YRS AND OVER)</b>	<b>EMPLOYED</b>	<b>%</b>	<b>UNEMPLOYED</b>	<b>%</b>
<b>Female</b>	6394	3295	51.5	3099	48.5
<b>Male</b>	6248	4555	72.9	1693	27.1
<b>Both Sexes</b>	12642	7850	62.1	4792	37.9

Source: Comprehensive Land Use Plan 2011-2021, Municipality of Rizal

Among the female respondents, we found that early pregnancies are one of the reasons why they could not find employment. For those women, it is hard for them to return to the job market as they were expected to look after their babies, elder family members, and/or helping in house chores. Even though they are expecting to reenter the job market, only low wages jobs in the informal sector such as in *sari-sari* store or seasonal jobs are available. Sari-sari stores are convenience stores which are located almost in all neighborhoods in the Philippines and sell basic commodities for the community. The stores are mostly owned and operated by family members, although sometimes they ask neighbors to help operate the stores.

These difficulties of reentering the job market are not apparent among the male respondents. These findings are supported by Clark and Summers (1982) which argued that the difference between women and men in the employment sector lies in the difficulties of reentering the labor force (p. 204). Thus, the notion of gendered distribution of roles within the household affects employment opportunities.

#### 4.1.3 Location

The location where the youth live is also one of the sub factors that influenced youth unemployment. While the current trends show that the unemployment rate is higher in urban areas compares to unemployment rates in rural areas (Muiya, 2014; Canlas & Pardalis, 2009), this is also due to the high number of youth in rural areas as well as the high rate of urbanization. Since rural areas could not provide employment opportunities, rural young people tended to migrate to urban areas to find better jobs and better wages. However, at the same time, urban areas provide limited capabilities for employing rural youth migrants. Thus, the high rate of urban youth unemployment is closely related to lack of opportunities in the rural areas (Zepeda, Leigh, Ndirangu, Omollo, & Wainaina, 2013; Rahman, 2006). Moreover, access to education and training are also easier to get in urban areas.

Rizal is located between three second class municipalities, Calauan, Nagcarlan and Dolores and a first-class municipality, San Pablo, which offers more employment opportunities. Known as a rural agricultural area, the employment opportunities which are available is low paying and limited, such as seasonal jobs and

temporary jobs from the government. For example, for those who choose not to work in neighboring cities, usually end-up working in sari-sari stores, bakeries, and short term jobs provided by the local government.

According to our interview, unemployed youth prefer to migrate to urban areas in the Philippines as it provides more employment opportunities and better wages compared to Rizal. The local government should not ignore the fact that 95.7% of the respondents also would like to work outside Rizal. The willingness of the youth to migrate out of Rizal, either abroad or to other cities shows the lack of opportunities for the youth to obtain decent work in Rizal. This is in line with an argument by Cartmel and Furlong (2000) in which young people in rural areas tend to move out of their community to have a better life (p. 7).

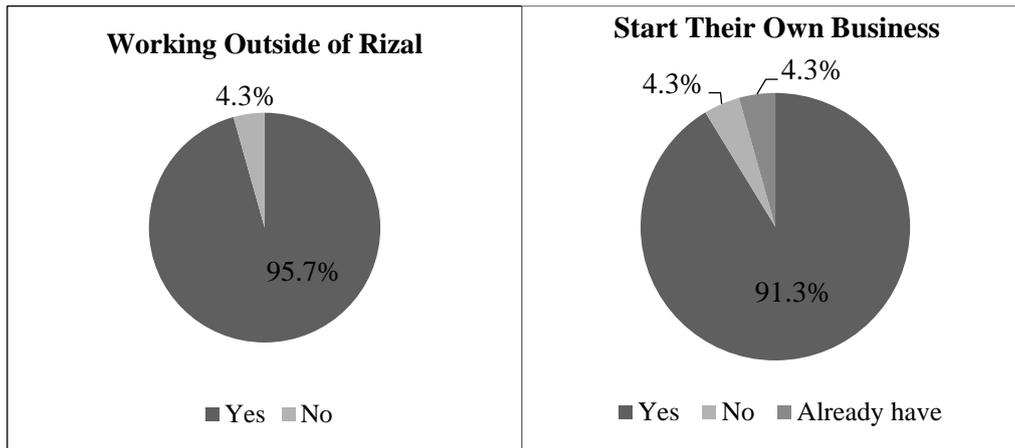
#### 4.1.4 Work Experiences and Entrepreneurship

United Nations (2013) in their 2011 World Youth Report emphasized the difficulties faced by young people in accessing decent work (p. 11). Today's labor market for decent work requires prospective workers to have specific skills. Moreover, for those who want a high income, they need years of work experiences. Thus, it will make it harder for youth who has limited work experiences, either for those who are leaving school early or for fresh graduates. The difficulties then multiply when it is combined with the location where the rural youth come from.

In our survey, we found that respondents only had limited or no work experiences. From 22 respondents, 19 had work experiences. However, their work experiences were limited to seasonal jobs or low skilled jobs such as house cleaner, bread sales, and shopkeeper. Their length of work was also short due to the nature of the job. Factors for short-term employment included seasonal jobs, bankruptcy, and personal reason such as unexpected family issues or early pregnancy.

However, the lack of job experiences encouraged them to have a better job in the future or to establish their own business. According to our survey, 91.3% of the respondents would like to have their own business, and 7 out of 20 respondents want to establish their business in Rizal even though currently they do not know what kind of business. One particular reason is to help their families. While this could be a way for the local government to improve the local conditions in terms of youth unemployment by giving capital for startups, the government should not ignore the fact that 95.7% of the respondents also would like to work outside Rizal. The willingness of the youth to migrate out of Rizal, either abroad or to other cities shows the lack of opportunities for the youth to obtain decent work.

**Figure 4 : Future Plan**



Source: Authors

#### 4.2. The Characteristics of the Family

Several researchers have investigated the relation between youth unemployment and family characteristics. According to those researchers, family characteristics could affect youth unemployment and these characteristics include, employment and education status of the parents, resources such as income within the family, and the number of family members living together (Caspi, Wright, Moffitt, & Silva, 1998; Miller, 1998; Orbeta, Jr., 2005). In this section, we will divide the section according to the previous researchers' characteristics of family, which are: employment and education status of the parents; total income within the family; and, the number of family members living together.

##### 4.2.1 Employment and Education Status of the Parents

Research has been done to investigate the relation between parent's employment and education to their children unemployment status. Known as 'intergenerational transfer,' researchers found that youth who have unemployed parents will likely be unemployed too (Micklewright, 1989; O'Neill & Sweetman, 1998; O'Higgins, YTS, Employment, and Sample Selection Bias, 1994). At the same time, for those who have parents with low level educational attainment, they are also likely to be unemployed.

According to our survey, most of the fathers of our respondents graduated from high school, while the mother mostly graduated from elementary school. As we have mentioned in the characteristics of youth section, most of the unemployed youth who we interviewed graduated from high school, but did not continue their education any further. Similarly, most of the parents engaged in low skilled employment. For the fathers, their employment range from welder, driver, butchers, security staff in Saudi Arabia to stockman. For the mothers, the employment status also ranges from housewife to barangay counselor. The low skilled employment of the parents made them less likely to help their children finding decent work (O'Higgins, The Challenge of Youth Unemployment, 1997).

Even though a rural area known to have collective characteristics where neighbors helps and knows each

other, it seems that it will not help the young population to have a decent job. This is due to the characteristics of Rizal itself where the available employment opportunities only provide low wages, whereas the youth would like to have better employment opportunities with higher wages. Most of our respondents also used to have the same work as their parents or other family members whom they got from their parents or other family members. This situation, in turn, is repeating the cycle of low skilled employment or unemployment among the youth.

#### 4.2.2 Family Income and Number of Family Members Living Together

According to Miller (1998), young people who come from low income families have a higher probability to be unemployed or working in low skilled jobs. In our survey, one of the reasons why the youth leave school early or could not attain higher education is due to financial constraint by the family. The lower the income of the family, the higher the possibility for the youth to leave school early which will affect the skills and knowledge needed to have decent work. Moreover, the number of family members living together also affected youth unemployment. In relation to family income, the bigger the size of the family living together, the smaller the money allocated for education or training. This situation is particularly rampant among the low income families, including those who fall under the poverty line. As Orbeta Jr. (2005) observed, the lower the income of the family, the higher the need to allocate money to basic needs such as food (for survival) and the less likely for the family to allocate their income towards education or training programs. Moreover, Campos (2013) in his study on youth unemployment in Brazil also pointed out that a higher income could help easing pressure early in employment by giving youth a sense of security.

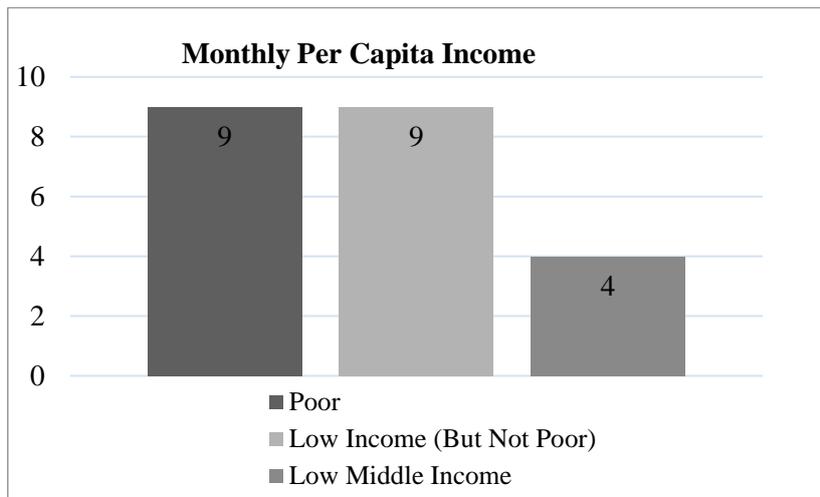
We tried to calculate family income by adding the monthly incomes of the parents, other family members, and allowances from the government. From our survey, we found that 9 out of 22 families of the unemployed youth belongs to poor families, 9 families belong to low income but not poor families, and the rest belong to lower middle income families as shown in Figure 5. Among them, the average number of family members living together is five members as shown in the Figure 6, while according to the government of the Philippines the national average Filipino household size is 4.6. The income categorization is according to the 2012 Family Income and Expenditure Survey by the Philippines Statistics Authority (Albert, Gaspar, & Raymundo, 2015). According to this survey, the average number of family members living together is five; those who have total income less than 7,890 PHP per month are considered to be poor.<sup>2</sup> For those who have incomes between 7,890 PHP and 15,780 PHP per month they are considered to be low income but not poor family, while those who have monthly incomes between 15,780 PHP to 31,560 PHP per month are included in the lower middle income class (Albert, Gaspar, & Raymundo, 2015). We also categorized those who are members of the 4P (Pantawid Pamilyang Pilipino Program) as poor families.<sup>3</sup>

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<sup>2</sup> The current exchange rate of PHP and USD according to the Central Bank of the Philippines by January 9, 2017 is US\$ 1.00 equivalent to PHP 49.466.

<sup>3</sup> According to the Government of the Philippines, 4Ps (Pantawid Pamilyang Pilipino Program) is a human development measure of the national government that provides conditional cash grants to the poorest of the poor, to improve the health, nutrition and the education of children aged 0-18.

**Figure 5. Family Monthly Income**



Source: Authors

**Figure 6. Family Household Size**



Source: Authors

#### 4.3. The Existing Business Sector

Cartmel and Furlong (2000) observed that youth unemployment in rural areas is caused by the quality of the available work, which they categorized as unfulfilling, either in terms of wage or work. The low quality of jobs promoted rural people to find work in urban areas where it was seen as a land of opportunity. However, using dual labor market theory, the urban area only could have absorbed a limited number of migrants from the rural area due to the skill requirements, and leave those who could not compete in the informal sector which sometimes has worse condition than staying in the rural area.

The Municipality of Rizal is known for its small medium bakery enterprises. A lot of people in Rizal are working in the bakery industry, including young people. However, the wages which were provided is considered as unfulfilling. According to our interview with two bakeries in Rizal, for those who work part time

in baking bread they receive a maximum of 2000 PHP per month, while for those who work packing the bread receive only 50 cents per pack. The requirements are also low, as they only need basic literacy and math to work as shopkeepers. They also usually recruit their workers through informal channel such as recommendations from consumers or neighbors.

Another business that is available in the municipality is the Rizal Recreation Center (RRC) where it provides religious retreat. It also offers employment opportunities that range from manager to kitchen helper. The requirements also differ; for those who wants to apply for manager or reception, they should have a college degree or related diploma. Meanwhile, for those who could not satisfy the requirements, they can apply for cleaning and working in the kitchen with wage around 1,750 PHP per week.

**Table 3 : Details of Business Units in Rizal Laguna**

	Nyka		Bread Production	RRC	
	Factory	Store		Manager, Reception	Cleaning, Kitchen
Percentage of Youth	25%		50%	Most of employees	
Employment Status of Youth	Part-time	Full-time	Part-time	Full-time 75% Part-time 25%	
Income	500/week	???	50 cents/pack	???	1,750/week
Educational Qualification	No		No	College degree and related diplomas	No
Requirement	Trustworthy Cooking Skill	Basic Literacy/ Math	Living in Rizal	Loyal and hard working	
Recruitment method	Recommendation		Recommendation	Formal Interviews Recommendation	
Offering OJT	Yes		Yes	Yes	

Source: Authors

#### 4.4. Economic and Sociopolitical Factors

The Department of Labor and Employment revealed that despite a large amount of unemployment, employers had difficulty filling vacancies due to shortages of competent and qualified applicants (DOLE, 2011).

The existence of employment services is also important for young people in the rural areas to obtain jobs; especially in helping to match skills with available opportunities. At the same time, youth should know the

function of such services in the rural areas so that they can acquire the benefits of those services. In addition, with the tendency of the services to only benefit those who have skills and qualifications, it is important for those programs to also target the disadvantaged youth. (Understanding Children's Work (UCW) Programme, 2015)

#### 4.4.1 Lack of Information dissemination

In Laguna, the Public Employment Service Office (PESO) plays an important role in promoting full employment and equity of employment opportunities for the people. PESO “is a non-fee charging multi-employment service facility or entity established or accredited by DOLE in Local Government Units (LGUs), state University and Colleges (SUCs), Non-Government Organizations (NGOs), and Community-Based Organization (CBOs).” (Provincial government of Laguna Website) The function of PESO is as follows:

- (a) Encourage employers to submit a list of job vacancies in their respective establishments in order to facilitate the exchange of labor market information services to job seekers and employers by providing employment services to job seekers, both for local and overseas employment, and recruitment assistance to employers;
- (b) Develop and administer testing and evaluation instruments for effective job selection, training and counseling;
- (c) Provide people with entrepreneurship qualities access to the various livelihood and self-employment programs offered by both government and non-government organizations at the provincial/city/municipal/barangay levels by undertaking referrals for such programs;
- (d) Undertake employability enhancement training/seminars for jobseekers as well as those who would like to change career or enhance their employability.
- (e) Provide employment and occupational counseling, career guidance, mass motivation and values development activities;
- (f) Conduct pre-employment counseling and orientation to prospective local and overseas workers;
- (g) Provide reintegration assistance services to returning Filipino migrant workers;
- (h) Perform such functions and willfully carry out the objectives of this Act.

Source: Provincial government of Laguna Website

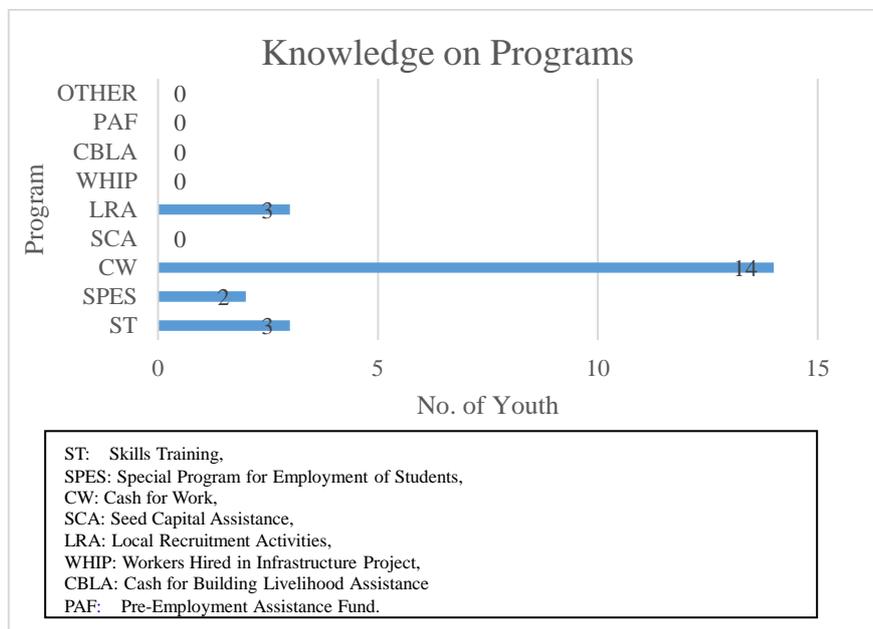
So, through these functions, PESO aims to ensure the prompt, timely and efficient delivery of employment service to the constituents of Laguna.

However, as a result of our interview, we revealed that the information dissemination of assistance from the LGU, such as recruitment fairs did not work well in the municipality of Rizal. We conducted the interview with the officer of municipal social welfare and development, to know what kind of assistances the LGU provides to unemployed people. According to the officer of municipal social welfare and development, the LGU provides the following programs: Skills Training Program, Special Program for Employment of Students, Cash for Work, Seed Capital Assistance, Local Recruitment Activities, Workers Hired in Infrastructure Project,

Cash for Building Livelihood Assistance (CBLA), and a Pre-Employment Assistance Fund. It means that the LGU provides a variety of programs to unemployed people with various needs; however the number of unemployed youth who received the assistance from the LGU was limited. Because of our survey, we revealed that only 5 unemployed youths out of 22 respondents received assistances from the LGU.

According to our survey, we found that the lack of information dissemination is a serious problem in the municipality of Rizal. In our interview, we asked about the unemployed youth’s knowledge of programs offered by the LGU. Seventeen unemployed youth know that the LGU provides assistance to unemployed youth, while their knowledge on the programs was limited. Figure 8 show what kind of programs unemployed youth know about.

**Figure 7. Knowledge of Program Which Unemployed Youth Know**



Source: Authors

From this bar chart, it turns out that unemployed youth’s information of assistance is limited, even though the LGU provides many kinds of assistance programs.

Moreover, we observed one job fair which was held at the Community Center which provides opportunities for unemployed people to apply for jobs. There were some people who were writing job applications and waiting for interviews. Photo 1 shows the job fair which we observed.

In the municipality of Rizal, that kind of job fair is held irregularly. However, some unemployed youth who we interviewed do not know the existence, exactly time or place of the job fair. Thus, the information of the recruitment service, job fair as well as the assistance of the LGU does not spread well.

Therefore, it can be said that the programs and employment services for unemployed people do not function sufficiently because of a lack of information dissemination. Nevertheless, this kind of assistance is important for the unemployed youth looking for job opportunities. There are still many unemployed youth in the municipality of Rizal, because of the inability to access employment service.

**Photo 1. Situation of Job Fair at Community Center**



Source: Authors

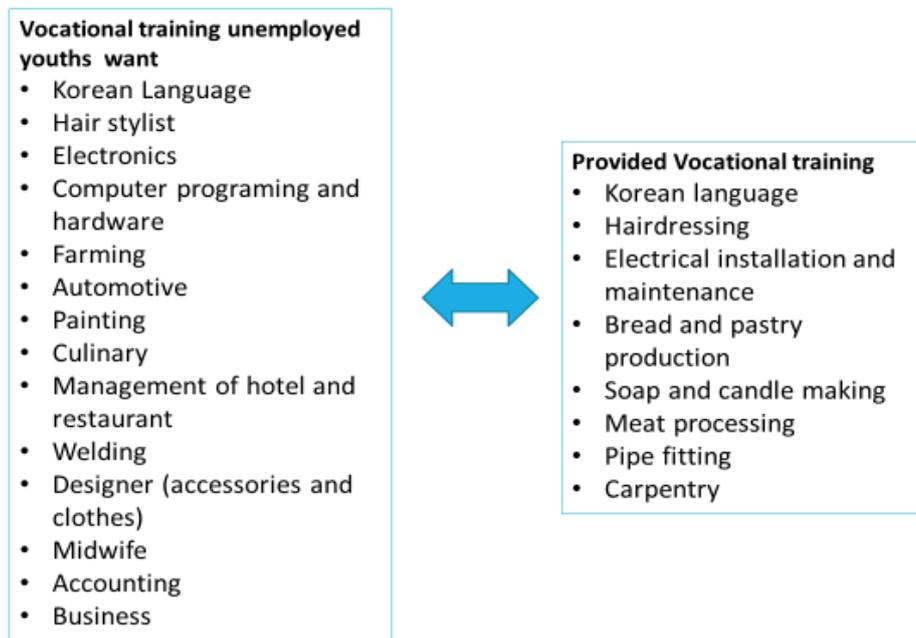
#### 4.4.2 Lack of the understanding of Youth's demand for Vocational Training

Vocational training has the potential to reduce the problem of unemployed youth. According to the World Bank (2012), “well-designed pathways from school to work can help young people to make a successful transition and prevent societal and individual, potentially persistent damages from spells of unemployment or exclusion at a young age.” In addition, the education and training systems are major factors in paving the way from school to work. Basic education such as primary and secondary education is necessary as a foundation; however available evidence shows that vocational training can establish an early link with employers, acquire skills relevant in the labor market and to move towards skilled permanent positions (World Bank, 2012).

Nevertheless, vocational training is considered as important for resolving the problem of unemployed youth, the opportunity for vocational training is restricted in the municipality of Rizal. As a result of our survey, only 3 unemployed youth out of 22 respondents has the experience of vocational training.

Moreover, our finding is that the provided vocational training does not fulfill the demand for the unemployed youth in the municipality of Rizal. We conducted an interview with the head officer of the Alternative Learning System, to know what kind of vocational training is provided. In addition, we asked the unemployed youth to understand what kind of vocational training they want to take. Based on the results of our interviews, Figure 9 indicates the lists of vocational training which is provided, and that unemployed youth would like to take.

**Figure 8. Lists of Vocational Training**



Source: Authors

As you can see in above two lists, while unemployed youths ask for the various opportunities of vocational training, the provided vocational trainings options are limited in the municipality of Rizal. Therefore, providing various opportunities for vocational training for the youth is necessary because of the mismatch between supply and demand. The number of training courses offered for unemployed youth is either low or irrelevant, which decreases the motivation of the unemployed youth to participate.

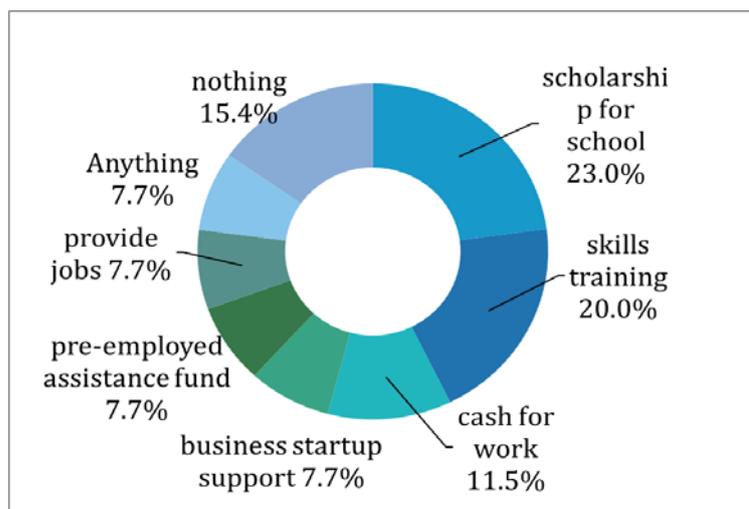
#### 4.4.3 Expectation of assistance

The role of government in tackling youth unemployment is important especially as government policy on economic activities such as labor market policies have a short term and long term effect on youth unemployment (Biavaschi, et al., 2012). The local government could play a role by creating local policies that create employment such as skill development policies and labor market policies since they understand the realities of local citizens better than the national government (Office of Youth Affairs Tasmania, 1999).

It was revealed that the understanding of the LGU was insufficient in terms of vocational training. We asked respondents what kind of assistances they expect from the LGU for both youth and their families. Figure 9 indicates their expectations for assistances by the LGU.

The pie-chart shows that most unemployed youth desire financial assistance for going to school in order to gain the credentials for their ideal jobs. However, most of the assistance from the LGU is for helping unemployed youth find temporary work. In addition, as we already mentioned above, there are mismatches in terms of vocational training. As you can see from Figure 8, some unemployed youth seek vocational training

**Figure 9. Expectation of Assistance from LGU**



Source: Authors

link with white-color jobs such as computer programming and accounting. However, almost all of the vocational training provided by the LGU is related to blue-color jobs, like bread production and soup making. Therefore, there is also the mismatch between the LGU and the youth in terms of assistance.

We asked family what kind of assistance they would like. They hoped to get financial support to start a new business or help their children finish their education. Therefore, this also means that the financial assistance is needed immediately. Furthermore, several families require help for their children’s employment.

#### 4.5 Summary of findings

We conducted our survey based on our conceptual framework which considers four factors: characteristics of unemployed youth, characteristics of family, matching (educational, skill, demand), and sociopolitical factors. Through our field survey in the municipality of Rizal, we found several things that contributed to youth unemployment. We summarized our findings in Table 4.

**Table 4: Summary of Findings**

Factors contributed to youth unemployment	Findings
Factor 1: Characteristic of unemployed youth	<ul style="list-style-type: none"> <li>• Low education level/ No specific skills</li> <li>• The highest level of education among the youth is high school</li> <li>→ Drop-out from the school because of financial problem</li> <li>• Teenage Pregnancy</li> <li>• Entrepreneurship</li> <li>• High rate of changing their job frequently due to finished contracts, taking care their family, unfriendly working environment, illnesses, etc</li> </ul>

Factor 2: Characteristic of family	<ul style="list-style-type: none"> <li>• Large number of family</li> <li>• Low household income</li> </ul>
Factor 3: Matching (educational, skill, demand)	<ul style="list-style-type: none"> <li>• The types of working: More part-time workers offered by the enterprise than the full-time workers in the case of municipality of Rizal</li> <li>• The way of employment: The network to the enterprise is consider as more important than the educational level for qualification</li> </ul>
Factor 4: Sociopolitical factors	<ul style="list-style-type: none"> <li>• Lack of a fixed information dissemination system in some Barangays</li> <li>• Mismatch of the vocational training between the demand and supply</li> <li>• Mismatch of the assistance provided by LGU</li> </ul>

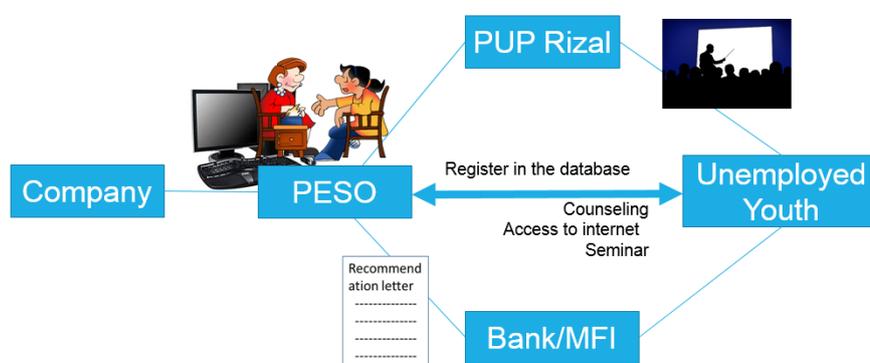
Source: Authors

## 5. Recommendations

Considering our findings from the fieldwork, we came up with four recommendations which support youth and families and two recommendations which support business enterprises.

The first recommendation is to create a career and entrepreneur consulting desk in PESO. Though most of the interviewee answered they want to have jobs outside of Rizal, they did not know how to apply, and they usually got jobs through recommendations from friends or relatives. So we suggest PESO to have a consulting desk and offer counseling services, access to internet to see online job information and seminars by cooperating with the entrepreneurial course offered by Polytechnic University of the Philippines (PUP), which has a campus in Rizal. Also for those who want to start a business, the desk can offer to write recommendation letters to the bank or microfinance institution so that the youth can obtain capital.

**Figure 10 : Image of Career and Entrepreneur Consulting Desk**



Source: Authors

Our second recommendation is to empower youth organizations to eliminate the mismatch between supply and demand. We found that most youth are not familiar with the various support services being offered by the LGU and what youth really want from the LGU is not being offered. Thus we suggest the LGU empower youth by creating a Samahang Kabataan, which is a Barangay-level youth organization; then distribute information to that organization. By establishing a youth organization, youth can share the information from the LGU amongst themselves, and they might be able to help each other to start up their own businesses, such as a souvenir shop at Tayak Hill, a soup making shop, or a Sari-Sari store. They can also use the organization as a sounding board to raise issues and concerns to the LGU, opening a new channel for smoother communication between the local government and its youth.

The third recommendation is to create a better information dissemination system. As we already explained, youth do not know about the programs or support offered by the LGU, even though there is support available. We suggest for the household to use a text blast system, and for youth organizations to hold meetings with the Balangay officers.

The last recommendation for youth and family is education and training. Education is the main factor of youth unemployment and many of them drop out because of financial problems. 23% of unemployed youth answered they would like to have scholarships as government support. Since it would be difficult for LGU alone to provide scholarships, we suggest them to utilize private fund sources, connect with graduates from PUP, and private businesses. Next, we suggest the LGU to provide training which meets the special needs of the youth. 3 of our respondents are disabled and 7 of the female respondents have babies. Those youth cannot attend training held in the municipal center or training held for long periods of time. The LGU should have a demand survey to those who need training, and consider their time and location constraints. Lastly, we recommend strengthening the Alternative Learning System (ALS). Actually there is an ALS in Rizal but there is only one permanent teacher despite many dropouts. We suggest allocating more money to hire an additional instructor and strengthen relations between the LGU and the private institution in order to adapt the program to market demand. In addition, we suggest the LGU to offer longer livelihood programs through the Technical Education and Skills Development Authority (TESDA), which is the official government agency tasked with managing and supervising technical education and skills development in the Philippines. Since currently, there is only one week-long livelihood program being offered.

Our recommendation for business units is to focus more on the demand side of the labor market in order to create new opportunities for unemployed youth in Rizal. We suggest that the local governments promote existing business units and hire more employers from the Rizal area by providing incentives like tax reductions/subsidies when businesses are hiring more youth from Rizal. Furthermore, encourage businesses to use local ingredients when they are manufacturing their products, which assist the youth of Rizal by opening new job opportunities in agriculture, animal husbandry and etc. Additionally, the local government should maintain a favorable environment for businesses by developing support services in Rizal, for instance, infrastructure, banking, insurance and communication as well as maintain data of unemployed youth to assist

businesses when recruiting employees.

Moreover, as for potential growth in new business units, it is recommended to utilize the abundant natural resources in area such as coconut, banana and other fruits and vegetables to develop the processed food industry, make other products like herbal soap, kimichi and etc. We discovered that organic farming products have a high demand which can be easily be started with available natural resources like land, fertilized soil, water and etc. The main hotel which is located in Rizal is buying their ingredients from the nearest city due to the unreliable and insufficient market in Rizal. As a final point, there could be considerable impact if Rizal can uniquely brand a product that will attract consumers to the area.

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