

Development of tourism on Camotes Island, Philippines

- Master Thesis -

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Table of Contents

Table of Contents -----	1 -
List of figures and maps-----	3 -
Preface -----	4 -
Executive Summary -----	5 -
Introduction -----	8 -
Chapter 1: Theory on Tourism & Development-----	9 -
1.1 Theory & approaches -----	9 -
1.1.1 Global debate on tourism development-----	9 -
1.1.2 Tourism development -----	10 -
1.1.3 Sustainable (tourism) development -----	12 -
1.1.4 The (sustainable) Livelihood Approach -----	13 -
Chapter 2: Geographical Context-----	15 -
2.1 The Philippines-----	15 -
2.1.1 History-----	15 -
2.1.2 Economy -----	16 -
2.1.3 Politics-----	16 -
2.1.4 Programs & Policies-----	18 -
2.2 Cebu Province-----	19 -
2.3 Camotes Islands-----	19 -
2.3.1 Local development of Camotes Islands -----	20 -
2.3.2 The tourism facilities-----	21 -
Chapter 3: Presentation of the research design -----	23 -
3.1 Research objective and questions -----	23 -
3.2 Conceptual model-----	24 -
3.2.1 Influencing factors and actors-----	24 -
3.3 Expected results-----	25 -
3.4 Operationalization -----	26 -
3.5 Methodology -----	26 -
Chapter 4: Development of tourism on Camotes Islands -----	28 -
4.1 Tourism development and the role of various actors-----	28 -
4.1.1 Role of the local population-----	29 -

4.1.2 Role of the non-local population -----	- 31 -
4.1.3 Role of the government -----	- 32 -
4.2 Constraints of tourism development on Camotes Islands-----	- 34 -
4.3 Stage of tourism development -----	- 36 -
Chapter 5: The impacts and benefits of tourism development -----	- 39 -
5.1 Economic impacts of tourism-----	- 39 -
5.1.1 Direct impacts -----	- 40 -
5.1.2 Secondary impacts-----	- 42 -
5.2 Benefits-----	- 42 -
5.2.1 Benefits-----	- 42 -
5.2.2 Distribution of the benefits -----	- 43 -
5.3 Changes and opportunities for the local livelihoods-----	- 45 -
Conclusion -----	- 48 -
Discussion and Recommendations for local development -----	- 49 -
References-----	- 50 -
Appendices-----	- 53 -
Appendix A: Tourist map of Camotes Islands -----	- 53 -
Appendix B: Accommodations San Francisco & Poro -----	- 54 -
Appendix C: Data collection & Contact List-----	- 55 -
Appendix D: Interview topic lists Camotes Islands -----	- 56 -
Appendix E: Interview topic-list Department of Tourism-----	- 58 -
Appendix F: Survey hotels & resorts on Camotes Islands -----	- 59 -
Photo Reportage-----	- 60 -

List of figures and maps

Figures:

Figure 1.1: The tourist-area life cycle of Butler

Figure 2.1: Government structure 2003

Figure 3.1: Conceptual Model

Figure 5.1: Philippine fisheries decline

Maps:

Map 2.1: Map of the Philippines

Map 2.2: Map of Cebu Province

Map 2.3: Map of Camotes Island

Boxes:

Box 4.1: Camotes Islands eyed is tourism icon

Preface

My choice for the subject “development of tourism and the impact on local livelihoods comes forward out of a wide interest, and working experience in the tourism industry. In my opinion tourism can make a significant difference in developing countries, the benefits of tourism can lead to positive impacts and opportunities for the local population. To check my opinion about tourism and the influence on local development I did my research on Camotes Islands in The Philippines.

In this preface, I would like to thank some people who made my research and the final outcome possible. At first I have to be mention that the Philippines is a truly welcoming country, where I felt myself remarkably safe and I got assistance from many different people. A warm full thought is going to my host organisation “University of San Carlos” in Cebu City, and in particular to Fr. Louie Punzalan and the members of the office of External Affairs. The University of San Carlos is one of the top universities and oldest school in the Philippines, with many connections, which made my research more convenient. Besides my host organisation, I would like to thank the local population of Camotes Islands for their cooperation with many interviews and surveys, with special thanks to Major Al Arquillano, Jocelyn Laja, General Jose Dalumpines and Glori Olitres for helping me with housing and transportation on the island. In the Netherlands I would like to thank my supervisor Guus van Westen for his comments and patience.

As most people can understand, a research abroad and the writing process in special is most of the time easier with support from back home. This makes me want to thank in special my family and friends.

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Executive Summary

The findings of the thesis: 'Development of tourism on Camotes Island, Philippines 2010'.

The main aim within this research and thesis are to assess the development of tourism and its impact on the livelihoods of the local population of Camotes Island. Camotes Islands is a remote and quiet group of islands in the Central Visayas of the Philippines and is a part of the province of Cebu. It contains three main sub-islands divided into four municipalities of Poro, San Francisco, Tudela, and Pilar. The total population of Camotes is 76,707 and the predominant industries are (self-subsistent) farming, fishing, and tourism.

To investigate the tourism sector in Camotes Islands, research is conducted on the Islands from March 2009 until June 2009 looking at the role of locals, non-locals, and the government in the development process. The research shows that there is a difference in tourism development between the three municipalities where this research took place, namely Poro, San Francisco, and Tudela. The tourism sector of San Francisco is much further developed than that of the other two municipalities due to the white sand beaches and resorts on this side of the Islands. The local population of San Francisco is taking more initiative to develop the tourism sector, leading to the opening of resorts and small establishments on the beach as well as the arrangement of tours and tourist transportation. The leading person behind these initiatives is Joel Pulvera, the owner of the first resort at Santiago Bay. He stimulated family and friends to start resorts or other kind of tourism businesses. Remarkable is that most of the locals owning a resort have a strong link to Cebu mainland. They are most of the time still working in Cebu. The external link with Cebu, and landownership of beach lots seem to be decisive in starting a tourism business or not.

Tourism is less developed in Poro and Tudela. The local population is barely taking the initiative to start tourism related business, and so tourism is not yet playing a key role in the development of these municipalities.

The role of non-locals in the development of tourism is still small on the Islands. Any non-local involvement is mostly from foreigners married to a Filipina who are starting a resort or business. In most of these cases, the Filipinas are locals from Camotes, so the foreigners often have a strong link to the local population. Other non-local initiatives come from mainland Cebu. It should be noted that, at the time of writing, all the non-locally-owned resorts are new and not yet operating fully. Non-locals tend to see Camotes as a delightful upcoming place to invest for the future.

There are no large investors presently operating on Camotes Islands, mainly due to the fact that most of the land lots fall under the law of protected land area. Land titles to these protected lands cannot be obtained only tax-declarations. In this way, the government is significantly influencing the development of tourism. Furthermore, the government develops rules and regulations concerning the environment. They are also in charge of implementing new infrastructure necessary for overall development as well as to make tourism viable such as roads, bridges, piers, water, and waste management. The marketing or development of tourism by the national and provincial government of Camotes Islands is not remarkable; Camotes is not one of the Priority Tourism Development Areas within the Philippines. So there are no specific investments by the national government to stimulate tourism. However, the provincial government does try to promote tourism to the province and so also Camotes Island by visiting Camotes on an annual event called the Suroy Suroy Sugbo, which has

shown to be successful over the past years. In addition, the provincial government together with the Department of Tourism is trying to promote tourism to Cebu Province by organizing fairs and congresses focusing on tourism and creating programs like 'Cleaning & Greening' and 'Mapping the Natural and Cultural Heritage' of the province, but although this all sounds right there are no campaigns focussing on promoting tourism to Camotes Islands all year round. At the local level, San Francisco is implementing a Tourism Master Development Plan and improving certain aspects of the municipality in order to satisfy more tourists as the community is concerned about the carrying capacity of the island and the environment. In the two other municipalities, tourism development is not prominent on the agenda yet; the focus lays more on overall improvement of the infrastructure, especially waste and water management. It becomes clear that the local governments are not heavily promoting tourism development to Camotes Island. The main reason they give for this is that they first want to prepare the local population and the infrastructure of the islands before attracting tourists. They want tourism to develop slowly.

After assessing the role of the different actors in the development process on Camotes Islands, the level of tourism development is studied through interviews, surveys, and observation. The research sought to determine the current stage and characteristics of Camotes' tourism development. The results show that the Islands are still in the involvement stage of Butler's tourist-area life-cycle model. It is interesting to note the stage of development because it points out the influence of tourism on the population.

The conclusion is based upon the following aspects:

- Some specific tourist facilities are established.
- There is still a lot of contact between locals and tourists.
- Initiatives are taken to stimulate tourism.
- Tourist facilities are mostly owned by locals.
- Attention is paid to natural and cultural heritage.
- Tourist season influences the locals.
- Tourism has a positive influence on the local livelihoods.
- The numbers of tourists have been increasing over the past years.
- The local municipalities are working on improvement of infrastructure, not specifically for tourism, more for the benefit of the local population but also to be able to handle increasing numbers of tourist in the future.
- There is not much local knowledge of tourism.
- Camotes have not been heavily promoted throughout the Philippines or even in the province. The only form of promotion is trough the Suroy Suroy Sugbo.

It should be noted again that the stage of tourism development differs between the municipalities. San Francisco is certainly on the way to the development stage while Poro and Tudela are still at the beginning of the involvement stage.

While investigating the development of tourism, it became clear that tourism is also confronting some constraints on the Islands. The major constraint for the development of tourism is the transportation sector to and on Camotes, which is expensive and unorganized. The overall conclusion is that the tourism industry in Camotes is still small, and mainly involves the locals and government of San Francisco.

The second part of the research objective is to assess the opportunities and benefits of tourism development for the actors in the development process and to determine the changes in the local livelihoods of Camotes Islands.

First, the economic impacts of tourism development are examined. Research shows that an increasing number of visitors is creating employment and income. The jobs

created are often in the hospitality and cleaning industries. Secondary economic impacts of tourism can be found in the backward-linked industries like the changes for local suppliers or price-changes on the market. The interviews with the resort owners are revealing that they buy at least half of their supplies on the local market, such as fish and fruits. This means that tourism is creating a market for local farmers and fisherman. Employment and income can be seen as the main benefits of tourism for the island, but there are also additional benefits such as improvements in infrastructure, knowledge, and confidence of the employees. An important aspect in this research has been the distribution of benefits under the actors in the development process. Out of research seems that, the local population and the local government of the municipality of San Francisco are getting the most benefits out of tourism. Mainly because most of the tourism attractions are in the municipality of San Francisco. The non-locals are just starting to set up tourism establishments and mainly seeing it as an investment for the future. The other municipalities are not much involved in tourism yet so are not experiencing the benefits either.

In the last part of the thesis, the focus has been on the changes in the local livelihoods. The aim was to find out to what extent the local livelihoods involved in tourism have changed, and whether these changes have been positive or negative. Out of research becomes clear that tourism has created opportunities for the local population such as to find a paid job or start a business instead of farming or fishing. The survey under the staff working in the resorts is showing that tourism is mainly having a positive impact on the livelihoods of the local population. From the 30 respondents, 25 are saying that the job they have at the different resorts improved their livelihood significantly. They give 3 main reasons; it makes it possible to support their family, it is improving their personal and financial situation and it is giving them more confidence. The livelihood approach is bringing forward that understanding the activities of the local population in the tourism sector, and the manner in which these activities incorporates into the existing system, can lead to better insights into the livelihoods of the local population. To have an overview of the changes in the existing system, there has been taken a look at the jobs of the parents of the respondents; 70 percent of the respondents answered that their parents are either farming or fishing to make a livelihood. To have a look at what way the developments on Camotes islands are matching with the livelihood-approach, there has been investigated if the local population has work or earnings besides their tourism related activities. Out of this comes forward, that all of the locally owned resort owners are still working in Cebu besides having the resort. Out of the respondents of the survey 27 percent said to have other jobs besides tourism. Also, some of the small entrepreneurs and caretakers are not only focusing on tourism. There can be concluded that tourism has started as a side-line business especially for the risk takers (like owners) but after seeing increasing numbers of tourist arrivals it became a serious business. The outcome is that tourism has changed the livelihoods of the local population involved in tourism in a positive manner and that it has led to a diversification of the livelihoods involved. There can also be concluded that the output of tourism development on Camotes Islands has a positive influence on the local economy and the local livelihoods, but there has to be taken into account that the impacts and benefits are only on a small scale. This because the number of actors involved in tourism is still relatively low compared with the total population of Camotes Islands.

Introduction

Tourism is one of the fastest growing economic sectors in the world, and it has experienced continued growth and diversification. Modern tourism is in this matter closely linked to development, and tourism can so be a key-driver in socio-economic progress. According to the United Nations World Tourism Organization, tourism is the primary source of earnings for 49 of the world's least developed countries. (UNWTO,2009) One of the reasons for growth in tourism is globalization. Nowadays tourists are able to travel further, they want to see and experience more, this leads them to rural places all over the world. On the side of the developing countries, there can be seen rising awareness of the role tourism can play in their economy. Tourism development has already got a prominent position in many national development strategies. The Philippines is one of the developing countries of which the government is stimulating growth and investments in the tourism sector of the country. Tourism plays a prominent role in the Philippine economy and brings local development in some of the most remote areas. In the research done for the thesis, the impacts of tourism are explored, and what tourism can mean for local development of a rural area like Camotes Islands.

Camotes Islands is a small, remote and rural group of islands in the Central Visayas (Philippines). The main objective of the research is to assess the development of tourism and the development opportunities for the local population of Camotes Islands. An important aspect of the research is the economic impact of tourism on the local livelihoods. A look has been taken at the direct and indirect impacts of tourism development, and more specific the changes in employment and income due to tourism development, and whether this is changing the livelihoods of the local population. Another question investigates the role of locals and non-locals in the process of tourism development. One can think of issues like; Where are the benefits of tourism going to? There should be mentioned that the research was a bit of a pioneer-research, because it took place in three municipalities who could not provide specific data on tourism activities.

The thesis consists of an executive summary at the start, five chapters, a conclusion and a discussion with recommendations to the municipalities of Camotes Islands. The first chapter gives the reader more insight into the theory and approaches concerned with the topic of the thesis, like sustainable development, tourism development, the Tourist-Area Life Cycle model, and the Livelihood Approach. Chapter two presents the geographical context at different levels of scale, with a special focus on the tourism industry of Camotes Islands. The following chapter specifies the research objectives and questions, the conceptual model, the operationalization and methodological aspects of the research. Chapter four and five are presenting the results of the research. In chapter four, the focus is laying on the tourism development of Camotes Islands, which links with the first research question. In the next chapter, the impacts of tourism development on the local population will come forward, which is in connection with the second research question. The conclusion gives the answers and reflections on the main objective and questions, At the end some (tourism)policy recommendations are given for Camotes Islands.

Chapter 1: Theory on Tourism & Development

This chapter of the thesis presents the main theories and approaches related to the development of tourism, and gives an analysis of the theoretical debate on tourism development. After the theoretical background, chapter two gives more insight into the geographical context.

1.1 Theory & approaches

Below, the most relevant theories related to tourism development are presented and explained. Starting at a global level, by explaining the global issues in tourism development, and ending up on local scale with the livelihood approach. Other topics in literature interesting for this research are sustainable development, tourism development in general and the tourist-area life cycle model. The first section of chapter one gives more inside on the debate around the research topic, the next section presents the main concepts and theories used in the research.

1.1.1 Global debate on tourism development

It is not easy to either place tourism or tourism development as a process of development in one particular theory or approach. As already said in the introduction, tourism has many forms, and these forms all have different influences. The debate on development of tourism in developing countries has several subjects, some examples are; tourism creates dependency, can reduce poverty and unemployment, changes traditional lifestyles, and leads to degradation of the environment. However, there are a lot of contradictions within these debates. This can be shown by the debate around the degradation of the environment. Erlet Cater is noting that: “On the one hand, it implies that tourism may have adverse environmental impacts, which not only affect tourism firms and tourist (...marine pollution affecting the quality of bathing) but also non-tourism subjects (...reduced fish catch). On the other hand, it suggests that tourism can be used in a positive way, to give both the impetus and the means for environmental conservation (Carter, 2008).” To give the debate on tourism development some structure it can be divided into three approaches the economic, the environmental and the socio-cultural approach. These three dimensions are “frequently referred to as the triple bottom line, and are used to gauge the success of a particular development program or project (Rogers eds., 2008).” An economic approach towards tourism is primarily relying on (neo) classical economic concepts. Great names behind the (neo) classical tradition are Adam Smith, David Ricardo, Karl Marx and Robert Solow. (Cypher & Dietz, 2009) Their focus was mainly on the development of a country by increasing the economic growth. We can easily think of a few concepts, like Smith’s invisible hand’, GDP or economic efficiency, which are all important concepts also for tourism development. When we take a look on tourism from a pure liberal economic point of view it is obviously that the tourism industry can be highly exploitative. The goal of international tour-operators, airline companies and hotel chains is; making as much money as possible out of tourism. This is the case, for instance, with ‘mass’ tourism which is “based on low prices, seeking to attract high numbers of tourists, and impinging high tensions on natural resources (Rigall, 2008).” Besides of the negative impact on the environment, this sort of tourism leads also to money leakages back to the developed countries. On the other hand, it is generating employment and stimulates foreign investments. Within the environmental approach of tourism, the main aim is sustainable development of tourism by using the ecological or environmental approach. This means that the

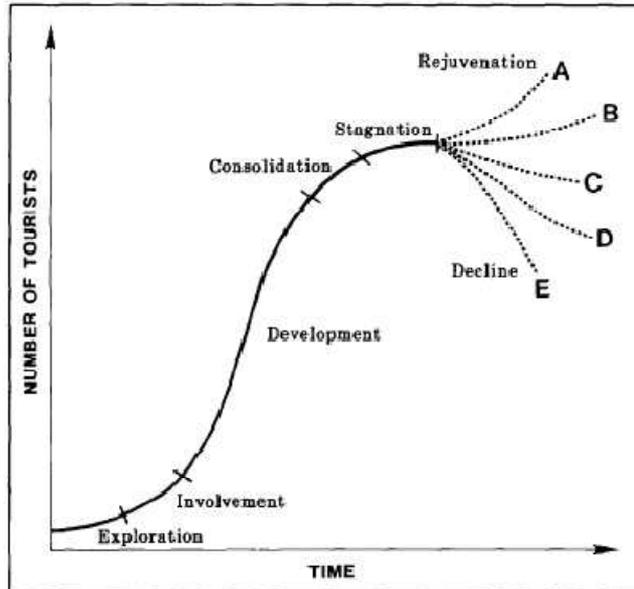
development should consider the following; “the maintenance of essential ecological processes and life support systems, and the sustainable utilization of species and ecosystems (Rogers eds., 2008).” This means that the environment should remain perfectly intact and protected. The impacts of tourism on the environment can be very contradictory: “On the one hand, many tourism activities (especially those linked with the construction of public infrastructures and tourism facilities) may have a negative impact on the environmental resources on which they depend; they may damage or destroy them. On the other hand, by raising financial resources and the tourists’ awareness of environmental values, tourism can increase the preservation of the environment (Rigall, 2008).” The socio-cultural approach is the last dimension of the triple-bottom line. The socio-cultural approach is mainly focusing on the “maintenance of the stability of social and cultural systems” (Rogers eds., 2008) It is necessary to understand and respect the traditional and cultural values of a country or community. The impacts of tourism on the society can be both positive and negative. “They involve the effects on host communities of direct and indirect relations with tourists, and of interaction with the tourism industry. Tourism activities may imply negative impacts when they bring about changes in value systems and behavior threatening indigenous identity, changes in community structure, family relationships, collective traditional life styles, ceremonies and morality. However, tourism may have positive effects whenever it serves as a force for peace; it fosters pride in cultural traditions and, by creating local jobs, helps avoiding urban relocation (Rigall, 2008).” The economic, environmental and socio-cultural approaches are showing that tourism development can have several different impacts. The sort of approach in an area will predominate the development of tourism. After getting an insight in the debate on tourism, and the different approaches, the next section presents the main definitions of tourism and a model of tourism development.

1.1.2 Tourism development

It is hard to give a precise definition of ‘Tourism’, because it depends on the context of using. Tourism can be seen in three different ways, as the movement of people, as a sector of the economy or as the entire system of interaction between people (Hall and Page, 1999). In the last case tourism is meaning people travelling to other places and the reaction of the supply side of tourism.

One of the few scientific models on tourism development is the tourist-area life cycle model of Butler. This model describes the lifecycle of a tourist destination, and is based on the product lifecycle model (Butler, 1980). In general this product lifecycle model is showing the evolution of a product, by making a distinction between five different stages. It is presumed that also the tourism sector is having such stages, which slightly differ from those of the product lifecycle (Benedetto, 1993). In the first stage the tourist will come in small numbers to the area. The accessibility, facilities and local knowledge of tourism in the area is not developed yet. Increase in establishments and facilities will lead to an increase in tourist numbers. The area will become more popular by making use of advertisement and marketing and further development of the facilities. Finally the growth of tourist will decline at the moment that the carrying capacity of the area has been reached. Overcrowding will make the area less attractive compared with other tourist destinations, and this will lead to a decline in absolute tourist numbers (Butler, 1980). Figure 6 presents the tourist area life cycle model of Butler.

Figure 1.1 : The tourist-area life cycle of Butler



Source: Butler 1980

The 'exploration' stage is the starting point of Butlers model. In this stage the area will be explored by a small number of tourists. These are adventures tourist, seeking natural and cultural experiences. These tourists are marked as the 'allocentrics' by Plog (1972). In this stage there is a lot of contact between the tourist and the local population and there are no specific tourist facilities, the area and livelihoods of the local population remain unchanged.

In the 'involvement' stage the amount of tourist increases. The local population is taking initiatives to stimulate tourism, this leads to development of tourist facilities by the local population. The growth in tourism will influence the livelihoods of the local population; they will adjust their lives to the tourist seasons. In the involvement stage tourism starts to have small impacts on the local population The stage which follows is one of 'development'. In this stage the tourism market is well established and the number of tourist arriving is increasing. The natural and cultural heritages of the area are being further developed and some local facilities will make place for foreign investments, like international hotel chains. The control of the locals is getting less because of a growth in extern organizations investing in the area. This can lead to negative feeling under the locals because their interests are not always taking into account by the planning for new infrastructure and facilities. In this stage there can also be seen changes in quality of the natural environment. The type of tourist being attracted to the area will also change, in this stage Plog's 'mid-centrics' (less adventures tourist, mostly coming by organised package-deals) will visit the area. In the 'consolidation' stage the growth of tourist is declining, but the total number of tourists is still increasing. In this stage the economy of the area is mostly dependent on the tourism sector. There are many franchise companies and hotel chains active in the area. After this consolidation stage the area will get into 'stagnation'. The climax of the number of tourist and the maximal carrying capacity is reached. In this stage the tourism coming to the area can be called 'mass tourism' which is, according to Plog attracting 'psychocentrics' (mass-tourists). The area is not longer a 'trendy' tourist place, the image of the area and further developments will decide in which stage the area will come next. This can be rejuvenation or a decline of tourism in the area. In the above described theory it becomes clear what stages tourism development

is passing through, and what the influence of this is on the area and the local population. The impacts on the livelihoods of the local population are in every stage different.

Besides the different types of tourists described in the model of Butler, one could also distinguish tourism into international and domestic tourists. International tourists are most of the time coming on a holiday, and tend to stay longer in one certain tourist area than domestic tourists. The impact of international and domestic tourists is in this matter also different. Domestic tourists are often going on day or weekend-trips, short business incentives or sport-events. These trips have obviously different impacts on the local livelihoods than well arranged package-trips of international tourism. Out of literature comes forward that it is hard to keep track on domestic tourism, since there are less borders to cross. But although it is hard to keep track of domestic tourism it is certain that domestic tourists play an important role in the development of tourism. The importance of domestic tourism will be shown by the research results in chapter four. To further explore sustainability within tourism the concept of sustainable (tourism) development will be explained in the next section.

1.1.3 Sustainable (tourism) development

Sustainable development is often used in the news or in policy making. Concerns about climate-change, the economic crisis and poverty in developing countries are linked with the sustainable development approach. Probably everybody concerned with development studies knows the definition of ‘sustainable development’ given by the Brundtland commission (1987); “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”. (Redclift, 2008) But in the opinion of others it has to mean more than this, the definition used in this research to define what sustainable development means is as following: “Sustainable development is a development strategy that manages all assets, natural resources, and human resources, as well as financial and physical assets, for increasing long-term wealth and well-being. Sustainable development, as a goal rejects policies and practices that support current living standards by depleting the productive base, including natural resources, and that leaves future generations with poorer prospects and greater risks than our own.”(Repetto, 1986) The important difference is that this is considering that it is a ‘strategy’ managing all assets to increase long-term wealth and well-being. Sustainable development is also playing a certain role in tourism development. To have a better view on how the sustainable development theory fits tourism development the definition of sustainable tourism development will be given.

Several authors have given definitions and meanings on sustainable tourism development (STD) but the definition best fitting in this research comes from Butler (1993): “Tourism which is developed and maintained in an area (community, environment) in such a manner and at such a scale that it remains viable over an indefinite period and does not degrade or alter the environment (human and physical) in which it exists to such a degree that it prohibits the successful development and well-being of other activities and processes.” For the significance of the concept of STD in this research it may be useful to explain some of the basic principles of STD. The principles of STD are stated by Tosun (2001) as follows, STD should:

“Make optimal use of environmental resources”

Environmental resources are a key element in tourism development, it is important for the sustainability of the tourism sector to use these resources in an optimal sense. At the same time this can help to conserve the natural heritage and biodiversity.

“Respect the socio-cultural authenticity of the host community”

When the tourists respect the traditional norms and values and the cultural heritage of the country they are visiting, they can contribute to inter-cultural understanding and tolerance.

“Provide viable, long-term socio-economic benefits to all stakeholders”

This includes stable employment and opportunities for the locals to earn money out of tourism, and so a contribution to poverty alleviation.

The three principles listed above are the environmental, socio-cultural and economic aspects of STD, but beside this STD also “requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building. Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary (Tosun, 2001).” Hereby is Tosun saying that a good and strong policy, with participation of relevant stakeholders is necessary to achieve STD. But there is still missing one major aspect, and that is the maintenance of tourist satisfaction. STD should always “maintain a high level of tourist satisfaction and ensure a meaningful experience to the tourists, raising their awareness about sustainability issues and promoting sustainable tourism practices amongst them (Tosun, 2001).”

At last there should be made a distinction between STD and sustainable tourism. In the literature it is not always clear what the difference is between these two almost similar terms, but in this research it is quite important. The definition of sustainable tourism is as following “tourism which can maintain its viability in an area for an indefinite period of time (Butler, 1993).” The difference is that in STD there is a concern about the environment and the successful development and well-being of other activities and processes.

The past section showed the principles to achieve sustainable tourism development, which could lead to the desirable local development. The last section of this chapter will bring the focus more to the local scale, by presenting the livelihood approach.

1.1.4 The (sustainable) Livelihood Approach

In the previous sections on tourism development and sustainability it becomes clear that a certain approach towards tourism can have several impacts on the livelihoods of the local population. To get a better understanding of the impacts on local livelihoods, the livelihood approach will be described in this section. Furthermore at the end of the section the connections between the different approaches and concept, like tourist area life cycle model of Butler and the livelihood-approach will be clarified in the concluding marks.

The definition given by Chambers and Conway (1992) of a livelihood is as following; *“A livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks maintain or enhance its capabilities and assets, while not undermining the natural resource base.”*

This will say that to create a livelihood one has to have the capabilities, the assets (stores, resources, access) and activities that are required to make a living, and this livelihood is sustainable when it can cope with stresses and shocks, while maintaining the opportunities of the next generation.

A research of Ashley on the impacts of tourism on rural livelihoods highlights “ the great importance of people’s assets and not just their income, in securing their

livelihoods. Assets are the building blocks on which people develop their activities". These assets can be split up into human, natural, financial, physical and social capital. It are the assets which are used for certain livelihood strategies or activities. These activities should in their way generate either well-being, income, empowerment or reduced vulnerability (Ashley, 2000).

The sustainable livelihood approach is acknowledging that mostly people in poverty are gaining their livelihoods through multiple activities rather than one formal job (Scoones, 1998). New initiatives (like tourism in most cases) do not come up in an environment clear of other activities; they have to be incorporated into an existing system. In developing countries tourism will come up in rural areas, where farming and fishing will be the main economy. The emphasis of the SL-approach is laying on the livelihood security; the approach is recognizing that it is necessary to begin with focusing on the people, this makes it a people-centred approach (Chambers, 1988). Other aspects important in the livelihood-approach are adaptive strategies, participation and empowerment. It believes that changes and adjustments in the livelihoods of people are based on local knowledge. Understanding livelihood activities can lead to more productive and sustainable livelihoods. In this research this means understanding the assets and activities of the local population in the tourism sector. The manner in which tourism activities are incorporated into the existing system can lead to better insights into the livelihoods of the local population.

Concluding marks:

At the end of a chapter full of theory, concepts, approaches and one certain tourism model obviously some connections can be found. These connections can help to understand and formulate the final outcome of this research, and will function as the concluding marks at the end of this chapter.

The debate in the beginning of the chapter on tourism development on global scale shows three main approaches towards tourism, namely the economic, environmental and the socio-cultural approach. These approaches can easily be connected to the concept of sustainable tourism development which brings forward similar principles showing a sustainable route to tourism development. The focus on sustainability is also coming forward in the livelihood approach mentioning that it is important not to undermine the resource base and to maintain the opportunities for the next generation. Further connections can be found between the livelihood approach and the model of Butler. In each stage of the model of Butler tourism is having a different impact on the local livelihoods. In the exploration or involvement stage tourism is not yet fully developed, tourism will start as a side-line business incorporated into an existing system of the local livelihoods. Locals will be the main contact with the tourists. Further development of tourism (next stages in the model) will bring more employment in tourism but also more dependency on tourism from the local livelihoods. The optional impacts of degradation or rejuvenation of the tourism sector at the end of Butler's model can be connected with the shocks and stresses livelihoods has to deal with, the aim is to prevent tourism developing in such matter.

The next chapter presents the geographical context of the research area at different levels of scale, with a special focus on the tourism industry of Camotes Islands.

Chapter 2: Geographical Context

This part of the thesis will give more insight in the geographical context of the Philippines and the research area. Three different geographical scale levels will be described, starting by the national level.

2.1 The Philippines

The Philippines is a country located in Southeast Asia with Manila as its capital city and Cebu City as the second largest city. The country consists of more than 7100 islands of which about one fourth is occupied with 90 million inhabitants (IMF, 2008). The three most important islands are Luzon in the North, the Visayan Islands in the middle and Mindanao in the South of the Philippines (Map 2.1).

Map 2.1: The Philippines



Source: Expedia, 2009

The Philippines are almost nine times larger than the Netherlands and are divided into 81 provinces with 17 regions, 136 cities and 1495 municipalities (NSCB, 2008). In the section ‘programs and policies’ more detailed information can be found about the government, policies and decentralization with a figure of the local government structure. In the next section more information about the history of the Philippines, including the Spanish and American period is discussed.

2.1.1 History

In 1521, the Spaniards conquered a large part of the Philippines, and the country remained in Spanish hands for more than 300 years. The Spanish are mainly

responsible for the huge number of Roman Catholics, and another lasting effect of the Spanish ruling is the creation of a landed elite. The Spanish ruling also attracted Chinese traders and trade flourished in the Spanish colonial period. In 1898, the Philippines declared independence, because Spain lost the war against the United States. The Philippines ended up under American ruling, and nowadays this impact is still noticeable. In World War II, the Philippines has been occupied by the Japanese from 1941-1945. In the war, Americans and Filipino's fought side by side against the Japanese. The United States helped the Philippines to become an independent republic, and the date for national independence was set for July 4, 1946. Besides from the English language, the United States had a large influence on the economic growth between 1950 and 1970. Multinationals from the US brought large investments to the Philippines and high military expenditure (Ulack, 2000). Despite of these beneficial effects, starting from 1946, the Philippines had to deal with high corruption scandals, political conflicts, disappointing economic growth and poverty. Even though these events have deteriorated the last couple of years, many of the aspects still can be found in daily life. Especially poverty and social disparity are crucial subjects, which bear a negative load (Hedman, 2005, p 187). The development of the economy of the Philippines is described in the next section.

2.1.2 Economy

The Philippine economy has a mixed economic system and is one of the emerging market economies of the world. In 2007, the Philippines were ranked as the 37th largest economy by the International Monetary Fund according to Purchasing Power Parity. In the same year, it was the fastest-growing economy in Southeast Asia, posting a real GDP growth rate of 7, 3 percent (IMF, 2008). This has been the highest growth rate in three decades, and can be compared with the economic growth in India. The most prominent sectors of the Philippines are still agriculture and industry, particularly food processing, textiles and garments, and electronics and automobile parts. Most industries are concentrated in the urban areas around metropolitan Manila, while the metropolitan area of Cebu is also becoming an attraction for foreign and local investors over the recent years. Other industries like mining and natural gas have great potential in the Philippines; the country possesses significant reserves of chromite, nickel, and copper. Recent natural gas finds off the islands of Palawan has delivered the country substantial geothermal, hydro, and coal energy reserves.

According to the World Travel & Tourism Council (2011); travel & tourism is becoming an important sector of the Philippines, and although it is still small it is growing. The direct contribution of the travel & tourism industry to the GDP is expected to be 3,4 percent of the total GDP in 2011. The total contribution (including its wider economic impacts) is forecast to rise by 6,0 percent in 2011 (WTTC, 2011).

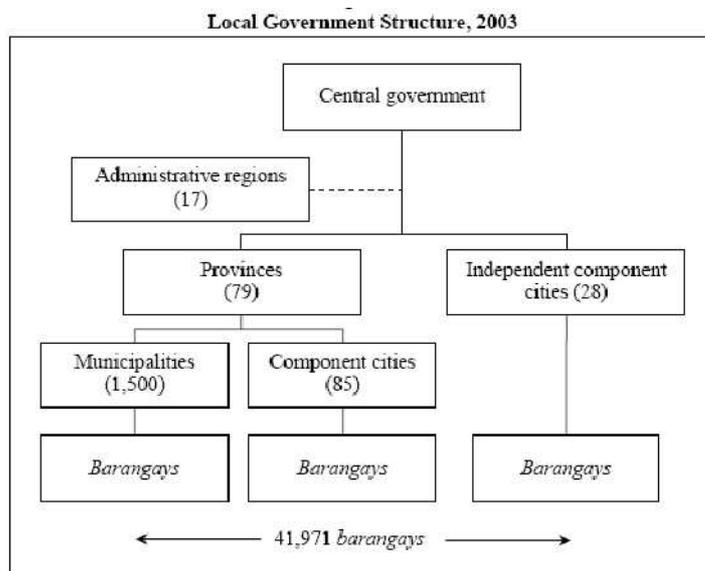
Although the economy of the Philippines is climbing up, still more than 22 percent of the total population is living under the poverty line. The Philippines has to deal with serious disparity, especially in the metropolitan areas. In the Human Development Report of 2009, it becomes clear that 45 percent of the population of the Philippines lives of less than 2 dollars a day. The country is ranked number 105 in the Human Development Index, of a total of 183 countries; this relatively high ranking is mostly due to the high adult literacy rate (Human Development Report 2009).

2.1.3 Politics

The Philippines is a presidential and democratic republic, with President Benigno Aquino III (since 2010) as head of state and head of government within a multi-party

system. Since the Philippines are made up of thousands of islands, it is difficult for a central government to manage, so the Philippines is a highly decentralized state. The circumstance in which the decentralization of the Philippines happened is quite common in the developing world. The Philippines has always been ruled from Manila this changed when there was a change in regime and an economic crisis (Balisacan, 2006). Decentralization slowly made its appearance during the colonial period, but after the regime of Marcos, in 1987 decentralization and local autonomy became prominent foundations of the new Constitution (World Bank, 2008). The Local Government Code (LGC) of 1991 was a crucial step forward in introducing a decentralized political, fiscal and institutional structure in the Philippines. The country was now decentralized into Local Government Units (LGU) and one autonomous region of Muslim Mindanao, which meant a territorial and political subdivision of the Philippines into provinces, municipalities and ‘component cities’ and the lowest layer, the villages, also known as ‘barangays’. This is also showed by figure 4 which gives a clear overview of the local government structure of the Philippines.

Figure 2.2: Government structure 2003



Source: Department of Interior and Local Government

By law, basic services (such as health, social services, agriculture, and education, among others) were devolved to local governments. Local governments were now allowed to raise their own revenues to a certain extent, generally had freedom to spend their own budgets as they wished, and received a certain amount of increased financial resources to implement their new power. But on the other hand local governments largely remain dependent on the main fiscal-transfer mechanism, the Internal Revenue Allotment (IRA). Only the rich cities and municipalities are not dependent on the IRA, thirteen of the sixteen regions have more than 50 percent of their total revenues still coming from the IRA. Another thing is that national government agencies are still doing more than only steering the country. The LGC mandated a number of services to be devolved to the local governments. Despite this mandate, however, the national government still continues to provide services to the local governments such as education services and hospitals.

The political economy of the Philippines plays also a specific role in the politics. One should keep in mind that the Philippine political economy is highly influenced by oligarchies; this is an inheritance from the colonial period (Hutchcroft, 1998).

2.1.4 Programs & Policies

This section will give an overview of the programs and policies which have an influence on tourism development in the Philippines, and the research area Camotes Islands. In this section there has been chosen to highlight a selection of the most relevant programs, policies and agencies. One of the most important government agencies which implement programs and policies for the tourism sector is the Department of Tourism. Below will be explained what kind of programs are running and where this special government agency is focusing on. Besides the programs of the department of tourism, policies on land-ownership for foreigners and protected land areas are also influencing the development of tourism.

Department of Tourism; The Department of Tourism (DOT) is the primary government agency charged with the responsibility to encourage, promote, and develop tourism as a major socio-economic activity to generate foreign currency and employment and to spread the benefits of tourism to both the private and public sector. The DOT started in the 50s as a private initiative, named the Philippine Tourist & Travel Association. In 1973 President Marcos gave the Department of Tourism its official name, with the Philippine Tourism Authority as its implementing arm for infrastructure development. In 1987 under president Aquino the DOT was reorganized to function better and in 1991 President Fidel V. Ramos launched the Philippine Tourism Master Plan as the government's blueprint for tourism development and mobilizing all government agencies as well as the private sector to support and implement it.

An interview at the DOT of the province of Cebu made clear that the new Sustainable Tourism Master Plan 2010 was under constructing at the time of research. All over the Philippines there will be chosen Priority Tourism Development Area's (PTDA). These area's will get extra funds for the sustainable development of tourism. In Cebu Province the PTDA will be Malapascua and Bantayan Island. (Lapingcao, 2009)

Policy on land-owner ship; The policy on foreign ownership of land can influence the development of tourism, because the policy can stimulate or slow down the investments from outside the Philippines. In the Philippines land-ownership is highly regulated and reserved for persons or entities considered Philippine nationals or Filipino citizens. By law at least 60 percent of the land has to be owned by a national and only 40 percent can be owned by a foreigner. (Department of Tourism, 2010)

Protected land areas; The Philippines contains a major biodiversity on flora and fauna, for this reason the Philippine government established a system of protected areas. The National Integrated Protected Areas System (NIPAS) Act of 1992 has to ensure the conservation of the Philippine habitats and ecosystems. There are more than 200 protected areas in the Philippines, ranging from large natural parks, to landscapes and seascapes, to wildlife sanctuaries and small watersheds that form the initial components of the NIPAS Act (Senga, 2001). The land pointed out as protect area's cannot be owned by individuals, they can only pay the "tax declarations" which gives them the right to use the land owned by the Philippine government.

2.2 Cebu Province

Cebu is one of the 17 regions of the Philippines, and is located east of Negros Island; to the west of Leyte, and at the southeast is Bohol Island (figure 2.1). Cebu Island is a long narrow island stretching 225 kilometers (140 miles) from north to south, surrounded by 167 neighboring smaller islands, that includes Mactan Island, Bantayan, Malapascua, Olango and Camotes Islands. Of the hundreds of small islands some are uninhabited which make them popular with tourists. Cebu province is known for its narrow coastlines, limestone plateaus, and coastal plains, all characteristics of a tropical island which attracts tourists. Cebu also has predominant hills, and rugged mountains traversing the northern, and southern lengths of the island.

The capital is Cebu City, the oldest city in the country, which forms part of the Cebu Metropolitan Area. Cebu is one of the most developed provinces in the Philippines, and the main centre of commerce, trade, education, and industry in the central, and southern parts of the Philippines. It has five-star hotels, casinos, white sand beaches, world-class golf courses, convention centers, and shopping malls. Camotes Islands which is laying next to Cebu and relies for a big part on Cebu city will be discussed in the next section; Camotes Islands is the main area of research and is the focus of this thesis.

2.3 Camotes Islands

The area of research is Camotes Islands, which is a small and remote group of islands situated in the Central Visayas of the Philippines. Camotes is still a rural area. It is a part of the province of Cebu, and is located east of Cebu and west of Leyte. Camotes is made up of three main sub-islands and divided into four municipalities. There is also a fourth little Island called Tulong Islet. Camotes has four municipality towns, namely Pilar, Poro, San Francisco and Tudela. The group of islands is located 36 nautical miles off the mainland of Cebu, and approximately 562 kilometers south east of Manila, 62 kilometers north east of Cebu City and 25 kilometers west of Ormoc. Camotes Island has a total size of 20,964 hectares.

Though these islands are bounded by geographical proximity, each has a distinct history and character of its own, like the white sand beaches of San Francisco and the mangrove forest of Poro. Camotes has a population of circa 76,707, but is still a remote and quiet group of islands. The highest point of the island is 386 meters above sea level and the climate is characterized by a distinct dry season. Access to the island is only by boat. An airstrip has been build but is not in use yet. There are daily boats from Cebu City to Camotes Island, which take approximately between 2 to 3,5 hours depending on the character of the boat. Also from Danao City in Northern Cebu there are daily boats leaving for Camotes Islands.

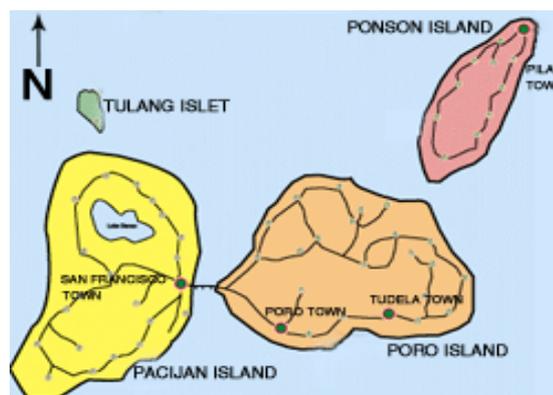
The two maps below are giving an overview of the location of Camotes Islands next to Cebu Island, and showing where the four capital towns are situated.

Map 2.2: Cebu Province



Source: Camotes Resorts, 2010

Map 2.3: Camotes Island



2.3.1 Local development of Camotes Islands

The facts on the local development of Camotes Islands will give information on the different sort of industries, the education the sort of water and electric supply.

Starting with the local economy, the predominant industries on Camotes Islands are (subsistent) farming (including sweet potato, cassava, coconut, corn, rice, pigs, chicken and cattle), fishing and tourism. In the towns there are some little shops (sari-sari stores) for food, beverage, school and motor supplies, every town is having a bakery and a weekly market where farmers and fisherman sell their products. Other small enterprises or products include gravel, pottery, hollow blocks-making, furniture, and soap-making. Overall the local economy shows that Camotes is a rural area, with 70 percent of the land used for agriculture.

Although Camotes Islands is still a rural area, the education on the islands is well arranged. There are plenty of primary, secondary and high schools on the Islands, for a universities students have to go to Cebu city.

A household survey of 1995 done by NSO shows that Camotes Islands has 2 major sources of lighting, power en kerosene used respectively 43,9 percent and 55,5 percent. The power depends on the Camotes Electric Cooperative (Celco) that energizes the mainland of Camotes. The island knows different ways of water supply. The common source of water is the community water system consisting 40,6 percent public faucets and 23,8 percent individual faucets. Around 16,4 percent of the households indicates tube/pipe wells as a source of water and 5,2 percent spring water. Besides this there are some parts of the island (like Tulang) which do not have a water supply, they are keeping big water containers to collect rain water. The percentages can be slightly different nowadays because of the development of the islands.

The development of tourism and related industries was in 1995 only 2 percent but already seems to be significant for the local economy of Camotes Islands. The number of tourists is still low, and they mainly come for short weekend trips or business incentives. Further information on the development of the tourism is gathered during research on the island. The research results in chapter four show the latest developments in the tourism industry. The next section introduces the tourism facilities plus the natural and cultural heritages Camotes Islands has to offer.

2.3.2 The tourism facilities

The following section shows the tourism facilities established in the research area, and gives also information on the natural and cultural heritage of Camotes islands.

There can be found several tourist accommodations on the islands, mostly beach resorts on Pacijan Island. There are also a couple of pension houses and home-stays in the municipality towns; most of these cannot be found through the internet. An overview of the accommodations and the number of rooms are given in appendix B in the appendices. Another good option is to camp on one of the beaches of Pacijan Island. For now Camotes Islands is more than able to accommodate the few tourists that visit the Island, the only time the accommodations are fully booked is with Holy-week and Suoy Suoy Sugbo. Underneath the several natural and cultural heritages per municipality are given. There has to be mentioned that Pilar, the municipality of the third Island, is not included in the research results. Appendix B presents a tourist map, with most of the tourist sites indicated.

Poro; High cliffs and a rich history characterize this gateway town to Camotes. Buho Rock, a swimming area nestled amidst a rock, is a good place to have a picnic or watch the island sunset. There is a waterfall in Barangay Libertad named after Panganuron, a legendary figure in Camotes history. The waterfall can be explored by climbing through it, although without directions or a guide it can sometimes be hard to find. Another exciting thrill can be the Tangub cave, of which locals think it goes many kilometers under the ground. Mount Three Peaks, the highest point in Camotes offers a look-out point where one can see the whole Camotes Islands. It can be reached by hiking. The Church of Poro, the oldest in Camotes Islands, is dedicated to the Sto. Niño. The town was founded in 1701 and the parish was established in 1849. The church's original belfry was destroyed and a new one was built in the 60s. The area of the municipality of Poro exists of hilly slopes with coconut trees, mangrove forest, agricultural land and a couple of beaches. One of these white sand beaches is Mactang Beach, another beach can be found in Esperanza town. To protect the marine environment there are a couple of marine sanctuaries, one in the Barangay Esperanza and one in Libertad.

San Francisco; This town is located in Pacijan Island and is fringed with numerous stretches of white sand beaches. These are ideal for nature trekkers and backpackers. It is mostly the beaches which attract tourists to Camotes Island, especially the beach in Santiago Bay. There is a beautiful marine sanctuary in front of the beach where people can do snorkeling. Diving is also a possibility since there is great wall diving all around Camotes Island, apart from this diving between Tulang and Esperanza is should be amazing. Tulang islet with its lighthouse and fishing boats offers very nice views, and is a nice daytrip for tourists. And with its 700 hectares of fresh water, Lake Danao is the biggest and only natural lake in the province of Cebu. The lake is ideal for bird watching, camping and canoeing. It is home to the purple heron and the Philippine wild duck, the lake is a government-designed bird sanctuary. Around the lake there is a hiking and mountain bike trail (bikes can be rent at the tourist information). It is also possible to picnic at the lakeside or to do a boat trip on the lake in a non-motorized boat. Close to the lake there is Mount Calvario and the Timubo Cave. Mount Calvario with its 233 meters is a good look-out point to see whole Camotes and Cebu, the stages of the cross are shown along the way to the top. The

Timubo cave can be found closer to the road. This is a wonderful underground cave for a refreshing swim, with very clear water and nice rock formations.

San Francisco town is also the town with the biggest market of Camotes Island, it is a big happening on Sundays when the local population of all the barangays comes to the town to sell their crops and handicrafts or to do there shopping's.

Tudela; This municipality is on the same Island as Poro, it is mostly hilly with at some parts very interesting shorelines with stunning rocks. There are plenty of caves around in this area. The most famous of all is Bukilat Cave in Barangay McArthur which features interesting rock formations and natural skylights. A pool of fresh water provides a refreshing dip especially at high tide. In Tudela there are more unexplored caves waiting to be discovered. Another very interesting natural heritage are the Bugsay falls, these waterfalls are existing of 3 layers which all can be easily explored and even have road signs. Tudela town itself is not very special and is not having any accommodations for tourist except for homestays.

Pilar; Is the third island and not connected to the other two islands of Camotes. Serenity and nostalgia best describe this town. Isolated beaches and old houses can be found all over the island. Must sees are Cawit, a beach ideal for overnight camping and the blue lagoon of Naukban in San Isidro.

Other activities which may attract tourists are the two major festivals of Camotes Islands. Tagbo festival and Soli-soli festival happen during the first quarter of the year. Tagbo festival in January celebrates the founding of Poro town through a street dancing parade that re-enacts the reconciliation of two warring tribes.

Soli-soli festival in March pays tribute to the soli-soli, a lake grass that grows on the sides of Lake Danao in San Francisco town. A street dancing with choreography that imitates the movement, harvesting, and weaving of soli-soli is displayed in dazzling colors. Thorough out the year, especially in May, there are also several other fiesta's in the different barangays.

A special marketing event organized by the DOT of Cebu province is the Suroy Suroy Sugbo. The Suroy Suroy Sugbo is visiting Camotes Island every year around the end of May (in 2009 for the 5th time), and brings many tourist to the Island to show them the best of Camotes.

Concluding marks:

The geographical context is presenting that the Philippines is a development country, and that the upcoming tourism sector is an important source of income. The research area "Camotes Islands" is still a rural area. The tourism sector on Camotes Island with all the tourist sites and close to Cebu City has potential. It could bring further local development on the islands. At the moment the tourism sector is not heavily developed yet, and tourism happens only on small scale, visitors come mostly on short weekend trips. Although Camotes Islands is situated close to the second largest city of the Philippines, the unreliable transportation by boat between the islands has kept Camotes isolated. The outcome of this is that the life on Camotes is still remote, and in this matter also the development of the local economy goes slower. The research on Camotes and the thesis are to asses the development of tourism and the development opportunities for the local population of Camotes Islands. The research design and results will be presented in the following chapters.

Chapter 3: Presentation of the research design

Camotes Islands are part of Cebu Province in the Visayan Region in the Philippines. They are a small remote group of islands which has recently begun to develop as a tourism destination. The aim of the research is to find out who is having a leading role in the development of tourism and what tourism means for the local development of Camotes. Besides that, a look has been taken at the impacts of the tourism development to find out what the benefits and disadvantages are and whether these benefits are equitably divided under the actors in tourism development. In this chapter the research questions and conceptual model will be presented. Also the operationalization and methodology will be elucidated in order to clarify the way the empirical data that supports this research has been.

3.1 Research objective and questions

The research objective and questions can be divided into two parts. Research question one and sub-questions are associated with the first part of the research objective. This first part is assessing in what way tourism has been developed on Camotes Islands. What the role is of the three particular actors in this process (namely the locals, non-locals and the government) and what the stage of development is in time of research. The second part of the objective and research questions is focusing on the output of tourism development. Thus, what the result is of tourism development for the local development of Camotes Islands. This has been done by researching the impact, benefits and changes due to tourism development. These two parts together are presenting the input and output side of tourism development on Camotes Islands. Below the research objectives and questions are given.

Research objective:

To assess the development of tourism and the development opportunities for the local population of Camotes Islands

Research questions:

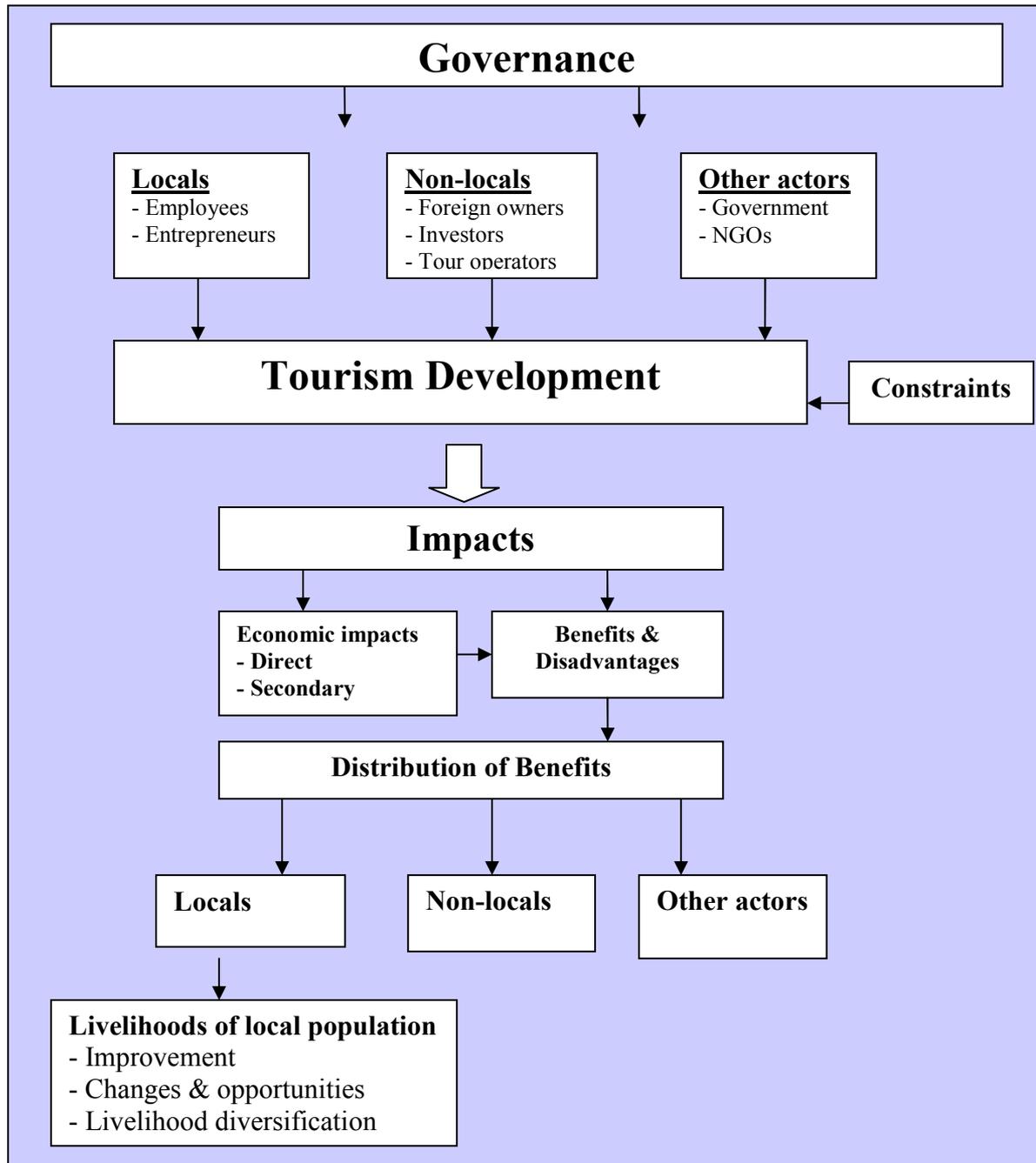
1. What are the recent developments in the tourism sector of Camotes Islands?
 - 1.1 What is the role of the local population in development of tourism?
 - 1.2 What is the role of non-local population on the development of tourism?
 - 1.3 What is the influence of the government on tourism development?
 - 1.4 What are the constraints in tourism development on Camotes islands?
 - 1.5 How is the tourism industry developing, and what can there be said of the stage of tourism development of Camotes Islands?

2. What are the opportunities and benefits of tourism for the local development of Camotes Islands?
 - 2.1 What is the economic impact of tourism development on Camotes Islands?
 - 2.2 What are the benefits for the three actors in tourism development? And how are they distributed?
 - 2.3. What changes has there been in the livelihoods of the local population involved in tourism development?

3.2 Conceptual model

The conceptual model (fig. 7) will serve to present the various actors involved in tourism development in the Camotes Islands as well as the factors that determine the outcomes of this study. Thus, the conceptual model will also structure the different parts of this study. In the next section will be explained what the role is of the influencing factors and actors.

Figure 3.1: Conceptual model of tourism development on Camotes Islands



Source: Van den Berg, 2011

3.2.1 Influencing factors and actors

The conceptual model makes a distinction between the locals, the non-locals and other actors. These are the actors influencing the process of tourism development.

They are the actors who provide the tourism establishments, the tourism services and the products. Together with the tourists, these actors are responsible for the development of the tourism sector, so they can be considered the input of the conceptual model. In the middle section of the model stands the term tourism development, the main research topic. A factor which is influencing the tourism development are the constraints. In the second part of the research there can be seen that the development of tourism has several impacts. In this research the focus will lay on the economic impacts (direct and secondary) and the benefits or disadvantages of tourism development. After assessing the impacts, and making up the benefits, it will be shown how the benefits are distributed under the actors in the tourism development process. So there can be seen eventually what tourism means for the three different actors involved in tourism. The last output of the conceptual model is the livelihoods of the local population involved in tourism. The livelihoods of the local population involved in tourism can be improved due to more income, the local livelihoods can be influenced in different ways by the development of tourism, it can create opportunities or a diversification of the livelihoods. In this matter tourism can change the livelihoods of the local population involved in tourism in a positive or negative way.

To show a scenario starting at the input, a local entrepreneur is starting a little restaurant, this provides an establishment for tourist to eat, which is increasing the level of tourism development. This little restaurant is creating a job (a waiter) which is giving an employee income; this economic benefit will probably change the livelihood of a person and family of the local population. Secondary impacts of this can be that this restaurant needs supplies which will be bought at the market or from local farmers. In the end these benefits can lead to livelihood diversification, improvement of life or other opportunities for the local population. Off course this is a quite positive scenario which can be totally different when the tourism establishment is from a non-local owner, who is buying his supplies elsewhere (not local) and employing people from outside. This will have little impact at the local population and does not increase local development.

An overall factor in this model is governance; governance is playing a role in tourism development because policies and programs are influencing the actors and factors of the tourism sector.

3.3 Expected results

Before the research in the field started some expectations has been formulated. First of all, that the tourism industry is developed on small scale, and that most of the tourism establishments are owned by the local population. This expectation comes forward out of the fact that Camotes is still a remote Island. Another expectation is that tourism does have a certain impact on the livelihoods of the local population. In this matter that tourism is creating different jobs and that because of this the employment is changing. It is possible that people first worked in the agricultural sector and are now employed in the tourism sector. Another possibility is that people now have multiple jobs. These expectations are based on the theory of the livelihood approach and tourism development described in chapter one. Both would imply that tourism can increase the income of the local population, and so will improve their economic situation. On the other hand, as tourism develops it will also make the cost of living higher, because of rising market prices. So this could be a negative impact for the local population. (1.1.2 Theory of Butler). My overall expectation is that the impact of tourism on the local population will be mostly positive.

3.4 Operationalization

Several terms and concepts have been used, most of these has been explained in the theory in chapter one, but some has to be further explained to make them measurable within the research.

Locals: Everybody who is born and raised on Camotes Islands

Non-local: Everybody who is not born and raised on Camotes Islands

Foreigner: Everybody who is from outside the Philippines

Economic impacts: Direct impacts are the impacts by spending of the tourist and secondary impacts are the impacts by re-spending the money earned through tourism.

Livelihood diversification: Is measured by investigating the different kind of jobs people have and if they have multiple jobs, besides this by looking what kind of employment the parents of the respondents are having. By looking at the employment of the parents there can be seen if there is diversification within the household.

3.5 Methodology

In this sector the methodology of the research will be further explained, to clarify how the research results have been gathered. Before the field research, a literature study has been done in the Netherlands, mostly at the library of the University of Utrecht and through the internet. This, to get an overview of the research area, and to collect theoretical background information on the research subject.

The first period in the Philippines literature and field research was undertaken in Cebu City and at the University of San Carlos in Cebu. After a period of three weeks, the field research on Camotes Islands started. The research conducted there mostly existed of semi-structured interviews. Sixteen interviews have been done with a digital voice-recorder, and eight interviews without voice-recorder. In two cases an interpreter translated the questions and answers. The reason for not using a voice-recorder was mainly that it would probably have made the respondent too shy. In total, 24 interviews have been done, of which nine interviews with government employees from different levels and municipalities. These interviews had to provide an insight in the role of the government in the process of tourism development. Six interviews have been conducted with resort owners on the island, in order to collect information on ownership patterns. The non-local entrepreneurs can also play a role in tourism development, this is why there has been conducted three interviews with owners of different sort of shops or companies, and two interviews with care-takers of Beside these 20 interviews a group interview was done among the hubble hubble drivers of Camotes Islands; these are the people working in local transportation driving small passenger motorcycles. For an understanding of the impact of tourism on the local livelihoods a survey was held under 30 employees of seven different resorts on Camotes Islands. The resorts included in the survey are; My Little Island Hotel, Santiago Bay Resort, Mangodlong Beach Resort, Payag Beach Resort, Masamayor, White View and Harbor View. The survey was done with a semi-structured questionnaire among people working in the resorts on the days of my visits. One of the most important and valuable ways of collecting information was observation and communication with the local population of Camotes Islands. An overview of the contacts, interview topic-lists and survey can be found in the appendices.

There have been a couple of constraints in the research that may have affected the results. One of these constraints was mobility and the size of the islands, which made Pilar have been left out of the research. So the research has been conducted in three of

the four municipalities of Camotes Islands, namely San Francisco, Poro and Tudela. Another important constrain was the limited data available in every municipality on tourist visitation, activity and expenditure, which is making it more a pioneer-research than expected. Literature brings forward that this problem is often the case in research on tourism development. The observation of Hall and Page (2000) that “one of the immediate problems facing the researcher in reconstructing patterns of tourism visitation, activity and expenditure is the absence of up-to-date, reliable and consistent tourism statistics,” which very well applies to the research on Camotes Islands.

Chapter 4: Development of tourism on Camotes Islands

The previous three chapters have discussed the theory of research subject, the geographical context and the research design. In chapter 4, the results of the research done on Camotes Islands (March 2009-June-2009) will be presented, in answer to the first research question: “*What are the recent developments in the tourism sector of Camotes Islands?*” First of all, the issue will be raised, what the role is of the different actors in the tourism development process. These actors are divided into three categories; the locals, the non-locals and the government. The role of these actors, and what they are doing to establish a tourism industry on Camotes Islands, can be considered the input side of tourism development. Without these players and of course the tourists themselves, there would not be a tourism sector. The actors are observed and studied to find out who is playing a leading role in the development of tourism on the island. It is interesting to know which actors are responsible for changes in the tourism sector on the island, so that in the next chapter can be investigated what the impacts are and how the benefits of their efforts are distributed. Besides the role of the actors, the beginning section 4.1 introduces the tourism development on the Islands. In section 4.2 the constraints of tourism development on Camotes Islands will come forward and, in 4.3 the stage of development on Camotes at the moment of research will be elucidated. Based on literature it becomes clear that every stage of tourism development has own characteristics and corresponding impact on local development. The aim is to find out if tourism is supporting local development and bringing local population opportunities to improve their livelihoods. For this, it is important to know in what way tourism has been developing and what the stage of development is. The sub-questions following the first research question are given below:

- 1.1 What is the role of the local population in development of tourism?
- 1.2 What is the role of non-local population on the development of tourism?
- 1.3 What influence is the government having on tourism development on Camotes Islands?
- 1.4 What are the constraints for tourism development on Camotes islands?
- 1.5 How is the tourism industry developing, and what can there be said of the stage of tourism development of Camotes Islands?

4.1 Tourism development and the role of various actors

Tourism on Camotes can be characterized as remote and basic. The tourism industry is low-developed and mainly concentrated around the white sand beaches of Paijcan Island. The other islands have some interesting sites, but little tourist accommodations. The accommodations on the islands are simple, some are more luxury than others but there will not be found five star resorts. Although the basic facilities on the Islands plenty of sites are interesting for tourists.

The tourists visiting Camotes Islands are often coming from Cebu Province just for family-visits, short weekend trips or business incentives. Camotes Islands is in this matter profiting from domestic tourism. The amount of domestic tourists in Cebu province was in 2008 half time as much as the amount of foreign travelers. Statistics of the DOT show that the total growth rate of the tourism sector in 2008 for domestic and international tourism was 7,21 percent. The numbers show that the tourism industry of Cebu province is still increasing. Besides regional tourism also some

international tourists find their ways to Camotes, out of interviews and statistics of Cebu province comes forward that Korean, Japanese and American tourists are the top three of visitors, good for 58 percent of the total international tourism market (DOT, 2009)

The next sections will present what has been done and what kind of initiatives are taken by the various actors to develop tourism on Camotes Islands, starting with the activities of the local population in the tourism industry.

4.1.1 Role of the local population

This first section is about the role the local population plays. The objective is to find out to what extent tourism development is undertaken and controlled (o.i.d.) by the local population. Is tourism development essentially a locally-driven process, or is it being introduced in Camotes society from the outside, with a lead role for external actors? Who started accommodations, restaurants, transportation or any other activities for tourists? Besides the initiatives taken by local entrepreneurs, also the number of local employees will be considered and the involvement of the local population in the tourism development process.

Local resort owners

The 6 interviews with resort owners on Camotes Islands show that half of the resorts are locally owned. The development of locally owned resorts started at the beach sides of Santiago Bay. In 1999 Joel Pulvera opened the first resort at Santiago beach. He started the bungalows here not for tourists but more for family and friends from Cebu to come and visit the island where he was born. About 2 years later he started to attract tourists to his place. After noticing that foreigners liked the island, he further developed the resort. In 2003 he opened his second resort “Mangodlong” on the west side of the island, this choice was mainly because of the south wind which ruins the beach of Santiago Bay from June till October (Interview Joel Pulvera, 2009). Besides opening two resorts himself, Joel Pulvera also stimulated relatives to open tourism establishments. This led to the opening of Masamayor and Payag Beach Resort, both located in the Barangay Santiago Bay as well. The local ‘Joel Pulvera’ plays a prominent role in the development of tourism on Camotes Islands. He opened the first resorts on the island and has stimulated others to also open tourist establishments. Besides resorts on Camotes, Joel Pulvera also has a resort on Cebu mainland, and a booking office in Cebu City, which are both helpful in promoting the island.

Overall it seems that the development of tourism on Camotes among the local population started with the initiative of a person with a certain vision on how tourism could bring local development.

In most of these cases the family already owned the land where the resort is built on, so they have an advantage compared to other locals. Another interesting fact is that the owners of the locally owned resorts are working or having business in Cebu City. Out of interview becomes clear that the local owners opened the resort as a side-line business besides having their job in Cebu. These research results show that even though these resort owners are locals from Camotes there are certain external factors playing a role in the involvement in tourism development. The major factor is that they all have financial income from outside the islands, which makes that they are not fully dependent on the tourism industry to sustain their livelihoods. The literature is confirming the previous results, according to the sustainable livelihood approach (see chapter 1) most people in poverty are gaining their livelihoods by multiple activities (Scoones, 1998).

Local employees

In the interviews with the resort owners comes forward that most of the resorts are primarily looking for employees from Camotes. The employees working in the resorts are often relatives or neighbours. This makes clear that having a social network and the location of living are important factors for getting employment in tourism on Camotes. In the case of Mangodlong beach resort and Santiago Bay resort the owner even paid for an evening-study of some of his employees. A survey done under the employees of seven resorts on Camotes shows that 70 percent of the employees are locals. Thus, the role of the local population in taking care of the guests (like the hospitality and cleaning sector) is significant.

Local entrepreneurs

Besides the tourism accommodations and the employees working in the resorts there are more locals involved in the tourism development, like the local restaurants, shops and transportation. Cases of this involvement will be elucidated below.

In Santiago bay, the main beach area of Camotes Islands, a lot has changed over the last 3 years. Since the development of tourist resorts and the increase in tourist visits, the local population became more aware of the role they can play in this process. Such is the case with the little establishments on the beach. One of the little eateries is Pito's Sutokil. The family started 2 years ago with preparing and serving food to guests who were visiting their place on Santiago Beach. The owner has been a fisherman in the past and started selling fish almost 10 years ago, 5 years ago he stopped fishing himself and attracted fisherman from the Barangay Esperanza to work for him as fisherman. Pito himself stayed on the land to sell the fish. In the meanwhile his wife got a karaoke-machine and opened a little sari-sari store next to the place where they are selling the fish. When they saw the numbers of tourist rising and got more and more request to also prepare the fish they built a big open nipa hut on the beach site and put in some tables. In January 2009 they had 4 more tables with chairs and in April 2009 they gave the place (on my advice) a real name sign. The place is run by the whole family, of which the two daughters are working as waitresses besides studying in college, the mother is cooking and the father is selling the fish. They are not only serving food but also have beach equipment for rent. (Pito, 2009) At the beginning of 2009 another eatery opened just a few meters away. An interview with the owner reveals that they saw that their neighbours were earning money so they started to do the same. This shows that locals are taking initiatives at the moment they see that a business can work.

In the transportation sector similar reactions can be seen on tourism. There are some families who own a jeepney and started to sell tours, mainly because there is no organized transportation system on the island. The only transportation is by "huble huble" which is a motorbike (the passenger has to sit at the back of the motorbike) and there are a few jeepneys (a jeep fitting 8 to 12 person) on the island for rent (driver included). The results of a group interview with the huble huble drivers from San Francisco and Poro shows that all of the drivers are locals, and that the drivers of San Francisco are earning most of their money by driving tourists. The huble huble drivers from Poro are mostly transporting residents to local destinations. They all say that the tourism industry has grown the last couple of years. Only one of the huble huble drivers took the imitative to do more with tourism and bought a jeepney five years ago to organize tours for tourist on the Island. (Interview Delapena, 2009) Besides the huble huble drivers, there are roughly ten others organizing this kind of

tours with a jeepney. Most of them have joined a tour agency which was set up by the municipality of San Francisco. They are driving tourists under the agencies name. There are a few other small local initiatives, like selling handicrafts or fruit sakes at the local market in San Francisco.

The research results show that there are roughly 250 people involved in the tourism industry on the islands. The interviews have shown that the owners of the resorts tend to employ mostly locals, like neighbours or relatives, and that 70 percent of the employees are local population. This would mean that at least two-thirds of the populations involved in tourism on Camotes are locals. Most of these locals are either caretakers of a tourism establishment or working in the hospitality or housekeeping sector. Previous results are showing that tourism development on Camotes Islands seems to be essentially a locally-driven process. The population working in the tourism sector distinguish themselves from other locals mostly by the landownership of lots at the beach-side, financial circumstances, social network and location of living. All though the finance of the locally owned resorts is coming from employment in Cebu and can be seen as an external factor influencing tourism development on Camotes, the initiative and introduction of tourism is still coming from locals. In the next section there will be presented what the role is of non-locals in the development process.

4.1.2 Role of the non-local population

The role of non-locals on the island is still small. The initiatives by non-locals are mostly coming from foreigners who are in a relationship with a local Filipina or from non-local Filipino's coming from Cebu province. They find Camotes Islands a good place for future investment.

On Camotes Islands it can be seen that Harbor View resort is a good example of a resort owned by a retired couple from Cebu City. In the year 2000 they bought the land, from that time they started slowly developing the resort. The resort started as a holiday place for themselves and their children, by the year 2006 the resort opened the doors for the public. (Harbor View, 2009) Advertisement of the place is only happening trough their website or mouth to mouth.

The other non-locally owned resorts are mostly from a combination of a foreigner married with a Filipina, in which the foreigner is mostly taking care of the financial part of the resort. In most cases the land and the resort are an investment for the future, or seen as a pleasant hide away to have vacations with the family. Interesting is that the resorts of the foreigners are all fairly new or still under construction, and are not fully operational yet. Many of the resorts owned by locals have been in existence for more than 3 years. The reason for this is the recent development of tourism on the Islands, which is mostly responsible for the foreigners discovering Camotes.

Besides resorts there are a few more tourism related establishments coming from non-locals like the diving school, a delicacies and bakeshop and a bar, a short description of their efforts and initiatives is presented underneath.

Jestrera's delicacies and bakeshop is a bakeshop in Poro, at the front of the main pier of Camotes Islands. The bakeshop is the only shop who is selling 'Camotes delicacies' which are cookies and cakes made from the camote, and which are mainly bought by tourist entering or leaving the island. The bakeshop is also the only place in town where visitors can sit and drink a coffee. The bakeshop is selling some souvenirs like t-shirts and bags with Camotes prints on it. The owner of the shop 'Lorna' is from the mainland of Cebu and seeing business in tourism. She is at the moment also running (and still developing) a pension house in Poro town. The owner started the

pension house because she is thinking it can be an easy way to earn some money after being retired.

Another non-local initiative is Island Bay Bar & Coffee shop. The shop is a new kid in town and is owned by a Filipina 'Dixie' married with a foreigner from the US. The place is situated in the middle of San Francisco town, and opened last April 2009. The place has a different kind of menu than other places on Camotes Islands. They are not selling any Filipino food but a variation of international cuisine. This says that they are mostly focussing on tourist and also do catering for bigger groups. To extend their business they bought a multi-van with air-conditioning to be able to do tours for tourist around the island including a local driver. So far it cannot be said if the business will be successful, they had enough customers and a couple of tours the last couple of months to survive but now the rainy season is starting. They are employing one local driver and the brother of the Filipina is working in the bar.

The Dive Shop is completely owned by foreigners and situated in Mangodlong Beach Resort, which makes it easier to attract tourists. The dive-shop opened roughly 2 years ago and is doing well. They started with one diving school in the North Philippines, this turned out to be a success. After research and diving at different areas, their choice was to start a diving shop on Camotes. Currently they have locals working for them who get dive training before starting to work with the tourists. The owners of the dive-shop have been exploring the reefs around the island for the best snorkeling and dive spots. They have mapped these spots along with what other natural wonders that can be seen in the different areas. Their intention is to make Camotes Islands an attraction for domestic as well as international diving tourism, to compete with the many like islands around Cebu Province.

Out of the research it becomes clear that most of the non-locals who are starting a business on Camotes Islands have a strong link with one or more locals from Camotes, or they are non-locals coming from Cebu Province. Besides this, it seems that the involvement of non-locals is an upcoming trend as they see Camotes Islands being a good place for investment. Compared with the locals involved in tourism, they are newcomers and are not fully operational, having fewer benefits out of tourism than the local actors.

4.1.3 Role of the government

There have been 8 interviews with government employees, all from different levels and municipalities. The interviews give an insight in the role of the government in the process of tourism development. The interviews in Cebu at the Capitol building and the Department of Tourism (D.O.T) made clear that Camotes Islands for the government on national and provincial level not a big player in Tourism. In the new "Sustainable Tourism Master Plan" for the whole Philippines, Camotes Islands is not a Priority Tourism Development Area. This compared with Malapascua and Bantayan Island which are listed as PTDA's. (Lapingcao, 2009) Besides that there is also not much tourist information or brochures available about Camotes at the DOT. But in the matter of marketing, the provincial government is having an annual event called the 'Suroy Suroy Sugbo' which has been visiting Camotes Islands several times since 2004. Out of interviews with government employees on Camotes Islands and local entrepreneurs comes forward that this event brings a lot of positive publicity for the tourism sector. The number of tourist arriving has been increasing since 2004.

To get an insight into the local government activities that concern tourism development, several interviews took place. The respondents on Camotes Island were the Mayor of San Francisco, the secretary of the Mayor of Poro, the Tourism officer

of Poro, the local DENR, the local planning engineer and the barangay secretary of Santiago. Out of these interviews a lot of information has been gathered.

It is clear that San Francisco municipality is further along in the development of the tourism sector than Poro and Tudela. San Francisco has a Tourism Development Plan and one of the employees has the function of tourism coordinator. They attract the most tourists because of the white sand beaches and most of the resorts on Camotes Islands are there. The main tourist attraction in San Francisco is Santiago Beach, which lies in the barangay Santiago. Out of the interview with the barangay secretary it becomes clear that there are several plans for further development and there has been done a lot in the past to stimulate tourism, like the sun beds and bamboo cottages on the beach, implementing a marine sanctuary, renting snorkelling gear and keeping the beach clean. Also, it is not allowed to drag any sand from this beach. Another interesting fact is that both the Mayor and the Barangay secretary are not yet implementing the national law which says that there should be no buildings allowed within 15 meters of the shoreline. This because most all the establishments standing within this 15 meters belong to locals, and were already in existence before this law got approved.

The municipality of San Francisco has improved a lot of facilities for tourists over the past years, like the public toilets on the market and in Lake Danao Park. Around the lake there is a mountain bike trail with an annual mountain bike event held there. These developments are mainly due to Mayor Al Arquillano, who is very much involved with the environmental and the tourism development process. He also took the initiative together with some local entrepreneurs to set up a transportation business and travel website, named www.travelcamotes.com. This site contains a lot of information about the islands and the tourist facilities. Besides this, the municipality is continuously improving the infrastructure. The most important infrastructural improvements have been paving the roads, assuring clean drinking water and quality waste management. The new major project is the San Francisco bay walk, which was under construction at time of research but should be finished by now.

In the municipality of Poro there are no real existing tourism development plans. The municipality is basically not focussing on tourism at all, though the main gateway to Camotes Island is right in the middle of Poro. The Poro pier is the only all weather pier in Camotes and the main pier where the fastcraft and the shuttle ferry are running to. Poro is a smaller municipality than San Francisco and so is getting less government support, out of interviews it comes forward that there is limited money to put into tourism development. The main focus of the local government of Poro is infrastructure: like roads, water and solid waste management. The same thing is the case with the municipality of Tudela. Tourism is not their main focus, although they have several natural tourist attractions. One of the attractions they do support is the Bukilat cave, together with the owner of the cave the municipality is taking care of sanitation and ascetics near the cave. All the municipalities, when there is a coming big event like Suroy Suroy Sugbo or an annual festival, are renovating the tourist sites (painting, new board-walks, road signs etc.) this is to leave a good impression for the tourists.

Overall can be concluded out of the interviews and observations that the local governments are seriously working to improve the infrastructure on the islands, which is an important factor in attracting tourism. But San Francisco is the only municipality with a Tourism Master Plan focussing directly on tourism development and putting most of its efforts into creating and developing a tourism sector. The local government

of SF is more taking a leading role into developing tourism than the other municipalities.

Besides the locals, non-locals and the government there are few other organizations involved in tourism development on Camotes Islands. There haven't been any NGOs active to stimulate or promote tourism related activities yet. The projects running on Camotes at the moment are coming from Plan Philippines and the American Peace Corps. They are active on the Islands in several projects like separated waste-management, education and seaweed-projects to improve the livelihoods of the local population.

4.2 Constraints of tourism development on Camotes Islands

In the previous sections have elucidated what the role is of the three actors in the development of tourism on Camotes Islands. These sections show that the development of tourism is not the same for every actor. This section indicates the several constraints of tourism development on the islands. Most of these constraints are having influence on all the actors within the development process. The major constraint within the tourism development of Camotes is the transportation sector. Transportation to and on Camotes Islands must be improved to achieve more development. The all weather port of Poro has made the island more accessible than in the past but the ships are slow and not reliable enough, especially not in the rainy season. Former director of the DOT Patria Aurora Roa brings the same constraint forward that "the issue on unpredictable weather going to Camotes that hampers the continued transportation availability for local and foreign tourists should be given serious attention." The next constraint is the transportation on the island, mainly done by Huble Huble drivers. There are no regular jeepneys operating between the towns and the pier of Poro. When tourists arrive at the pier there is no other option than going on the back of a motorbike. If the tourists arrange accommodation in advance they can be picked up by multi-cabs from the resorts or they can arrange jeep or van transportation to tour around the Islands, but there is a minimum of 6-8 persons. These constraints are making the local transportation on Camotes Islands very expensive compared with the rest of the Philippines, which is making the place less attractive to tourists.

Besides the constraints in transportation and accessibility, a lack of information and knowledge is found. Camotes Islands is a rural area and not used to accommodating tourists. The tourism sector has been growing but the population is lacking the knowledge on how to handle tourists and do not know what the tourists want. Out of interviews on Camotes comes forward that even the resorts owners had no experience, Joel Pulvera (2009) said: "When I started the resort I had no knowledge of tourism" and also Purita Diango (2009) brings forward not to have any experience in tourism. There is also not much information available for tourists on what to do and where to go on the islands; this is a constraint since they will not get the full experience of Camotes Islands. This may result in an unsatisfied feeling and no return visit. Other constraints coming forward out of the field research are the seasonality of tourism and the short stays, the interview with the tourism officer of Poro brings on that "Tourism is now more a occasional thing on the islands" (Jocelyn Tawil, 2009). Development of the tourism sector needs a more steady influx of visitors. The lack of a good communication network in Santiago Bay is other major constrain. It is hard in a globalizing world to have no network connection, since visitors often use their mobile phones or internet to arrange trips.

The lack of cooperation between the municipalities of San Francisco, Poro and Tudela can turn out to create a major difference in development between the towns and the population. The municipality of San Francisco has more barangays and is a larger municipality than Poro and Tudela. This makes that San Francisco gets slightly more taxes, and money from the government. Besides that San Francisco is having more white sand beaches and tourist accommodations. The mayor of San Francisco also has more detailed tourism development plans; on the other hand Poro town is having the all weather pier and several other tourist attractions. Jocelyn Tawil (2009) the tourism officer of Poro speaks out that she thinks that “Camotes has great tourism potential but that the towns have to learn to complement each other”. She also brings forward that the lack of money of the municipality of Poro and Tudela is the constraint for investment by the municipalities. (Jocelyn Tawil, 2009) Other constraints in attracting investments for tourism development are the regulations of the government confronting land-ownership, the protected land areas and building permits, which have been explained in chapter two. Below box 4.1 presents a newspaper article about opportunities and constraints for the tourism sector on Camotes Islands.

Box 4.1: Camotes Island eyed as tourism icon

Camotes Island eyed as tourism icon

May 22, 2009 12:30 pm

CEBU CITY, May 22 — Camotes Island has been chosen by the Department of Tourism (DOT) 7 as the new "iconic product" in Central Visayas. As an iconic product, Camotes will be among the priority destinations of the DOT and will receive more promotion assistance from the department.

"Camotes will be promoted more and developed," said DOT 7 Director Patria Aurora Roa.

Roa said Tourism Secretary Joseph Ace Durano asked recently all regional directors in the country to choose new destinations and deserve the support of the DOT. "I saw Camotes for what it is worth," she said, adding that the island could be the next Mactan or Panglao (Bohol). Roa said that in developing the island, there is a need to upgrade facilities and infrastructure on Camotes to attract more investors. Aside from this, the low number of available rooms for tourists should be addressed. There is also a need to train tourist guides on the island. To do this, the DOT will be working closely with local government leaders of Camotes. "It doesn't mean that Camotes Island will have to become a world-class destination in an instant," Roa said.

Meanwhile, Rep. Ramon "Red" Durano IV, whose district includes Camotes Island, said the local leaders on the island have outlined a tourism development plan. He expressed support for the plan, which was recently presented to him. Under the plan, stakeholders of the tourism industry in Camotes will ensure that the island's development will be planned and controlled. Durano said he will establish a Camotes Island Tourism Information Desk at the Danao port. This project, he said, is in collaboration with resort and hotel owners in Camotes, like Mangodlong Rock Resort and Santiago Bay Resort. "The tourists can inquire from the desk about the ferry trip schedule, resort rates, tour packages and other services available on the island," he said. There is a roll-on, roll-off (RoRo) ferry service from the Danao port to Camotes. But Durano said air travel should also be available since sea travel is only viable when the weather is good. The Camotes Island airstrip, Durano said, is ready to accommodate small aircraft and chartered flights. He added that should the influx of tourists increase, the airport — now managed by the Mactan-Cebu International Airport Authority — can be expanded.

Durano has authored a bill that seeks to declare more than 2,000 hectares in Camotes Island open to disposition for residential, agricultural, commercial, industrial and other productive purposes. The bill already passed final reading in the House of Representatives, but a Senate version needs to be passed before the measure can be signed into law by the President. If the bill is finally enacted into law, investors will be more confident to invest in the island since they can obtain titles to the land there, Durano said. At present, claimants of parcels of land in Camotes only have tax declarations, which are not considered proof of ownership. Durano said infrastructure works — like the concreting and opening of new roads — are also ongoing on the island. The congressman is also looking at ensuring the availability of electricity for some parts of Camotes.

Source: Balita Philippines, 2009

The article agrees with most of the constraints coming forward out of research. In special the “need to upgrade facilities and infrastructure.” The article also addresses that Camotes can expect development support from the provincial government, but an interview with the DOT points out that “Camotes Islands is not a Priority Tourism Development Area” in the new tourism development plans of the national government. (Lapingcao, 2009). The reason will be that “Camotes doesn’t have to become a world-class destination in an instant” like Roa said. This is in line with the words of Mayor Arquillano of San Francisco, he mentioned that he wants “Camotes Islands to develop slowly and not become a next Boracay.” (Arquillano, 2009)

The last part of the article that “Durano has authored a bill that seeks to declare more than 2,000 hectares in Camotes Island open to disposition for residential, agricultural, commercial, industrial and other productive purposes” brings forward the constraints of protected land areas, and their accompanying tax-declarations. Durano believes that investors will have more confidence when they can obtain land titles. When this new law will be enacted this can make major difference for the development of tourism.

4.3 Stage of tourism development

Previous the constraints and the role of the actors in the development process of the tourism industry has been discussed. In this part of the chapter, the stage of development of tourism on Camotes Islands will be clarified. Every stage of the tourist area life cycle model of Butler has his own characteristics and influences. The stage of development will give a broader view of the tourism industry on the islands, and perhaps the stage of development can also show what the tourism sector can expect in the future.

After assessing the tourism development on Camotes Islands through interviews, surveys and observation. There can be concluded that Camotes Island is still in the *involvement* stage of Butler’s tourist-area life-cycle model. The involvement stage is characterized by a relatively low-developed tourism industry. The local population is taking some initiatives to stimulate tourism, this leads to development of tourist facilities by the local population. The growth in tourism will influence the livelihoods of the local population; they will adjust their lives to the tourist seasons.

Research on Camotes Island has shown that the tourism industry on the island is mostly run by the local population, or non-locals with a strong link to the local population. Out of the survey under 30 employees of various resorts, it becomes clear that 70 percent of the employees are locals. Out of the six interviews with resort owners comes forward that three of the resorts are locally owned. This means that the owner was born on Camotes Islands. In all of these cases the family already owned the land where the resort was built on. The other resorts are owned by non-locals or a combination of a foreigner married with a local Filipina. The resorts in the last matter are fairly new or still under construction, and they are not fully operating yet. While the resorts owned by locals are all existing for more than 3 years.

A remarkable fact is that none of the resort owners have experience in, or knowledge of, the tourism industry out of former jobs. Most of the resorts are employing locals from Camotes, the locals working in the resorts are mostly relatives or neighbours of the resort owners. All the resort owners are noticing an influence of seasons in the tourist arrivals. The resorts are busier in the months of January until June, after that, the rainy season starts and transportation to Camotes can get rough in these times. They have also noticed that the number of tourist over the past years has been rising. All the resorts say that in holy week 2009 they were fully booked.

After analyzing the research results and the theory of Butler these are the main arguments for the choice of the involvement stage:

- Some specific tourist facilities are established (*Appendix B; over 100 rooms in San Francisco and around 30 rooms on the side of Poro*)
- There is lot of contact between locals and tourist (*70% are local employees and born on Camotes*)
- Initiatives are taken by the (local) government to stimulate tourism (*Suroy suroy sugbo*)
- Tourist facilities are mostly owned by locals
- Attention is paid to natural and cultural heritage (*mapping of cultural heritage, marine sanctuaries, caves, waterfalls*)
- Tourist season is having influence on the locals (*holy week/ rainy season*)
- Tourism is mainly having a positive influence on the local livelihoods (*out of survey*)
- The numbers of tourist have been increasing over the past years
- The local municipalities are working on improvement of the infrastructure, not especially for tourism more for the benefit of the local population but also to be able to handle increasing numbers of tourist in the future.
- There is not much local knowledge of tourism available
- Camotes has not been heavily promoted throughout the Philippines or even in the province. The most active form of promotion is trough the Suroy Suroy Sugbo.

There should be noted that the stage of development differs per municipality, San Francisco is certainly on the way to the development stage while Poro and Tudela are still at the beginning of the involvement stage. This is mainly because of the attractiveness of the white sand beaches, the initiatives of the loacal population and the efforts of the local government of San Francisco in the development of the tourism sector (4.1.3).

Concluding marks

In this chapter the role of the different actors in the tourism development process, the constraints and the stage of development has been discussed. The main research question for this was: “What are the recent developments in the tourism sector of Camotes Islands?”

It becomes clear that the tourism industry on Camotes Islands is still on a very small scale and at the moment slowly developing. The island has a lot to offer but tourist facilities are not quite sufficient yet. The past few years tourist numbers have been increasing and more initiatives are being taken by locals, non-locals and the government. The first initiative for tourism started around 2002 by a local with a strong external link, and has been increasing since that time. The local government of San Francisco has also a leading role in the development of the tourism sector. They even set up a tourism development plan for their municipality. This differs from the other local municipalities, Poro and Tudela are not focusing on the development of tourism and do not of sufficient financial resources to do so. The special annual events by the provincial government such as Suroy Suroy Sugbo (first event 2004) have helped greatly to promote tourism on the island. But Camotes Island is not yet one of the tourism priority area’s of the Central government. A constraints for the development of tourism is the lack of cooperation between the local governments on the Islands.

Several other constraints are the insufficient infrastructure, the low standard of the accommodations, the seasonality, the lack of knowledge and the lack of financial resources. Although these constraints the research results seems to show that the slow development of tourism is positive for local development on Camotes Islands, and that especially the local population takes initiatives. In the next chapter there will be a further exploration of what the benefits are for the actors in the tourism sector. It will be discussed what the impacts and opportunities are for the local livelihoods on Camotes Islands.

Chapter 5: The impacts and benefits of tourism development

After assessing what the different actors in the tourism process of Camotes Islands have done to develop the tourism industry, it is time to have a look who is running away with the efforts. Chapter five examines what the opportunities and benefits are for the actors in the tourism sector. This will be done by assessing several impacts of tourism for the different actors. In the research, specific attention goes to what kind of changes there are in the local livelihoods due to tourism. The sub-questions used in this part of the research are as following:

- 2.1 What are the economic impacts of tourism development on the Islands?
- 2.2 What are the benefits for the three actors in the tourism development process? And how are they distributed under the actors?
- 2.3. What changes have there been in the livelihoods of the local population involved in tourism development?

In the following sections, there will be elucidated what the impacts of tourism development are, this to get an overview of what tourism development means for the local development of a little island like Camotes Island. The focus of these impacts will primarily be on the economic situation of the islands, such as employment and business opportunities. After assessing the impacts, a look has been taken on the benefits, so that it becomes clear what the benefits are, and whether these benefits are equitably divided. After creating an overview of the tourism development process, by taking the input side and the output side into account, the final focus will be on the local livelihoods. There will be discussed which changes and opportunities tourism development brings to the livelihoods of the local population this to see if tourism is bringing local development.

5.1 Economic impacts of tourism

The impacts of tourism development will provide a better insight on the influence of tourism on the island and especially on the actors involved in tourism. In the theory, about tourism development in chapter 1 there has been elucidated that tourism development can have several impacts on a region or community. There can be seen impacts on the economic, environmental and socio-cultural situation. In this research, the main focus lays on the economic impacts. The economic impacts of tourism can be distinguished into direct and secondary impact. The direct impacts are the economic changes in an area due to “changes associated with the immediate effects of changes in tourism expenditures. For example, an increase in the number of tourists staying overnight in hotels would directly yield increased sales in the hotel sector. The additional hotel sales and associated changes in hotel payments for wages and salaries, taxes, and supplies and services are direct effects of the tourist spending.” (Stynes, 1999) The secondary impacts are the changes in the economy resulting from re-spending the money earned in the tourism industry, such as industries supplying products and services to hotels. (Stynes, 1999) In short, this means that the direct economic impacts are the changes due to tourist spending and the secondary economic impacts are the changes due to re-spending the money earned with tourism. In this section, the direct and secondary impact of tourism development on Camotes Islands will be elaborated. It should be kept in mind, that there were hardly any records on tourist arrivals or expenditures available on Camotes Islands, this makes it difficult to give accurate measures on the volume of the impact.

5.1.1 Direct impacts

The first aspects of tourism development, which will give a view on the impacts, are the tourist arrivals. Out of literature comes forward that the function of the number of tourists, the average length of stay and the daily expenditures are giving the direct-economic impacts of tourism (CEDBR, 2003). The field research on Camotes islands made clear that the tourist arrivals are still small, and that local government does not have specific data on tourist arrivals in the area. But out of the interviews comes the info that the number of visitors has been growing the last 5 years. Besides this, most of the resort owners told that with holy week the island resorts were fully booked, this is saying something about the visitor arrivals. To show the economic impact of the tourists during holy week, there is a basic calculation. If the resorts were fully booked, it means that the rooms on the island were all booked out. Figure 1 shows that the total number of rooms on the island is 137 (doubles or family rooms), if the resort owners were right than all these rooms were full with tourists. This will roughly be 137 times 2 persons, which are 274 tourists on the island at that time. Interviews and observation showed that most of the visitors are staying for 2 or 3 days and that the minimal expenditures are approximately between 1000 and 1500 peso per day. This would mean that during holy week the 1 day the total expenditures of the visitors are at least (274 times 1000 peso) 274000 Peso. For this research, it would be interesting to know what the total tourist expenditures are for a whole year, unfortunately, it is hard to get a exact indication because of the lack of information on tourist arrivals on Camotes Islands.

The literature and interviews are bringing forward that seasonality influences tourism on Camotes Islands. The seasonality on Camotes islands is mainly due to the climate. From March till May the weather is usually dry and hot, from June till November the rainy season brings powerful winds and rain. Travelling to Camotes in the rainy season can be rough and boat schedules are unpredictable. The national holidays and the dry season are usually the busy periods. The average occupancy rate for hotels in the region around Manila is 68 percent, and for hotels in the Netherlands, the average occupancy rate is 65,8 percent. Since there are no statistics on the occupancy rate of Camotes Islands, there is an indication of what the yearly tourist expenditures could be, by making use of an average occupancy rate of 65 percent. This would mean that when 65 percent of the rooms are occupied in the tourist season, there are roughly 137 (rooms) x 65 percent x 2 tourists = 178 tourist per day times the number of days of the season. The dry season is taking three months plus the local festivals and national holidays (such as Christmas and New Year), this is roughly a tourist season of 120 days. So 178 times 120 is 21360 tourists visiting Camotes Islands yearly. If we take these number times the daily expenditures, then this simple calculation shows that tourists are spending 21,360000 Peso per year on Camotes.

The growth and changes in visitor arrivals, and with that the expenditures, have influence on employment and business opportunities on the islands. In this way, employment can be seen as a direct impact of the tourism development. On the island, there are roughly 250 people directly employed in the resorts and tourism establishments. This may not be significant compared with the total population, since there are living more than 76,700 people in the entire Camotes Islands, but interesting to know is the fact that the jobs in tourism at the moment are still young as the tourism sector only started developing around 5 years ago. Since then, tourism has created new employment and the employment opportunities and is still increasing.

The tourism industry is labor intensive and the jobs created in tourism are mostly in hospitality or house-keeping. The impact of tourism lays in the amount of paid jobs instead of (self-sufficient) farming or fishing, and this is slowly growing on the island due to increasing visitor arrivals. Every new resort or tourism establishment is creating at least a couple of new jobs. These jobs are giving the people on the islands an opportunity to earn income. The tourism sector is, besides creating employment, also offering entrepreneurs a chance to start businesses. It is clear that the tourism industry on the island has been growing over the years, so the needs of tourists have also been growing. It is also becoming clear that there are more opportunities on the islands to start tourism related businesses, not only accommodation but businesses of all kind, like little restaurants, handicrafts, souvenir shops, activities or guided tours. Starting a business can be a risk but it can also create an extra side-line income. In chapter 4, there are a few examples of entrepreneurs starting a business on Camotes Islands. One of these cases shows the story of the little restaurants on the beach. The interview with one of these establishments told that the economic impact of tourism for their family is fairly big. After a calculation with the owners, the estimated income per month is 30,000 pesos, of which 15,000 is out of selling fish, 7000 peso from a karaoke-machine, 3000 from 2 game-computers and roughly 5000 out of preparing food for guest. After taking out the bills for electricity, water and supplies this means that they are earning is around 20,000 pesos a month, of which at least one third is due to tourism. The whole family and especially the mother said that it made a very big difference with their income in the past. The way of living has improved radically, they can now give their four children a proper education plus they have money left to support their personal needs. Besides that, they are saving every month for future plans. In this way, tourism development has a direct impact on the income of the population of Camotes. Another example of this is the salaries of the employees working in the resorts. The salaries for employees are dependent on the type of resort and function of the employee. The smaller resorts tend to pay less to their employees for the same amount of hours than the bigger resorts. Of the thirty respondents of the survey of employees on Camotes, 67 percent receives a salary between 3000 and 6000 pesos a month, 10 percent above 6000 and 23 percent below 3000 pesos. Only at Harbour View resort handles a different system, the employees are getting a steady 2000 peso salary plus 5 percent of the income of the resort, this means that when there are guests (and employees have to work harder), they earn more. If these salaries are converted into American dollars then 3000 pesos is around 60 American dollars, this would mean that 77 percent of the respondents are earning at least 2 dollars a day or more which is above the UN poverty line of 1.25 dollars a day. The salaries of employees working in tourism are comparable with other paid jobs on the island, off course it differs a bit depending on what kind of job. The lower skilled jobs in tourism, like cleaning and care taking, are in salary comparable with the road workers and gardeners of the municipality, which earn around 150 pesos per day. The salary for a sales job on the island is near to 6000 pesos per month, which can be compared with a medior function in the resorts.

Overall the field research shows, that the direct-economic impacts of tourism development on Camotes Islands are employment and business opportunities which lead to additional income and salary.

5.1.2 Secondary impacts

After assessing the direct impact of tourism development there has to be a look taken at the secondary impacts. The secondary impacts due to tourism on Camotes Islands are mainly found in the industries supplying products and services to the hotels. The resorts and tourism establishments are re-spending their earned money to buy supplies and products. Out of interviews with resort owners comes forward that most of the resorts are trying to buy as much as possible from the local market. Only the products, which are not available or more expensive on the island, they get from the mainland. This often means that they will get fruits and fish from the local market or farmers, beverages from a local dealer and the rest of the products in Cebu. An example of the influence of tourism on the Island became extremely clear with holy week, at this time fish in the local market of San Francisco town sold for almost 3 times the normal price. The impact here is that fisherman or the market sellers are earning triple during that week. On the other hand, there will be a shortage of fish for the local population. Out of the interview with Joel Pulvera comes forward that to supply the resort of chicken meat, the barangay captain of Union set up a poultry farm. This initiative is showing that, in the backward-linked industries, tourism is creating business opportunities. Unfortunately, there are no signs that there are more of these business initiatives, although this may come over time, since the tourism industry is still in the involvement stage.

Price-changes on the local market when the resorts are fully-booked along with new business opportunities for suppliers are showing that the growing tourism industry is creating secondary impacts on the Islands. In this research, a lack of financial information makes it difficult to give a true indication of the volume of these secondary impacts on the local development of Camotes.

5.2 Benefits

The previous two sections present the direct and secondary economic impacts of tourism development on Camotes Islands. This section shows what the benefits are of tourism development on Camotes, and if these benefits are equitably divided with the actors of the tourism sector.

5.2.1 Benefits

The results of the field research have shown that there are several benefits of tourism development on Camotes Islands. Some of these benefits have already been mentioned in the last section, like employment and income. Underneath a list is given of the most mentioned benefits of tourism on Camotes. These benefits came forward out of various information sources such as the resort owners, the employees, entrepreneurs and the local government.

1. Employment (waitress, cleaning, care takers, guides, diving instructors)
2. Income (profit, salaries, revenues for the government, market for suppliers)
3. Infrastructural improvement (roads, port & waste management)
4. Knowledge (English language & tourism industry)
5. Confidence

The first two benefits have been described in the section about the economic impact of tourism on the Islands. Most of the people employed in the tourism sector on the island were extremely positive. Of the 30 respondents of the survey, 26 answered positively about the development of tourism on the island, of which 55 percent gave the reason that it is creating employment and income. Besides profit and salaries, the

tourism sector is also giving the local government extra income through taxes. Out of the interviews comes forward that every resort has to pay a annual tax to the local government. In the year 2009 a resort with six rooms paid 4000 pesos in taxes. The secondary impacts of the tourism industry (section 5.1.2) show that tourism is creating benefits and business opportunities for suppliers of the resorts. Most of these benefits are for the local farmers and fisherman because the demand for their products is growing.

Another benefit of tourism development for the population of Camotes islands is the improvement of the infrastructure. The local governments are aware of the fact that infrastructure is crucial for local development on the islands, plus that a solid infrastructure is necessary to attract tourists. At the moment, the focus of the local governments is paving and/or repairing roads and the waste management on the Islands. This will make the islands accessible for tourists and ensure the sustainability of tourism. The infrastructural improvements are not only due to tourism, but it seems that specific tourist related events are giving reason for extra improvements. This was the case at the time of the Suroy Suroy Sugbo festival, a yearly event organized by the provincial government to promote tourism in the provincial areas. It was remarkable that suddenly the roads got fixed and cleaned. A reason for this can be the usual lack of financial resources of the local government, but in the case of an event partly covered by the provincial government there are additional funds available. It should be kept in mind that the infrastructural improvements on Camotes done by the local government are not only to stimulate tourism development, but also to give the local population more access and create local development. The rising visitor numbers do have influence on the need to improve the infrastructure.

The fourth benefit is the knowledge and know-how that tourism development is spreading on the Islands. The local population is gaining knowledge out of new experiences, and learning from the growing amount of visitors. Where the local population used to work like a farmer or fisherman, they now have the opportunity to get a paid-job and learn to work in the tourism industry. The jobs and opportunities within the industry are divergent. They differ from: a receptionist (learning how to treat and interact with guests) to a local learning scuba-diving for the local diving school. In the core, the main thing is that the local population is gaining new knowledge and experience. The survey brought forward that the employees are using their English language skills more often and learn how to interact with guests better. The interaction with tourists is also bringing more cultural awareness and insight into other cultures.

Besides the benefits of gaining knowledge, 17 percent of the employees of the survey also mentioned that they become more confident because of working in tourism. This was one of the most surprising benefits out of tourism. Further observation shows that there is an easy explanation for this new confidence. The local population in the villages used to be very ignorant and shy. The development of tourism brings them more in contact with foreigners and other cultures. This interaction gives them more confidence to confront unknown people and feel more confident.

5.2.2 Distribution of the benefits

In chapter 4 elucidates what the locals, non-locals and the government are doing to develop a tourism sector on Camotes Islands. These actors can be considered the input of the tourism development process. After assessing the output of tourism by taking

the impact and benefits into account, it is time to have a look how the benefits of tourism are distributed under the actors.

Locals

Out of the field research it seems that the impact for the local population involved in the tourism sector is mostly positive. The previous sections have shown that tourism is giving the local population business and job opportunities, income, improved infrastructure, a wider market, a chance to gain knowledge and to practise English plus working in tourism is giving them more confidence. Another positive influence for the local populations is that tourism is keeping the young graduates on the islands. In the past, the younger population of Camotes fled to Cebu or elsewhere to find jobs. Since the tourism sector developed on the islands there are more paid jobs. These paid jobs are often the reason that local people are not forced to look for a job outside the islands. Especially for high-school students, enrolled in hospitality and tourism, the development of tourism on the island can be a enormous benefit. The interview with the barangay secretary of Santiago Bay also informs that tourism is a great help because “it keeps graduates on the Islands”. The exact amount of graduates staying or locals returning to the islands is difficult to indicate since there is nobody keeping facts of this trend.

Off course under the locals, the benefits of tourism are not the same for everyone. The research made clear, that the tourism industry is still in its infant stage, so at this moment, the benefits are just for a select group of locals. The people getting the benefits and opportunities are generally the ‘better off-families’. The research makes it clear that the resorts and tourism establishments in Santiago Bay are mostly owned by locals. In most cases, the land where these establishments are build on were already family grounds for a long time, these sea-side land lots are now turning out to be an advantage with the development of tourism. The relatives and neighbours of resorts are another group of locals benefiting from tourism. Out of interviews with the resort owners comes forward that they are mostly employing family, relatives and neighbours. Overall it seems that the locals living in the municipality San Francisco, and especially in the Barangay Santiago Bay, have the most positive impacts from tourism development.

Non-locals

The group of non-locals on the Islands is at this moment still small. Out of the research we find that the non-locals involved in tourism often have a strong link to a local connection from Camotes. In almost all cases, the non-locals came to the island because of a marriage or relationship with a local. The non-locals can be divided into non-local Filipino’s and foreigners from other countries. The research results have not shown a difference in the benefits between the non-local Filipino’s and the local population. The benefits for foreigners involved in Tourism on Camotes Islands seem to be less positive at the moment than the benefits for the locals. There can be elaborated several reasons for this difference. One of these is the fact that most of the foreigners have to buy the land/lot compared to the already owned family properties of the locals. Most of the foreigners are buying land and building a resort because they see it as a good investment for the future. Since tourism is not booming yet, they are not able to earn their investment easily back, so the benefits for the foreigners involved in tourism will probably take more time.

Government

The provincial and local governments of Camotes Islands are promoting tourism to Camotes on a small scale, since Camotes is not one of the Priority Tourism Area's. Out of interviews and the tourism congress in Cebu City, it becomes clear that tourism is seen as a key-driver for the economy of the Province. The Suroy Suroy Sugbo has proven to be a success for Camotes islands. The visitor arrivals increased dramatically since the start of this program, which has had a positive economic impact on the local population. This, in return, is also positive for the local government since they receive revenues and taxes out of tourism. These revenues and taxes are coming from tourist related activities such as the entrance fees for various attractions like the caves and the marine sanctuaries. The yearly tax for the resorts and transportation is increasing as tourism grows. Just like the local population of San Francisco, the municipality of San Francisco is benefiting more out of tourism than the other municipalities. This because most of the tourist attractions, like white sand-beaches, and resorts are located in San Francisco. It should be kept in mind that San Francisco is also the municipality spending the most to stimulate and attract tourism.

5.3 Changes and opportunities for the local livelihoods

The local livelihoods involved in tourism on Camotes Islands have been studied by observation, interviews and a survey with the employees of several resorts on the islands. The main aim was to find out to what extent the local livelihoods have been changed due to tourism development, and whether these changes have been positive or negative. Out of literature becomes clear that a special focus on the local livelihoods will provide a broader view; a focus on livelihoods offers a useful perspective on tourism for enhancing local benefits. It contrasts with conventional tourism perspectives which tend to focus exclusively on the economic, commercial or environmental impact. It also contrasts with the narrow assessment of local benefits focusing only on job creation and cash income. (Ashley, 2000) So it seems relevant for the outcome of this research to pay more attention to the local livelihoods.

In chapter two will come forward that Camotes Islands is considered a rural area, except for the small strips of tourist areas along the coastline. Most households on the islands have always made their livelihood through farming or fishing, and for most households on Camotes this is still their core activity. Another form of income are remittances, they are playing a prominent role in the local livelihoods. The interviews show that most households have relatives, working in Cebu city or overseas, who are sending them money once in a while. The growing tourism sector on the island can be seen as an opportunity to make a change, by uplifting the economic situation and diversify the livelihoods of the local population, or even improve the livelihoods.

In the survey done with the employees of the resorts, several questions concerned the changes tourism creates for the local livelihoods. One of these questions was; "Do you have any work or earnings besides this job?", this to find out if tourism is their main job. Of the respondents, twenty-two answered not to have any other earnings besides their job, three of them are still farming or fishing and 5 of them have other side-line businesses. The results show that, for 22 of the 30 respondents, tourism is a full-time job. To gain information about multiple livelihoods on the island, and to get a view into the family situation of the respondents, the question was what the parents are doing to make a livelihood. Of the 30 respondents, 70 percent of the parents are making their living with farming or fishing, 23 percent has a paid job and 7 percent is unemployed. The results of these questions show that, for at least 70 percent, it can be seen that there is a change in making a living between the respondents and their

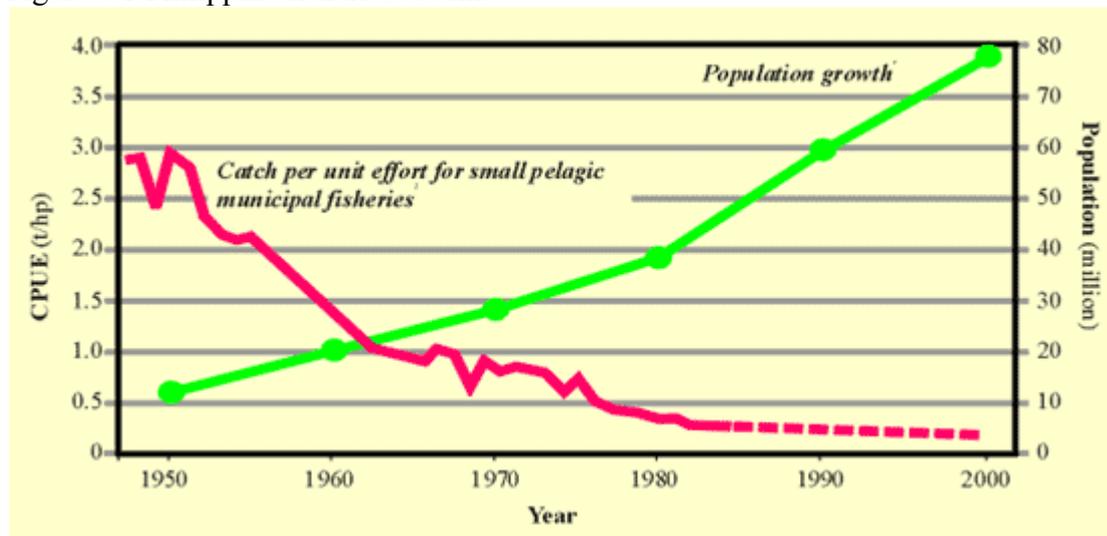
parents, and since most of the employees are still all living together with their family it can be seen that there are multiple livelihoods.

At the same time, it seems interesting to know what the respondents were doing before they got their job in tourism. The survey shows that 33 percent of the respondents got their job at the resort straight after finishing their studies. Another 30 percent of the respondents answered that they had a paid job outside Camotes Islands before this job. Of the remaining respondents, 20 percent were unemployed before starting and 17 percent were farming or fishing in the past. So, for most of the respondents, tourism created the opportunity to find a paid job on the island, which is keeping locals on Camotes (see 5.2.3). The employment on the island is in this way making a significant change in the local livelihoods.

Since the livelihood approach is a people-centred approach, the survey also tries to bring forward local knowledge and opinions about tourism development on Camotes Islands. One of the discussed aspects was livelihood improvement. Twenty-five of the thirty respondents think that the job they have in tourism improved their way of living. Different examples have been given; 33 percent said that it is supporting their family needs; another 33 percent thinks it is improving their personal finance and 17 percent gave the surprising answer that working in tourism gives them more confidence. Only 2 respondents said that this job did not improve their live and that nothing has changed. Almost all of the respondents are thinking that tourism has a positive impact on their lives and Camotes Islands. Their primary reasons are that it is creating employment, it gives them salary and overall improvement of life.

While investigating the changes and opportunities for the local livelihoods on the island, it becomes clear that there is another interesting development to take into account. Out of conversations with American Peace Corps members and local fisherman comes critical information that fishermen are catching less fish around the island, and also figure 5.1 shows a decline in the fish catch in the Philippines.

Figure 5.1 Philippine fisheries decline



Source: National Statistics Office. 2000.

Because of this reason, the American Peace Corps has set up a couple of seaweed-projects to create alternative livelihoods. Besides creating an alternative livelihood for the local fishermen, seaweed farming seems to add environmental benefit as well. As quoted in the Sun Star Manila, "Seaweed farming helps protect our remaining coastal resources by building up other marine life and providing alternative livelihood for

coastal fishermen, who might have otherwise had resorted to cyanide and dynamite fishing.” (Alferdo Isidro, February 25, 2000) This quote shows that these seaweed projects are also a blessing for the tourism sector. Especially for the diving tourism, they can profit from a well conserved marine life and intact coral reefs. The decline in the fish catch and the development of seaweed projects is showing that there could be a need for other ways to make a livelihood on the island. The results of the survey with the employees of the resorts show that tourism can be a good alternative. Overall it is seen that, the changes and opportunities tourism development is creating on the island, have been remarkably positive for the local livelihoods. on the other hand, there should be kept in mind that there has not been hold a household survey. This makes it difficult to give an analysis for all the livelihoods on the islands. The results of the survey are only representative for the local livelihoods involved in tourism on Camotes Islands.

Concluding marks:

In this chapter, the main aim was to assess what the opportunities and benefits of tourism are for the different actors in the development process. The sub-themes, to research the output of tourism development, are the economical impacts, the benefits and the distribution of benefits, and the changes in the local livelihoods. The research results has shown that the direct impacts of tourism are the result of an increasing number in visitor arrivals, which is creating employment and business opportunities on Camotes Islands. The secondary impact of tourism is the change in the economy due to re-spending of income out of the tourism, like price-changes on the local market and opportunities for suppliers. Besides economic impacts such as employment and income, Camotes Islands is seeing several other benefits out of tourism. These benefits are improvements in infrastructure, knowledge and confidence. An important aspect in this research has been the distribution of benefits under the actors in the development process. Out of research seems that the local population and the local government of the municipality of San Francisco are getting most benefits out of tourism development. The non-locals are just starting to set up tourism establishments and usually seeing it as an investment for the future. The other municipalities are not so much involved in tourism, so they are not yet experiencing the benefits. It should be kept in mind that, on top of getting the most benefits, the municipality of San Francisco is also making the most efforts.

In the last section, the focus has been on the changes in the local livelihoods. The aim was to find out to what extent the local livelihoods involved in tourism have changed due to tourism development, and whether these changes have been positive or negative. Out of the research, it becomes clear that tourism has created the option for the local population to find a paid job, or set up a business on the island, on top of farming or fishing. The opportunity to find a job is keeping graduates on the island and is creating an alternative way of making a livelihood. The outcome is that tourism has changed the livelihoods of the local population involved in the tourism sector in a positive manner. It can be concluded that the output of tourism development on Camotes Islands has a positive influence on the local economy. Probably it even has a positive influence on the local livelihoods in general, but the impact and benefits are, in time of research, only on a small scale, since the number of actors involved in tourism is still relatively low compared with the total population of Camotes Islands.

Conclusion

The aim of the thesis is assessing the development of tourism and the development opportunities for the local population of Camotes Islands.

The results of the research on Camotes Islands show that the tourism sector is in the involvement stage of the tourist area life cycle model. Tourism on the islands is still small, and developing slowly. A lot of reasons come forward, like the lack of good transportation, the low standard and capacity of accommodation on the islands, the lack of money of the local governments and the insufficient cooperation between the municipalities. Also the regulations on landownership tend to slow down tourism development, since these are holding back international investments. The lack of international investors turns out positive for the local development of Camotes islands, it keeps the tourism sector local.

Chapter four examines the role of the different actors in the tourism development process, it concludes that it are mainly locals “with an external link” and the local government of San Francisco which are taking initiatives in tourism development. The local government of San Francisco is having a leading role in developing tourism in their municipality, the other municipalities are not focussing on tourism development, mostly due to a lack on financial resources. Interesting is that the major of San Francisco wants the tourism sector to develop slowly, his focus is keeping the environment intact and no overuse of the natural resources.

Chapter five shows the changes and opportunities for the local population. The economic impacts of tourism development for the locals involved in tourism turns out to be very positive. The most positive factor is the employment on the island. Camotes Islands is a rural area, tourism is creating jobs in the commercial sector. These jobs are keeping graduates on the island, and so the knowledge is staying on the Island too. Before the upcoming tourism sector they used to move outside to work in Cebu or elsewhere, and send remittances back to the Island. The jobs in tourism on the Island are making the local population less dependent of these remittances.

Because the tourism sector on Camotes is mostly in local hands the benefits are for the locals as well. The benefits are not leaking off to external (international) company's. But at the moment the benefits are just for a select group of locals. The people getting the benefits and opportunities are generally the ‘better off-families’, who are already owning land or caves at the right spots.

The changes in the livelihoods of the local population involved in tourism are considered positive. They have the opportunity of earning money besides their rural activities.

The slow development of tourism might change in the future when the regulations on protected land area are changing, then external investors will feel more confident to invest. But for now locals have the time to gain knowledge of the tourism sector and take initiatives in tourism development themselves. The outcome on the main research question is positive, yes there are opportunities for the local population of Camotes Island in tourism. And they should take their chance to develop the sector because research shows that for the few locals involved in tourism already the impacts are very positive.

On the next page some recommendations are given to help the locals further develop the tourism sector on Camotes Islands. These recommendations came forward out of discussions with local people and the research on the Islands.

Discussion and Recommendations for local development

What to consider or develop?

1. Information for tourist arriving at the ports:

- Information desk at the pier in Poro
- Big map of Camotes Islands (point out all the sites/beaches)
- Overview and Brochures of **all** accommodations on Camotes Islands (plus list of phone numbers)
- A sign with the rates of huble huble rides
- Provide phone nr for multi-cab/jeepney tours around the island
- Tourist maps (for sale?)
- Souvernir shop (Camotes products: t-shirts, baskets, camote-delicacies, stroh-heads, post-cards etc)
- Motorbike/ Bicycle/ Multi-cab rental

2. Develop the activities and sites

- Signs to all the activities and sites (along the road & trails)
- Restoration /maintenance of Buho Rock
- Opportunities to explore the caves of Poro (phone nr. of guides, providing head/flashlights, signs to the caves, entrance fees (to use for maintenance and conservation)
- Make a trekking-trail to the Panganuron waterfall (2 different ways from libertad and Mabini)
- Set-up a trekking trail to see the monkeys?
- Mangrove tours (boats/ boardwalks)
- Try to provide drinks, like purified water, coke, beers at the tourist spots and maybe snacks
- Stimulate the exploration of diving sites around the islands and bring it in map

3. Community-based and awareness of environment

- Provide garbage-bins at the sites/ beaches plus signs (keep it clean)
- Make the local population/**barangays** aware of the opportunities of tourism and share knowledge
- Let the **barangays** make a development plan for their tourism sites.
- Employ locals and make them take initiatives for sustainable tourism development
- Try to talk with the ferry/pumpboat companies about placing garbage bins and making signs not to trough garbage into the sea!

4. Cooperation between the municipalities

- Make one tourism development plan for whole Camotes Islands
- Improve the transportation options between the municipalities

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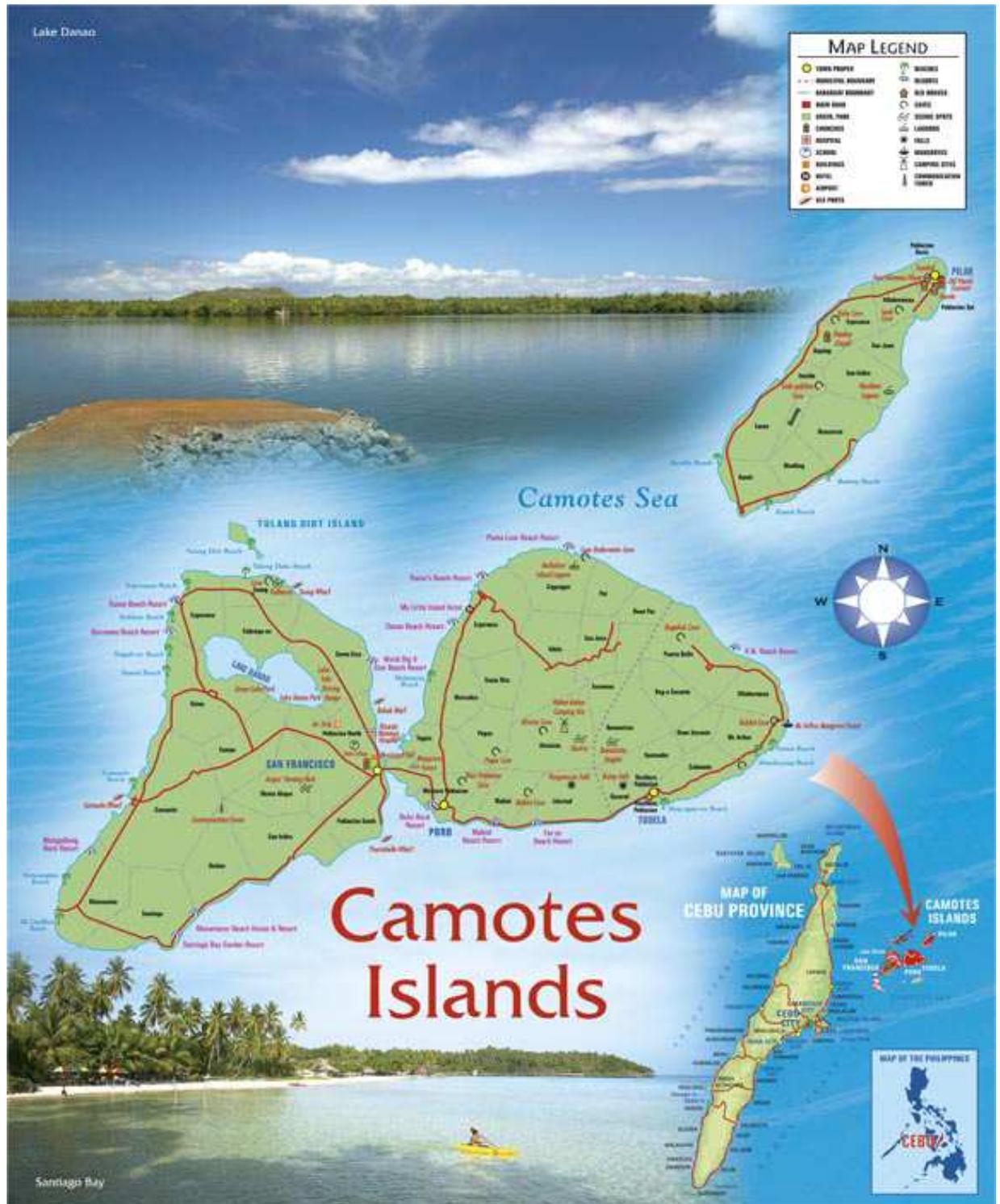
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Appendices

Appendix A: Tourist map of Camotes Islands



Source: San Francisco Municipality, 2009

Appendix B: Accommodations San Francisco & Poro

MUNICIPALITY	NAME OF RESORT	TYPE OF ROOMS	NO. OF ROOMS
San Francisco	Borromeo Island Resort	Aircon/ Whole building	9 Rooms
	Harbor View Family Resort	Aircon / Non-Aircon	6 Rooms
	Keshe Beach Resort	Non-Aircon	2 Rooms
	Mangodlong Rock Resort	-Aircon Beachfront -Aircon/ Non-Aircon	25 Rooms
	Masamayor Beach House & Resort	-Family room (aircon) - Non-Aircon	9 Rooms
	Payag Beach House & Resort	Aircon / Non-Aircon	6 Rooms
	Puertobello Bay Resort	Deluxe/ Aircon/ Non-Aircon	10 Rooms
	Santiago Bay Garden Resort	Aircon/ Non-Aircon/ Bungalow/ Superior/Villa	23 Rooms
	Sunset Bay Resort	Aircon/ Non-Aircon	8 Rooms
	Vall Hall Resort	Aircon/Non-Aircon	7 Rooms
	White View Beach House	Aircon/ Non-Aircon	8 Rooms
Poro	My Little Island Hotel	Aircon/ Deluxe/ Junior Suite	20+
	Jestrera's Pension House	Non-Aircon/ Aircon	2 Rooms
	South Waves	Non-Aircon	2 Rooms

Source: Research Camotes Islands, 2009

Appendix C: Data collection & Contact List

Cebu:

Fr. Louie Punzalan:

USC Presidential assistance for external affairs (09178951087)

Demetrio S. Anticuando :

USC Hospitality management (aqftourism@gmail.com)

Cecil S. Gantalaoc:

USC Chairman Hospitality Management (gantalaoc@yahoo.com)

Ms. Judilyn Quidachon:

Department of Tourism (09173042613)

Dr. Alias G. Tescon:

D.T.I Chief program management (09176254699/09173006806)

Adolfo V. Quiroga:

Provincial Planning & Development Coordinator (ppdocebu@gmail.com) (09209327547)

Angeli V. Lapingcao:

Tourism operations officer of D.O.T (6332-412-1967)

Camotes:

Mayor Al Arquillano	Municipality of San Francisco	(09189798615)
Vice-Mayor Clint Maratas	Municipality of Tudela	(09068544236)
Abel Garciano	Secretary of Mayor Poro	(09182067549)
Jocelyn Tawil (Joy)	Tourism officer Poro	(09207968173)
Christe N. Gak-ong	Tourism coordinator San Francisco	(09063327218)
General Jose Dalompines	South Waves	(09175369437)
Lorna V. Jestrera	Bake & Coffeeshop Poro	(09185996530)
Dixy & Bruce	Island Bay Bar & Coffeeshop	(09202692790)
Monica	Travel Camotes.com	(09205246122)
Jon Decker	US Peace Corps Volunteer	(09289319421)
Gloria	Non-local entrepreneur (shop/tours)	(09085619207)
Dani Delapena	Local huble-huble/jeep driver	(09196616936)
Ian	Tour guide	(09207425349)
Pito's Sutokil (Jane)	Local restaurant/bar Santiago Beach	(09067030811)
Antonio Arias	Local Tour Guide/driver	(09099488423)
Tim Aukshun	Ocean Deep Dive Center	(09212687722)

Accommodations:

Harbor View Family Resort	(09182372283/3433523)
Keshe Beach Resort	(09298925792)
Payag Beach House & Resort	(09227125542/2331158)
White View Beach House	(09184920689)
Masamayor Beach House	(09206724725/4146015)
Mangodlong & Santiago Bay Resort	(09176259572)
Borromeo	(09194807115)
Puertobello Bay resort	(09106725255)
Sunset Bay Resort	(09297749389)
Niko's Beach & Bay resort	(0031622528446)
My little Island Hotel	(032-4970095)
Vall Hall Beach Resort	(032-4956503)

Appendix D: Interview topic lists Camotes Islands

Barangay Captain Santiago:

- History
- Developments of tourism in Santiago
- Regulations/Rules concern tourism
- Future development plans/projects/local initiatives/improvements
- Constraints/ Problems because of Tourism
- Employment (Data?) and economic opportunities for local
- Other Impacts on local livelihoods
- Future development of Camotes

Barangay Captain Union:

- History/ Developments of tourism in Union (Lake Danao & Beaches)
- Regulations/Rules concern Tourism
- Future development plans/projects/resorts/local initiatives/improvements
- Constraints/Problems because of tourism
- Employment and economic opportunities (poultry farm?)
- Other impacts on Local livelihoods
- Future development of Camotes

Resorts: Puertobello Bay/ Nico's/ My little Island/ New Resort SF/ Sunset bay/ Big Z

- History/ Existence
- Ownership/landowner
- Owners background (Jobs, Study, Place of Birth)
- Tourist numbers/ Sort of tourist
- Employees (locals/requirements)
- Supplies (local market?)
- Marketing/ Advertisements/ Travelagencies
- Finance/ Investments
- Influence of Seasons
- New opportunities
- Future development plans
- Influence of Suroy Suroy Sugbo

Mayors of SF, Poro and Tudela:

- Tourism Development Plans
- Influence of the municipality
- Regulations/ laws specific for tourism
- Local initiatives (Barangays)
- Infrastructure
- Bukilat cave / Busay falls development
- Other potential tourism spots
- Accommodation for tourists
- Constraints/ Problems
- Economic impact/ Employment
- Future plans?

Chairman Tourism Council:

- Function/tasks
- History (since when?)
- Influence of the tourism council on tourism in Camotes
- New developments/plans
- National/Foreign investment
- Constraints/ Problems (HB 1100/ tax declaration)
- Laws/ regulations concern tourism development (resorts)
- Impact on economy of Camotes
- Future of the tourism sector

Local DENR (Isidra Devara):

Development of tourism Camotes (resorts, roads, pier, airport)
Procedures for new buildings/resorts
Requirements for tourism establishments
Approved future plans/ developments

Huble Huble drivers:

What is your name?
Are you a local from Camotes?
What kind of jobs do you have?
Do you meet a lot of tourists? Did you see the number of tourist growing?
Are these your main sources of income?
Can you make a livelihood with this job? Or do you receive remittances?
Do you have any plans related with tourism in the future?

Pito' Sutokil:

History/ Existence
Ownership/ Landowner
Jobs/ study/ Place of Birth
Tourist numbers/ Sort of tourist
Employees
Supplies/ local market
Finance/ Investments
Improvement of livelihood because of tourism
Impact on the family/ More money available
Influence of the season
New opportunities
Future development plans

Staff of the diving school:

History diving school/shop
Amount of tourist diving
Advertisement
Employment (locals/ number of people working there)
Training (dive guides/ dive masters)
Possibility to make a livelihood/ other jobs
Improvements in livelihood because of this job
Salary
Future plans

Staff of resorts (Mangodlong/Santiago)

Questionnaire/interviews:

- Male/ Female
- Place of Birth
- Place of residence
- Age
- Function
- Education/Study direction
- Years/months working at the resort
- Days/ hours in a week working
- Salary and extra's (free accommodation/food/transport)
- Jobs before this job
- Any work/jobs/ studying besides this job
- Can you make a livelihood with your earnings?
- Impact on livelihoods.
- Are you/ the family receiving remittances from somewhere
- Opportunities on Camotes/in tourism sector
- Future plans

Appendix E: Interview topic-list Department of Tourism

Introduction:

- name
- informal talk (have you been on Camotes?)
- purpose of the interview:
 - Researcher at USC, Master student from the Netherlands
 - Research development of tourism on Camotes Isl.
 - Exploring what the impacts are of tourism development on the livelihoods of the local population of Camotes Island
 - Finding out what the role is of the different actors, locals, non-locals and the government

I found out that the Department of Tourism (DOT) is the primary government agency charged with the responsibility to encourage, promote, and develop tourism as a major socio-economic activity to generate foreign currency and employment and to spread the benefits of tourism to both the private and public sector. And the Philippine Tourism Authority is the implementing arm for infrastructure development.

Questions:

- Seen this statement of DOT I would like to know what DOT is exactly doing to encourage the tourism on Camotes Island?
- Have there been special programs to promote the tourism to the Island?
- When Yes, what was this program like? And what has been the impact of this program?
- Is the tourism to Camotes Islands mainly domestic or internationally oriented?

To find out what the total impact is of tourism development on Camotes Island and to make my research accountability higher I would like to know if the DOT is...

- Is the DOT having Data/information on the amount of tourists visiting the island?
- Is the DOT holding numbers on the percentage of tourism in the total local economy of the Islands?

On the website of the government I found that there has been set up a Tourism Master plan for the province of Cebu, I would like to ask some questions concerning this master plan

- When has this master plan been set up? Has there been made new versions?
- Has the master plan been implemented?
- What is the influence of this master plan on the development of tourism on Camotes?
- Have there been infrastructural improvements on Camotes island implemented by the government?
- What is exactly the purpose of this Master plan?

To find out what the role is of non-locals on the development of tourism I would like to know:

- What are the policies of the government on foreign investment in Tourism (Cebu Province)
- Are there any specific regulations on foreign investments on Camotes Islands?

At last I would like to know what do you think that the influence is of DOT on the development of tourism on Camotes Islands?

Thank you very much

When I need any further information, do you mind when I contact you again?

Appendix F: Survey hotels & resorts on Camotes Islands

The purpose of this survey is to get a better overview of the impacts tourism development is having on the local livelihoods of Camotes Islands. The survey will be used as an information source for a research conducted by a Master student from Utrecht University in The Netherlands. The answers given in this survey will stay confidential.

Questions:

1. What resort are you working?
.....
2. How long are you working here? (months/years)
.....
3. How many days/hours are you working per week? Any influence of seasons?
.....
4. What kind of other work/earnings do you have besides this job?
.....
5. What did you do before you started working here? (Jobs/farming/fishing etc.)
.....
6. What did you study and when did you finish?
.....
7. Did you get any training/workshops and what kind?
.....
8. What is your duty and responsibility?
.....
9. What is your salary per month? What are the extras? (Food/ accommodation/training)
.....
10. Do you have a contract and when yes, for how long? Or do you work on call?
.....
11. Can you make a livelihood with this job? If no, how then?
.....
12. Did this job improve your way of living? And when yes in what way? (give examples)
.....
13. Do you think tourism is having a positive/neutral/ negative effect on your life? Why?
.....
14. What are your parents doing to make a livelihood? (example: farming, fishing etc.)
.....
15. Are you or your family receiving support from elsewhere? And how much?
.....
16. What opportunities do you see in tourism development on Camotes? (give examples)
.....
17. What are your future plans?
.....

Personal information:

Age:

Gender: Male/ Female

Place of Birth: Camotes/ Cebu (province)/ Other

Place of residence:

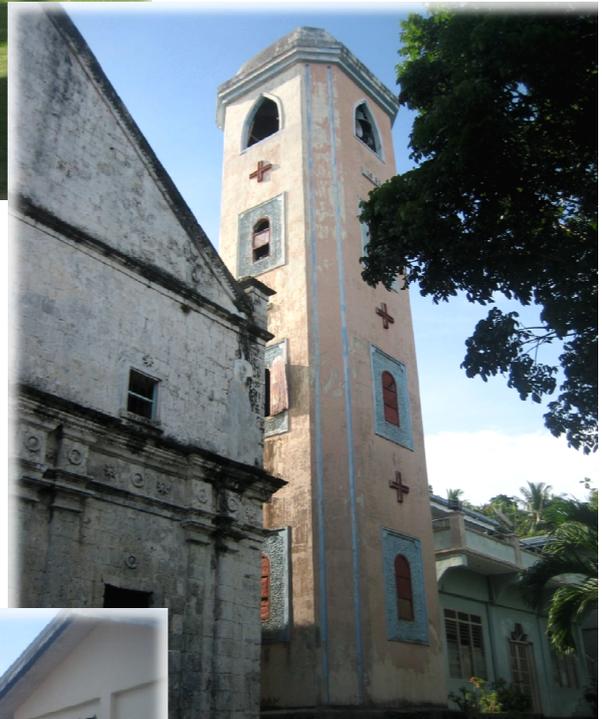
Thank you for filling in this survey and helping with my research!

Photo Reportage

Tourism is an industry in which pictures play an important role. They give the chance to show people back home the paradise and wonderful time spend in some place around the world. The following photo reportage represents and reflects the tourism sector of Camotes Islands, and hopefully supports the tourism sector with showing the reader what a lovely Island Camotes is.



Poro Town Hall



Church of poro



NGO at Poro Town

Buho Rock



Buho Rock

Buho Rock Sea View



Mactang Beach



Mactang Beach

Mactang Beach



Pagsa Cave



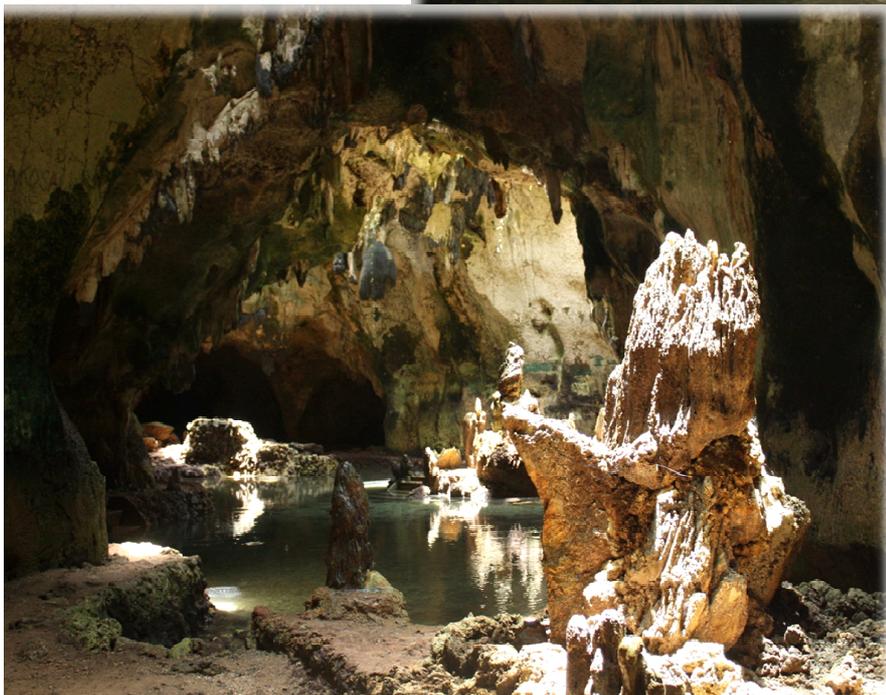
Panguuron waterfall

Panguuron waterfall





Bukilat cave



Bukilat cave



**Busay
waterfalls
sign**

Busay waterfalls





Mangodlong



***Santiago
Beach***



***Santiago
Bay
resort***



Lake Danao

Lake Danao



Soli/Soli waevings

Trip to Tulong



Tulong

Tulong





Public Market

Pineapple



Fresh Fish

Gasoline



Copra





***Pumpboat to
Camotes***

Fast craft From pier 1



Tourist transportation

Consuelo Wharf





