

# **Batangas Heritage Center's Multidisciplinary Research Program for Sustainable Development of Mataasnakahoy, Batangas: A Learning Resource Center's Initiative towards Tourism Enhancement and Cultural Preservation**

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**Abstract.** This paper deals with a study on how a local studies center like the Batangas Heritage Center of the University of Batangas, can contribute to the development of cultural preservation and tourism at the local and national levels. The activities planned and organized by the Batangas Heritage Center include socio-economic researches, ecology and natural resources management, socio-cultural activities for cultural preservations, environmental sustainability, and tourism development and sustainability of the Municipality of Mataasnakahoy in the Province of Batangas.

*Keywords:* comprehensive research, sustainable development, cultural preservation, tourism development

## **Introduction**

As a response to the need of preserving the culture of Batangas, the University of Batangas (UB) created the Batangas Heritage Center (BHC) through the initiative of the late president of UB, Dr. Abelardo B. Perez. The office was inaugurated on November 7, 2005 as part of the university's Learning Resource Center (LRC). BHC's main function was to provide for the university knowledge and information about the Batangas history, culture, and the arts. It was founded for the purpose of guiding the students and researchers who are inclined to writing researches about the province of Batangas. BHC provides guide and information about what needs to be known and to be studied about the history and culture of the people of the province.

BHC aimed to support the local community in its drive towards cultural preservation. The primary responsibility of UB-BHC is to provide resources and services in order to meet the learning and information needs relevant to the understanding of Batangas history, culture, and the arts. It serves as a repository of materials that will help the students, faculty, researchers, as well as the people of the local community understand the Batangueño history. UB believed that by understanding one's history, the people of the province will be able to develop an appreciation of their identity as Batangueños, hence, the creation of the Batangas Heritage Center.

Through the BHC, the university becomes one with the community in the preservation of history and culture. It serves as another venue where Batangas history, culture, and the arts will be given importance, will be preserved, and eventually used as a tool for economic, moral, social, and spiritual development. Through BHC, the people will develop an appreciation as regards the Batangueño values, hence, developing in them a sense of pride in their identity as Batangueños.

As part of the UB Learning Resource Center, BHC takes charge of the collections of books and journals on local history. Because there is not enough books written about history and culture of Batangas, BHC tries its best to collect books about history and culture of CALABARZON in order to have sufficient collections. Through the CALABARZON collections, it is the hope of BHC that this will pave the way for conducting research about the province of Batangas, with the books about the other provinces as a guide. To realize the dream of obtaining more library collections related to Batangas culture, BHC conducted and published researches and books about history and culture of Batangas.

To support the campaign of the university in making the institution research-oriented, BHC helps to imbibe among the students a research-oriented attitude by making them appreciate Batangas history and culture. Through the initiative of the BHC, the Learning Resource Center of UB becomes the research arm of the institution on topics related to local history, culture, and the arts. Through research and publication, BHC is becoming an avenue for the enhancement of the people's awareness as to the importance of cultural preservation in the development (economic, political, and social) of the society.

Inasmuch as it is important to develop appreciation of the Batangas culture, BHC also believed that students should also learn to appreciate their identity as members of the UB family. To realize this, BHC published a book about the history of the University of Batangas. Together with the book about the history of the institution, BHC included in the curriculum of every student the three core values, namely, faith in God, love of wisdom, and service to fellowmen. This has the intention of making the students fully understand their identity as well as their roles as a student, and eventually as alumnus/alumna of UB.

### **BHC's Other Activities Aside from Research and Publication**

Aside from research activities and the collection of materials about the province of Batangas, BHC developed and conducted activities that will make stakeholders more appreciative of learning the Batangas culture and history. Hence, the LRC, through the BHC, reconstructed and improved the museum where the mementos of the past will be highlighted and taken care of to give the people of the present and the future something to hold on to for a better understanding of the past.

Aware of the type of educational tours that the different departments in the university had organized for the students, where the students would just be toured to the different factories and very rarely to the different museums, and ending up the tour to malls and entertainment centers, BHC designed heritage and pilgrimage tours, which had become more educational for students. Through the heritage tours that BHC had organized, the students were able to understand the history of the different colonial churches in Batangas, the historical value of the different ancestral houses in the different municipalities, understand the life of the early Batangueños (e.g., the food they eat, the kind of life they lived, their means of livelihood, their religious and cultural beliefs).

The heritage tours that BHC organized not only provided students good knowledge about Batangas history. It also provided an opportunity for BHC and the Learning Resource Center to raise funds so that BHC can become self-sufficient and capable of organizing more activities to make more students learn more about the province of Batangas. Moreover, it will also be beneficial to the different municipalities of the province by way of developing programs and activities for tourism management and development. Hence, BHC designed a project entitled "Comprehensive Research Programs towards the Realization of a Sustainable Integrated Tourism Development for the Municipality of Mataasnakahoy."

### **The Comprehensive Research Programs for a Sustainable Integrated Tourism Development for Mataasnakahoy**

Mataasnakahoy is seen by BHC as a very promising municipality in Batangas province in terms of tourism development. This is due to the historical value as well as its proximity to Taal Volcano. Mataasnakahoy is given consideration due to its admirable history as the cradle of heroism and bravery. The geographical location of Mataasnakahoy brought the BHC to think of a heritage tour designed for Mataasnakahoy. Its geography and culture placed the municipality into one of those which are considered to be very prominent both in the national and international scene. Ranked amongst the most attractive destination in the Philippines, Mataasnakahoy's potential to soar to greater heights depends on how the local government will hone itself in the formative stage. BHC realized that Mataasnakahoy may use the assistance of an academic institution of adequate competency for the project to be fully realized and the tourism activities be fully implemented. This is where the UB Learning Resource Center, through the Batangas Heritage Center, can be of great assistance to Mataasnakahoy.

The project proposal submitted to Mataasnakahoy municipal government led to the signing of the Memorandum of Agreement (MOA). The people of Mataasnakahoy and the Local Government Unit (LGU) understand the objectives of the project, i.e., (1) to develop more extensive tourism programs for the Municipality of Mataasnakahoy with emphasis on addressing the perennial issues on environmental preservation and conservation, livelihood, youth rehabilitation programs, curriculum and educational programs; (2) to develop a national model for tourism development with Mataasnakahoy as a pattern; thereby making Mataasnakahoy a model municipality for tourism development in the Philippines; (3) to analyze the present skills and knowledge of the people of Mataasnakahoy and to empower the local populace in managing their own tourism activities while creating methods for environmental

protection; and (4) to provide technical support for Mataasnakahoy towards the realization of its full potential in the tourism industry.

Specifically, the objective of the comprehension research program would be: (1) to develop a promotional campaign plan in order to support the Municipal Tourism Office in their tourism development activities; (2) to organize livelihood and well-being workshops, trainings, and seminars so that the people within the locality may take part in the tourism development of the municipality and eventually earn a living for themselves; (3) to design an environmental awareness and protection programs in order that the people may take the initiative in taking good care of the environment and natural resources; and (4) to organize research trainings so that the people may be able to learn and develop the society economically, socially, and politically.

BHC hopes and strongly believes that this project will first and foremost develop a promotional campaign plan for the municipality of Mataasnakahoy. It is noticeable that even the people in the nearby municipality of Mataasnakahoy are not aware of the potentials of Mataasnakahoy as a tourist destination. In this regard, BHC also hopes that through the cooperation of the different departments in the University of Batangas, the university will be able to provide technical assistance in organizing events and entrepreneurial trainings for the promotion of Mataasnakahoy and its tourism industry.

BHC took the initiative of organizing the different departments in UB in order to provide support to Mataasnakahoy. Through the support of the university President and the Vice President for Academic Affairs, as well as the Vice President for Students and External Affairs, the Batangas Heritage Center organized the different departments of the university in order to realize the project. BHC divided the departments into different clusters with their corresponding duties as follows:

1. *Cluster for Philosophy, History and Culture.* This cluster is headed by the Batangas Heritage Center as it had its research inclinations on history, philosophy and the arts. BHC will focus on the study of ceremonies, cultural texts, and other cultural material forms, festivals and their significance, historical narratives, social organizations, arts and crafts for the purpose of promoting the identity of the Batangueños in general, and of the people of Mataasnakahoy in particular. BHC will be responsible in the cultural and historical mapping wherein, its intended output is the creation of a heritage tour on Mataasnakahoy's church, ancestral houses, and historical sites.
2. *Cluster for Ecology and Natural Resources Management.* College of Arts and Sciences (CAS) heads this cluster. The CAS department assigns Environmental Science faculty, Marine Science faculty and the professors of Human Ecology in order for them to focus their researches on both the aquatic and the terrestrial, i.e., on the aspects of ecology that are significant and have potentials for tourism activities for Mataasnakahoy. The faculty on ecology, who are themselves researchers, are expected to create designs for adventure tourism in the municipality. They will design paths and jungle tracks for trekking; identify ideal places for swimming, boat-riding, and kayaking; and identify the species of birds, bats, plants, and aquatic species for photography, research and sight-seeing. Through the Marine Science professor, research will also be conducted for fisheries and resources management, as well as on aquatic ecology. This cluster will therefore focus on the fact that as tourism will be developed; environment and natural resources will still be protected and taken into consideration.
3. *Cluster for Socio-Economic Researches.* This cluster will be in-charge of the socio-demographic profiling, the quality of life of the people, the commodity flow and market patterns, as well as the socio-economic profiling and resource use patterns of Mataasnakahoy. This cluster is also assigned to the CAS department and they will be assigning the Liberal Arts faculty-researchers who will be responsible in creating activities and organizing seminars and workshops related to arts and performances for purposes of developing the arts as a livelihood program. Through the development of performing arts, it is the hope of the BHC to all the more develop tourism activities in the municipality of Mataasnakahoy. Tourists will be given the chance to understand the history of the Kahoyeños through performing arts.
4. *Cluster for Environmental Sustainability.* This cluster is assigned to the College of Engineering (CoE). This cluster will focus its study on environmental engineering, particularly on potable water, waste water, solid wastes, road network availability, as well as on fuel sources and climate change, which would become a problem

in most of the tourist destinations all over the world. CoE will be doing the environmental mapping and the structural design for the adventure tourism, like trekking, rappelling, hiking at the volcano island, etc.

5. *Cluster for Tourism Development and Sustainability.* The College of Tourism and Hospitality Management (CTHM) will be in charge of this cluster due to their expertise on tourism industry. CTHM will deal with Mataasnakahoy's latent ability to provide tourism services in the area. This cluster will coordinate with the other aforementioned clusters in tourism design fit for the municipality of Mataasnakahoy. The services include: analysis of the amenities and facilities, transport and access, energy, water and waste management, as well as promotion and marketing of the whole municipality of Mataasnakahoy as a tourist destination. The potential of Mataasnakahoy as a tourism destination will be assessed through organizational interviews, group discussions with resort owners, community consultation, and bio-physical assessment from the other clusters.
6. *Cluster for Business training and Development.* The College of Business and Accountancy (CBA) is the department assigned to do the tasks of this cluster. This cluster will focus on organizing seminars and workshops for the people of the municipality of Mataasnakahoy in order to make them well-prepared for tourism activities and other entrepreneurial endeavors. CBA will be coordinating with the CTHM in relation to the activities of this cluster inasmuch as this cluster aims to develop modules for trainings on culinary arts and technical competencies for hotel, restaurants and resort managements.
7. *Cluster for Human Resource Management and Organizational Development.* This cluster is also assigned to CBA. This cluster will focus on the development of a community with individuals geared towards holistic performance in the organization. CBA, through the department of Human Resource Development, will primarily deal with personality development, human behavior, organizational behavior, work and family ethics communication, leadership and team-building of the people from different sectors such as employees (municipal and barangays), teachers (public and private) parents, students, farmers, youth leaders, cooperatives and entrepreneurs.

#### *Aims and Objectives of the Comprehensive Research Programs*

This comprehensive research program, which involves different clusters, underscores the principle that tourism should be perceived as a supplementary, and not just as an alternative source of income—an economic activity supplemental to the social functions of the residents as resource users and managers. Through this research program, it is expected that the output of the researchers will lead to the development of more extensive tourism programs for the municipality of Mataasnakahoy.

The primary aim of this comprehensive research program is to boost the tourism industry of Mataasnakahoy. At the same time, it aims to address the perennial issues on environmental preservation and conservation, livelihood, youth rehabilitation programs, curriculum and educational programs designed for institutions like Day Care centers, churches, and institutions or organizations that are responsible for culture and arts preservation.

This UB project on Mataasnakahoy, which is initiated by the Learning Resource Center's Batangas Heritage Center, is a pioneer project of this kind in the region, and probably in the country in developing a national model for tourism development. It will be beneficial not only to the tourism industry of the municipality as it will pave the way for an income generating activity for the local government in general and for the people of Mataasnakahoy in particular, but also to the University of Batangas through the heritage tour activities to be organized by BHC.

The program aims to carefully analyze the present skills and knowledge of the people of Mataasnakahoy, assess the necessity to render trainings and empower the local populace in managing their own tourism while creating methods for environmental protection. The idea of the project is that it aims to provide technical support for Mataasnakahoy towards the realization of its full potential in the tourism industry.

#### *Specific Objectives of the Project*

1. *Promotional Campaign Plan.* The comprehensive research program for the tourism development of Mataasnakahoy aims to come up with a promotional campaign plan for the municipality of Mataasnakahoy

relative to the organization of tourism programs (which includes agri-tourism, heritage tourism, community-based tourism, adventure tourism, eco-tourism, and aqua-culture tourism).

This promotional campaign plan will be based on the cultural, historical, and terrestrial mapping of the municipality of Mataasnakahoy in order to identify places where activities for tourism programs will be conducted. In addition to this, the promotional campaign plan will pave the way for the creation of a Municipal Museum and a Cultural Center where the culture of Mataasnakahoy will be showcased. This will definitely promote the municipality of Mataasnakahoy and therefore pave the way for tourism development.

2. *Livelihood and Well-being Workshops Trainings and Seminars.* The UB Learning Resource Center, through the Batangas Heritage Center, taps the different colleges and departments of the University of Batangas in order to organize livelihood trainings, seminars related to health awareness, and entrepreneurial workshops in order to guide the people towards the attainment of a better and more decent life.
3. *Environmental Awareness and Protection Programs.* Through the creation of Mataasnakahoy Ecology Society, this comprehensive research program will lay the foundations for a body/organization which will be responsible for research and information dissemination regarding ecological patterns and awareness.

Mataasnakahoy has been known to be endowed with a fruitful land and a well-balanced ecology that is worthy of being preserved and developed. It is for this reason that the University of Batangas' experience on research related to the ecosystem, as well as its linkages to agencies and NGO's, will be worthy enough to assist the municipality of Mataasnakahoy to come up with programs for the protection and improvement of Mataasnakahoy's ecosystem. UB organized the Ecology Society, whose members are private and public school teachers, municipal workers and environmental enthusiasts of Mataasnakahoy. The training that will be provided by UB to the members of the Ecology Society will help in the propagation of knowledge on the species of Mataasnakahoy's flora and fauna. It will also serve to protect the environment and eventually disseminate information on environmental protection.

4. *Research Trainings.* The research trainings will be for the benefit of municipal workers and teachers of both the private and public schools in Mataasnakahoy. Aside from the Mataasnakahoy Ecology Society, the Batangas Heritage Center organizes the Mataasnakahoy Historical Society. This group comprises of Kahoyeño writers and historians. The job of the historians is to conduct studies and researches on the history, culture, and the arts of Mataasnakahoy.

The Mataasnakahoy Historical Society aims to develop among the people of Mataasnakahoy great pride in their cultural heritage; and at the same time, take part in the activities that will boost the tourism of Mataasnakahoy.

### *The Three Phases of the Project*

This project is divided into three phases in order to organize and fully utilize the available resources of both the University of Batangas and the municipality of Mataasnakahoy.

#### Phase 1: Historical, Cultural, and Natural Resources Mapping

During the first phase of the project, the BHC takes the initiative of determining places for development of tourism in the different areas of Mataasnakahoy. Inasmuch as the initial aim of the heritage center is just to design another heritage tour program, aside from their usual Taal and San Juan heritage tours, Mataasnakahoy is being designed to be part of another itinerary so that the clientele of BHC will have another choice if they will desire to have an educational tour.

For the people of Mataasnakahoy, BHC, through the College of Tourism and Hospitality Management (CTHM) will provide proper training for tourists guide for the different activities in the specific areas in Mataasnakahoy. This will be done by way of cultural, historical, and natural resources mapping so that the guide themselves will be able to fully feature the beauty of the locality.

For the better understanding of the place where another heritage tour will be staged, BHC deemed it necessary to prepare the demographic profiling and the socio-economic analysis of the different barangays of Mataasnakahoy as bases for tourism development. Such demographic profiling will also be for the purpose of preparing the people of the community of the socio-cultural and economic changes brought about by the tourism development in the municipality.

The last part of this phase will be dedicated to the evaluation of the initial result of the study for further development of the project. It is expected that this phase will result to the historical, cultural and natural resources map which will be used for further research of the locality. It is also the hope of BHC that the different clusters, with the help of the people of Mataasnakahoy, will be able to develop proposals for a promotional material for Mataasnakahoy. Lastly, while cultural and historical mapping are being undertaken, training and orientation seminars for tourism activities will be done simultaneously so as to immediately design a heritage tour in and around the municipality.

## Phase 2: Designing Tourism Programs for the Different Sites in Mataasnakahoy

This second phase is for the purpose of identifying the tourism program suited to each barangay in Mataasnakahoy. It is important, from the point of view of BHC, to identify the different characteristics of each barangay in the municipality and know the unique identity of each so that each one of them can create tourism activities identifiable only to each of them. It is of the belief that each barangay has a unique characteristic that needs to be known and developed for tourism improvement.

After fulfilling all the objectives of this comprehensive research program in its first phase, this second phase will be made to focus towards designing promotional tools for the different types of tourism programs that can be created for Mataasnakahoy. As part of the said promotional tools, the University of Batangas, through the BHC, and with the help of the local government units, will be publishing magazines, maps, and books that can be used as promotional campaigns for Mataasnakahoy's tourism development.

Once the tasks that are assigned to each cluster are completed, BHC expects that there will be a designed tourism programs suited for the availability of resources in the different barangays in Mataasnakahoy. And since there will be the publication of magazines, books, brochures, and maps for tourism of Mataasnakahoy, it will thereby lead to the understanding that there is already a promotional material designed for Mataasnakahoy.

In this phase, trainings and orientation seminars, workshops will be organized for the improvement of tourism management. There will be team-building activities for the different sectors of the community. These trainings and seminars will be organized in preparation for the third phase conventions and conferences for historical, cultural, economic, and tourism development activities.

Moreover, upon the arrival to the second phase, it is the hope of BHC that the people of Mataasnakahoy will all the more become cooperative and will be more than willing to take part in the other endeavors of BHC for Mataasnakahoy. In this regard, BHC hopes for a great possibility that there will be the establishment of the Mataasnakahoy Historical Society and the Mataasnakahoy Ecology Society wherein the UB researchers and professors will be working hand in hand with the people of Mataasnakahoy assigned to do certain tasks. The Historical Society will be the research of UB for research related to historical and socio-cultural understanding of the people and the locality, while the Ecology Society will be in charge of determining endangered and endemic species that should be preserved and taken care of and can be used for tourism development.

UB meets with the heads of the different departments of the LGU in order to create possibilities for local and internal linkages and tourism network for promotion and fun generating projects for historical, cultural, and ecological preservation. It is believed that this second phase will be brining benefits to the municipal mayor and the municipal councilors for the project implementation. This will also provide benefits the Municipal Planning and Development Office (MPDO), particularly to the Municipal Tourism Office of Mataasnakahoy as this project is centered on the tourism development of the municipality. Upon the improvement of the tourism industry, MPDO will create more opportunities for more and better projects for Mataasnakahoy development. Upon the full implementation and the realization of this phase, it is the belief of BHC that the activities will also help the people of Mataasnakahoy as they will be given economic opportunities relative to the improvement of the tourism industry.

### Phase 3: Organization of Activities for Conventions and Conferences about Mataasnakahoy Tourism Programs

This third phase centers on the organization of conferences and conventions, as well as seminars/workshops for the people of Mataasnakahoy, who would take an active part in the tourism programs. The conventions and workshops would be on cultural tourism management, business entrepreneur, hotel and restaurant management, health awareness, and environmental protection programs. In this phase, all the different colleges of the university will be sharing their field of expertise in order for the people to understand the respective roles and to be able to do their assigned responsibilities so that they can take an active part in the tourism development and eventually to the economic development of the municipality.

In order to make the third phase possible, it is necessary that the people of the municipality develop first an appreciation of their being a Kahoyeño and take pride in being one. To have this, BHC will be organizing activities that will develop historical, cultural, and economic awareness of the people of Mataasnakahoy. They will also be made to understand the local and international market so that they will be able to get the whole picture of conducting tourism programs for the municipality.

Among the greatest output of the third phase will be the establishment of a Mataasnakahoy Cultural Center, where students from the different schools in Mataasnakahoy will be given proper workshops for performing arts; the Municipal Museum, which will serve as the repository of Mataasnakahoy history and culture. These will create a probability of making Mataasnakahoy the cultural hub of Batangas province.

The third phase is also believed to create an avenue for producers and consumers to active participate in the economic activity in the region through the initiative of the municipality of Mataasnakahoy. With the trainings and workshops that will be provided by UB to the people of Mataasnakahoy, the local government will be able to create business opportunities for the people. The cultural and historical mapping done in the first phase of this project will definitely make possible the identification of the products that the local people can produce—products that can be found only, or if not, can be made special by the local producers. This, in turn, may create possibility to bring local and international tourist investors to the locality. It can also bring in tourists who are art and ecological conservators, as well as the business and cultural entrepreneurs to the municipality of Mataasnakahoy.

The University of Batangas expects that the third phase will result for the academic institution the development of short courses solely designed for tourism programs for Mataasnakahoy. This will make UB all the more capable of providing the necessary support to Mataasnakahoy for its tourism development.

In relation to the development of tourism programs, there will also be the establishment and growth of small and medium business entrepreneur in Mataasnakahoy. The development of business entrepreneur will be strengthened by the organization of livelihood and well-being workshops and seminars for the Kahoyeños in order to cope up with the demands of the tourism development.

#### *Expected Output for the Complete Project*

For this comprehensive research program, the following will be the expected outputs based on the given objectives. From this expected output, the LGU and the Municipal Council may choose any of the components of the different clusters. Each item listed below is considered as viable project proposal for the Municipality of Mataasnakahoy.

1. *Promotional Campaign Plan for the Municipality of Mataasnakahoy.* Mataasnakahoy boasts for the tourism development in Taal Lake Area. The beauty of the lake area is indeed very much capable of attracting tourists, leading to the generation of income that will be beneficial not only to the local populace and private resort owners, but also to the local government of Mataasnakahoy. In the development of Taal Lake as a tourist destination, certain environmental concerns must be addressed especially regarding environmental protections and waste management. At the same time, tourist statistics should be given consideration in order to create programs and activities for tourism development not only in Taal Lake but also in the other areas of Mataasnakahoy. Through the support coming from the different colleges and departments in the university, a

more scientific and more comprehensive tourism program may be organized and created in order to develop Mataasnakahoy towards becoming a Tourism Center of the province of Batangas. To make this possible, UB will be conducting research on the following:

- i. Resources Mapping
  1. Cultural Mapping
  2. Natural Resources Mapping
  3. Historical Mapping
    - a. Built Heritage
    - b. Intangible Heritage
    - c. Natural Heritage

The resource mapping that UB will be conducting will be for the purpose of determining the different locations in Mataasnakahoy that will be suitable for the different tourism programs. From what is available in Mataasnakahoy, and from what can eventually be developed also, BHC will design and organize tourism packages and programs and create activities relative to the availability of resources in the municipality. Based on the initial study, the following tourism programs for Mataasnakahoy are suggested:

- ii. Organization of Tourism Programs
  1. Ecotourism
  2. Health and Wellness Tourism
  3. Heritage Tourism
  4. Adventure Tourism
  5. Agri-tourism
  6. Community-based Tourism

The aforementioned tourism programs will be held in the different areas of Mataasnakahoy so as not to limit the tourism industry of Mataasnakahoy to Taal Lake. Moreover, insofar as cultural preservation and ecological protection are concerned, the different tourism packages will be capable of promoting the culture of the Kahoyeños. At the same time, the programs will help protect the environment through ecotourism and agri-tourism.

2. *Technical Assistance on Organizing Events and Entrepreneurial Trainings for the Promotion of Mataasnakahoy and its Tourism Industry.* Through the support of the different colleges and departments in UB, BHC will organize technical assistance programs through seminars and workshops so as to help the people of Mataasnakahoy in taking active part in the tourism industry within their municipality. Trainings on business entrepreneur, as well as on tour guiding and hospitality management will be provided so as to help the people understand well the tourism industry. Through the trainings that UB will be providing to the people, the people will become aware that every Kahoyeño has a responsibility for the development of Mataasnakahoy.

Although this project is primarily for the tourism development of Mataasnakahoy, BHC intends that it should not only be for the development of their tourism industry. It is actually designed in such a way that the project will help the people in overcoming their economic difficulties as they take part in the tourism activity in the community. The following will comprise the first wave of livelihood and well-being workshops that UB will be providing for the people of Mataasnakahoy:

- a. TESDA (Technical Education and Skills Development Authority) Competency Skills Trainings
  - i. Food and Beverage Services
  - ii. Commercial Cooking
  - iii. Front Office Services
  - iv. Housekeeping Services
  - v. Tour Guiding Services
  - vi. Bartending
- b. ETEEAP (Expanded Tertiary Education Equivalency Accreditation Program) Short-term courses
  - i. Workshops on Developing Tour Packages

- ii. Culinary Entrepreneurship
  - iii. Short-term Course on Creative Writing, Performing Arts, and Visual Arts
  - iv. Cultural Entrepreneurship Course
  - v. Training/Workshops on Conduct of Tourist Statistics
3. *Establishment of a Municipal Museum and Cultural Center.* Since Mataasnakahoy has been blessed not only with natural resources but also with a meaningful historic past and a culture worthy to be preserved and promoted, it is also part of the program to provide trainings for the people to establish a municipal museum. UB's linkage with other cultural organizations and the association of museums in the country will serve as a strong justification regarding the capability of UB to render support towards the creation of a museum.

To complement with the establishment of a museum, UB will also provide support in organizing a group who will be responsible in conducting activities for the promotion of Mataasnakahoy culture. After forming a group and after conducting trainings, the formed group will be supported in establishing a cultural center where the Mataasnakahoy culture will be showcased.

4. *Plans for Designing Promotional Materials/Collateral.* After the establishment of tourism programs, trainings will also be conducted in order for the tourism office to develop their own promotional materials in the form of maps, brochures, and coffee table books that will picture the richness of Mataasnakahoy culture and the immensity of its resources. BHC's experience and expertise in the publication of books and materials will be transferred to Mataasnakahoy for the realization of the tourism development plan.
5. *Training and Establishment of Mataasnakahoy Historical Society and Mataasnakahoy Ecology Society.* BHC will organize a group of researchers in Mataasnakahoy for the establishment of a historical society. The members of this society will be drawn from the history teachers of the different schools, both public and private, in Mataasnakahoy. The members of the group will be responsible in writing the local history of the municipality. They will also be trained to conduct researches on the heritage of Mataasnakahoy. The output of this group will be a history book of Mataasnakahoy and/or a magazine, and a coffee table book that will feature the beauty of their town.

Aside from the historical society, there will also be the organization of an ecology society. The members of this society will be the science teachers from the different schools in Mataasnakahoy. They will be responsible in conducting research on how to protect the environment and how to preserve the ecological heritage. A Research Journal of Mataasnakahoy may serve as its output to be disseminated to different localities for the promotion of the town. Their research output may become an archetype for cultural preservation.

## **Conclusion**

This comprehensive research program for the tourism development of Mataasnakahoy is proof that a learning resource center, i.e., a library, with a local studies center, can be of better help to both the students and the people in a local community. The learning resource center's job and function will not only focus on providing clientele with reading materials. It can also provide the local community with a research program that underscores the need of a municipality for a sustainable tourism project.

UB takes delight in becoming a partner of a local community and a government institution that adheres to the potential of their locality as a foremost historical, cultural and ecological destination. The project reasserts the University of Batangas' research-based edge in pioneering this type of program.

This project may entail expenses on the part of the local government unit. However, the investment for this project will be paid off as this project will not only give in-depth analysis of the site's current situation, but it will also determine the future needs of a particular area for development. It is from this approximation that local and international funding agencies may be led to assist Mataasnakahoy in its future tourism enterprises.

This comprehensive research program creates methods that will be used in the tourism development project. Such methods will become the outlay for the study on tourism development projects in the province, and probably in the

country as a whole. It will determine different places for tourism expansion areas. At the same time, it will prepare the people in the community of the changes that may take place as the project progresses. It has to be understood that preparing the people of changes is the thing that is oftentimes neglected in any tourism-developed areas in the country. Through this project, the people in a locality will be given assistance through trainings for entrepreneurship, thereby creating for them an avenue for greater economic opportunity.

This project helps the people and the local authorities of Mataasnakahoy to realize that it is not enough that the country is endowed with historical, cultural, and natural resources. People involved in its utilization must also become part of its conservation and growth. The local government of Mataasnakahoy and the University of Batangas, through the Batangas Heritage Center of the Learning Resource Center can play a big role in bridging the gap between the private and public sectors in meeting the needs for tourism development in the country.