INTEGRATED TOURISM MASTER PLAN OF SAN VICENTE, PALAWAN

SOCIO-CULTURAL IMPACT EVALUATION

This socio-cultural impact evaluation identifies the tourism potentials of the resource-assets of Cluster 1 of San Vicente (Long Beach Area), in relation to the social and cultural attributes of the communities within the area. Essentially, this evaluation will identify the existing and perceived impacts of tourism specifically on these socio-cultural attributes to design appropriate measures and a management plan that could further enhance the area's cultural heritage or mitigate its destruction for tourism development.

The tourism resource-assets of Cluster 1 wield strong influence on the culture of the host barangays/communities. The cultural traditions and customs inherent in Cluster 1 are already a facet of tourism development, as they can be used to attract visitors to the area. However, in most cases, when not so densely populated or underdeveloped areas like Cluster 1 gains access to public use (as a tourism destination), its cultural environment becomes vulnerable to various changes.

It thus becomes necessary that adequate information on the host destination's perceptions of and attitudes to tourism development are made available for potential investors, developers, local authorities, and all other stakeholders, so that the perceived positive impacts would be reinforced and the perceived negative impacts can be minimized or prevented. Some of these perceived positive and negative impacts are listed below:

Positive Impacts
- Employment (Tour guides, hotel and restaurant workers, interpreters and allied services, among others)
- Improved Standard of Living
- Opportunity for Learning other Cultures
- Quality of facilities (e.g. restaurants, theaters, cinemas, sports centers, health clinics, hospitals, etc.)
- Housing conditions
- Language skills
- Public security
- Improved infrastructure (roads, water and power supply)
- Real estate prices
- Preservation of tradition and cultural identity
- Increase in Local Revenues (additional budget for the delivery of social services)
- Inclusion of marginalized in the tourism value chain (e.g. IPs, elderly, women and children)
- Partnership with tourism providers in the supply of food and services to tourists

Negative Impacts
- Littering (indiscriminate garbage disposal)
- Alcoholism
- Gambling
- Organized crimes
- Noise, congestion/traffic
- Increase in prices of goods and services
- Sexual permissiveness

- Human trafficking
- Prostitution
- Drug abuse
- Increase in business and other local taxes
- Loss of cultural identity
- Commercialization of land which could lead to loss of access to production areas (e.g. farming and fishing)

7.1.1. Reinforcing Positive Impacts

Cluster 1 is comprised of Barangays Alimanguan, Kemdeng, New Agutaya, Poblacion, and San Isidro. It has a combined population of 16,375, thus constituting more than half of San Vicente's total population of 30,565 (2010). Given the bulk of the population occupying this area, the magnitude of the potential impact of tourism in the area requires critical attention especially in the aspects maintaining the principles of responsible tourism: (1) minimizing environmental impacts; (2) respecting host cultures; (3) maximizing the benefits to local people; and (4) maximizing tourist satisfaction.[27]

In the aspect of socio-cultural management, the attainment of the above principles can be facilitated depending on the level of support from all sectors. Socio-cultural impacts can be addressed by involving local communities in decisions that affect them, especially in the nature and amount of socio-cultural programs that should be developed and implemented in the host destination.

As mentioned earlier, Cluster 1 (Long Beach) carries more than half of San Vicente's total population. While Poblacion is the most populated with 6,536 residents, Alimanguan (4,605) and New Agutaya (3,232) are also part of the Long Beach area, have a combined population of 7,837. Notwithstanding that most of its population is self-employed (mostly in farming, fishing, and retail and wholesale trade), the bulk of households in the area still have incomes below the poverty line, reflecting close to 18% of the total population of Cluster 1.

The socio-cultural attributes of Cluster 1 are potential resource-assets for tourism development and employment opportunities that could improve living standards. These resource-assets which may be in the form of festivals (e.g., activities highlighting good harvest, wedding, feast days, etc.), indigenous arts and crafts, myths and legends – including folklores and oral history – can be used to generate community-based livelihood and employment. These attributes also best represent the cluster's socio-cultural heritage and thus are reflective of San Vicente's overall identity.

In Bali, Indonesia, for example, tourism has encouraged the Balinese to reflect on their artistic attributes as a cultural identifier. The continuing surge of visitors to Bali and their appreciation of Balinese art and culture have given them so much pride and confidence in their arts and crafts. The realization has removed any doubt that their art is inferior to those of other advanced nations and thus it pushed them to exert greater efforts towards its full development and conservation.

In Cluster 1, the celebration of the Malagnang (Mud) Festival is a fitting event to showcase the place's history and culture as it celebrates the foundation of San Vicente by its first migrants. The event is also a testament to the celebration of the unity of different ethnicities in a common

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[27] Hetzer, 1965

place where they congregate in harmony, partaking of local food and cultural activities. This socio-cultural event can add to the vitality of communities in the cluster where local residents are the primary participants and visitors are often rejuvenated and brought to the center of a cultural activity. Visitors are often rejuvenated and drawn to the center of a cultural event through this particular activity.

Food Safety and Tourism Spending

Adequate standards for tourism services especially in food services should be in place. Considering the presence of a number of small food establishments and a few restaurants in the cluster, the local cuisine may be further enhanced to cater to the gastronomic requirements of tourists. In addition to providing training for proper food handling and food safety, it is also necessary to explore conditions under which food supply and tourism can develop sustainable linkages.

Owners of restaurants, resorts, hotels in the cluster should create partnerships with farmers and fishermen, whether individually or with organized groups, because such linkages would enable them to source more of their agricultural requirements locally to reduce their cost and increase the quality of their offerings to the tourism market. Effective local intermediaries may be needed to ensure such linkages in the municipality.

Training modules on food handling and food safety are also necessary to elevate standards in food establishments. Such could be a starting point for the local government to improve food supply and handling standards across a range of services that may significantly impact on tourism spending and satisfaction.

Accommodation and home-stay programs

Homestay is a living arrangement with a local host family which offers extra private room or space for guests at a reasonable rate. A room in a house, campsite, a restored cultural or historical site or the residence of an Indigenous People can qualify as homestay accommodation.

This arrangement will allow the host family or IP to extend hospitality, ensure the guests' safety and security and in return allow the guests to experience and learn the lifestyle, traditions and culture of the local community. The program can also showcase the unique talents of the IPs when it comes to crafts, such as rattan-weaving, or in honey-making, traditional dance, and traditional writing. This can provide employment opportunities and cultural preservation for the IPs, and cultural enrichment and cross-cultural understanding for the tourists. Likewise, it is an encouragement for future generation IPs living in a progressive and changing society to continue their ancestors' lifestyles and culture.

Cultural Programs

While Cluster 1 is host to a number of Indigenous Peoples (IPs), they should be considered as important stakeholders in the tourism value chain. Support of the local government should be strong by involving them in the cluster's tourism programs (e.g. tapping them in events to showcase their unique talents, their creative expressions, and their practices and rich heritage) that can ensure the preservation of their culture. These activities strongly wield a positive impact on the overall experience of visitors as well as in the preservation of the their rich cultural heritage and traditions.

Programs and projects on local tourism initiated by the local government in partnership with the indigenous communities especially in biodiversity conservation, crafts development, cultural heritage, food and literacy (e.g., traditional food, traditional reading and writing) strongly wield positive impact on the overall experience of visitors, as well as the quality of life of the indigenous communities who are often excluded from the economic mainstream.

However, while these sociocultural activities enhance San Vicente's cultural appeal with respect to its local tradition and cultural practices, especially those of the IPs, special training programs should be provided to maintain such traditions. Modifications, if needed, can be carefully controlled.

During the stakeholder consultations in San Vicente, the Indigenous Peoples (mostly Tagbanuas) who were consulted were open to the idea of being involved in tourism programs presented above. In a visit to a store operated by an association of IPs at Port Barton, various products such as rattan-woven items and bottled honey showcased the artistic expression and inherent industry of the indigenous communities. They suggested that these economic activities can be expanded with the help of the local government in light of the anticipated growth of the tourism industry in San Vicente. They also pledged their willingness to be active participants but skills development and additional knowledge tools on tourism-related activities will support their effective involvement. The training and skills development programs will help the groups in sustaining their traditional crafts through the creation of unique and diverse products, as well as extending support for entrepreneurial activities.

Mangrove Tours and related Eco-tourism Activities

Eco-tourism has allowed tourists to appreciate nature while at the same time learning about a unique culture. Since eco-tourism is based on natural bio-physical attributes, conservation of natural resources such as those found in Cluster 1 is fundamental.

Mangrove Tours as a nature-based tourist attraction are potential resources for tourism activities along the Long Beach area. The strategy of promoting mangroves and the immediate surroundings for eco-tourism can provide amenities to visitors in a natural setting, offering low density, low intensity and non-intrusive facilities. This could help maintain the integrity and stability and assure the sustainability of the mangrove ecosystem in the cluster and ultimately link to Palawan's terrestrial and marine ecosystems.

Within the vicinity of the Long Beach area, only New Agutaya still has good mangrove stands in terms of abundance and volume placed at 268.56 cubic meters per hectare. As a management initiative, there is a need to monitor and conduct rapid assessment and in-depth study of mangrove growth. A clear and updated assessment of the condition of mangrove vegetation would be of valuable help in future decision-making regarding proper utilization, conservation, exploitation and management especially for tourism purposes.

The promotion of mangroves as an ecotourism site in Cluster 1 should focus on their high ecological value, which to the extent possible, should be translated into a tangible monetary value to facilitate the appreciation of the local government, local planners, investors, managers, hotel and resort operators, including the tourists on the importance of mangroves.

7.1.2. Mitigating Negative Impacts

Vulnerability of Indigenous Cultures and Traditions

Cultural resources as tourism resource-assets are said to be vulnerable to alterations, destruction, and degradation of various kinds. In Cluster 1, this may have some implications on the exposure of Indigenous Peoples, although not substantial in number, to various foreign cultures once allowed access for tourism promotion in the area.

Other perceived negative impacts of tourism development to cultural resources are impairments of the scenery (e.g. open-sites) by new facilities (e.g. commercial structures) without the aid of proper zoning.

The political will of the local government, TEZ guidelines, and the ability of the host destination to deter unlawful encroachments should be enforced to protect and safeguard the area's resource assets, including the IPs. If these cultural resource-assets are not protected, the success of promoting cultural tourism will not be achieved.

The need to revitalize the indigenous and authentic traditional culture of the IPs must be given due importance. These cultural attributes enhance the cluster's cultural appeal with respect to its local tradition and cultural practices. Special training programs should be provided to maintain such traditions, and modifications, if needed, are carefully controlled.

Cultural festivals are part of the area's rich cultural heritage. As earlier discussed, the Malagnang Festival and other events are annually celebrated in honor of the cluster's patron saints. Enhancement of these cultural festivals is necessary because such activities depict the cluster's cultural identity.

Disparity in living standards

Values and attitudes of people may change in dealing with foreign and local tourists. Such attitude may be manifested with the disparity in the standard of living of foreign and local tourists. The Filipino hospitality is a renowned Filipino trait, as it highlights the Filipinos' attitude of building rapport with foreign tourists. However, in many instances, foreign visitors get preferential treatment over local ones. With their capacity to pay more, prices of goods and services tend to be jacked up by enterprising locals in tourism areas. This could be checked in the cluster with regulatory mechanisms in place by appropriate agencies or organized groups.

Limited scope of economic activities

Creating an environment conducive for tourism development can expand the scope of economic activities in the cluster and thus getting more people involved. However, there is still a significant gap in terms of the needed skills and manpower for the sector's optimum development in Cluster 1. The Palawan State University offers tourism-related courses but enrollment still falls below the minimum number of students required. The local tourism office can forge partnership with schools and institutions to help address the issue and to offer support for better course planning for the tourism sector.

There is significant number of unemployed people mostly in Barangays Kemdeng (73% of its total population) and Barangay San Isidro (88% of its total population).

Building support for local crafts and skills in these areas can provide greater employment opportunities, preserve the local heritage and offer unique products for tourists.

Overall, the limited scope of economic activities has been noted during stakeholder consultations with the women having expressed being disadvantaged, as well as the abundance of out-of school youth, joblessness and illiteracy.

Ethical and other social issues/problems

While tourism can bring about development in an area previously denied of infrastructure support and consumerism, it could also allow easy access to exploitation and numerous social ills affecting the local populace. Already, certain tourism destinations in the country have become notorious for social ills like sexual exploitation, gambling, prostitution, alcoholism, drug trafficking and other illegal trade.

Further, the attraction of job opportunities in tourism and related activities will bring migrants to the centers of economic activity in Cluster 1. Such movement would likely result in overcrowding, traffic congestion, sprouting of informal settlers, vagrants/beggars, pollution, among others.

The existence of protective legislation and policy at the provincial and municipal levels, including legitimate advocacy groups, and regular monitoring of the area will be the best deterrent to these social problems.

7.1.3 Looking into the future

A quantitative assessment specifically on three aspects – employment generation, income generation and poverty alleviation has been undertaken to look at the future of the development and growth of an empowered and sustainable tourism in San Vicente.

To achieve this objective, three steps were taken: (a) projection of tourist arrivals to San Vicente, (b) generation of an econometric model that treats the number of tourist arrivals as a factor that improves the socio-economic well-being of the community and finally (c) integration of the first two steps in order to estimate the socio-economic impact of tourism as reflected in the projected increase in tourist arrivals.

The forecasting model used in this section excludes certain factors such as capacity constraints, technology, infrastructure developments, among other variables, which may well be addressed by the tourism master plan through the years.

Counting Visitor Arrivals Into The Future And Its Impact On Employment And Poverty Reduction

During the period 2009 to 2012, approximately 1.5% of total tourists who visited Palawan went to San Vicente. From merely a total of 4,121 tourist arrivals in 2009, the number jumped to 9,319 in 2010. The following year, San Vicente's tourist arrivals grew by 14.8% but slowed down by 19.6% in 2012. Still in 2012, San Vicente received a total of 8,600 tourists, which translates to a 27.8% compounded annual growth from 2009.

Given the aforementioned historical data, one can use annual or compounded annual growth rate in order to forecast the number of tourist arrivals to San Vicente in the future. The former is preferable if an estimate for every year is desired and if the values of growth per annum are approximately equal to each other. However, since the annual growth rates of tourist arrivals are not numerically close to each other, the compounded annual growth rate (CAGR) is applied in this study.

The table below presents the forecasted figures for the number of tourist arrivals to San Vicente, based on historical data.

Table 19. San Vicente Tourist Arrivals Projections (based on Historical Data)

Year		Low Growth	Medium Growth	High Growth
		28%	30%	32%
2009	4,121.00	4,121.00	4,121.00	4,121.00
2010	9,319.00	9,319.00	9,319.00	9,319.00
2011	10,702.00	10,702.00	10,702.00	10,702.00
2012	8,600.00	8,600.00	8,600.00	8,600.00
2014F		14,090.24	14,534.00	14,984.64
2029F		571,568.04	743,935.77	964,395.74
2044F		23,185,554.13	38,079,016.68	62,067,499.56

CAGR for San Vicente Tourist Arrivals

To reiterate, the forecast projects the number of tourist arrivals to San Vicente in 2015, 2029 and 2044 strictly using the compounded annual growth rate (CAGR) methodology. In this method, the actual compounded growth rate of the historical data series is used as the constant rate for forecasting. Consequently, since the compounded annual growth rate of tourist arrivals to SV from 2009 to 2012 is 28%, 28% is used as the baseline forecasting rate.

As earlier mentioned, three growth scenarios are simulated: low, medium and high growth. The low growth assumes status quo; hence its CAGR is the same with that of the historical series. The medium growth on the other hand, reflects the conservative effect of the Master Plan with a growth rate of 30%.

Finally, the high growth tries to be more ambitious in its forecasts using 32% growth rate. The last scenario assumes that the master plan was successful in addressing capacity limits and bottlenecks in the area through the years (e.g., vertical expansion, technology, infrastructure development, etc.).

Regression Model Showing the Socio-Economic Impact of Tourist Arrivals In Palawan

See Annex 15. Econometric Model for San Vicente.

To estimate the socio-economic impact of tourist arrivals in Palawan, two regression models were generated. The first regression model estimates the impact of Palawan tourist arrivals to the total employed persons in the said province. On the other hand, the second regression model shows the impact of Palawan tourist arrivals to the annual average family income in the

mentioned province. Eventually, they can also encapsulate the poverty alleviation effects of tourism growth in the province, since any increase in income and employment in the long run can certainly lead to poverty reduction.

Based on the results of the first regression model, tourist arrivals in Palawan have a positive and a significant impact on the number of employed persons in the province. The first regression model can specifically be interpreted as: for every one hundred tourist arrivals in Palawan, there is an increase in the number of employed persons in the said province by 63. On the other hand, based on the results of the second regression model, tourist arrivals in Palawan have a positive and a significant impact on the annual average family income of the mentioned province. The second regression model can specifically be interpreted as: for every one hundred tourist arrivals in Palawan, there is a 6.66678 peso increase in the annual average family income of the said municipality.

The results of the two regression models show that an increase in the number of tourist arrivals in Palawan leads to positive impacts in the socio-economic factors of Palawan, especially on income and employment. This means that tourism growth can also contribute in poverty alleviation in the said province in the long run, as long as it has a positive relationship with income and employment. The improvements in the socio-economic factors in Palawan triggered by tourism growth can spread to San Vicente, since at least 1.67% of the tourist arrivals in Palawan went to San Vicente in 2011.

7.2 CARRYING CAPACITY STUDY

7.2.1 Political-Economic Carrying Capacity

The **political-economic** set refers to the impacts of tourism on local economic structure, activities, etc. including competition to other sectors. Institutional issues are also included to the extent they involve local capacities to manage the presence of tourism.[28]

Considerations of political-economic parameters may be also necessary to express divergence in values, attitudes within the local community vis-à-vis tourism.

Levels of capacity for the components may be expressed in terms of:
* Level of specialization in tourism
* Loss of human labor in other sectors due to tourism attraction
* Revenue from tourism and distribution issues at local level.
* Level of tourism employment in relation to local human resources

7.2.1.1 Employment and Unemployment

Majority of the 89% employed labor force are males comprising 76% while only 24% of the females are actively employed. Barangays that register highest employment ranging from 91% to 94 % are Sto. Nino, Alimanguan, Binga, Caruray and New Canipo, however the average of the cluster is slightly more than 68%. More than 1,000, or 11% residents aged 15 years and older, in SVP are unemployed; more than half of the unemployed, or 53%, are females while 47% are males. These unemployed residents can be trained in tourist related services to eventually be absorbed in tourist related establishments to be set up in Cluster 1.

Type of Occupations

Out of the 8,007 employed in San Vicente, farmers, forestry workers and fishers account for 59%; labor and unskilled workers, 12%; and service workers, shop and market sales workers, 10%. More than half or 59% of the labor force in Cluster 1 are employed as service workers, shop and market sales workers, 12% are in plant and maintenance and 10% hold clerical jobs.

Tourism developments will generate more income opportunities to farmers and fishers whose market, particularly for fruit and vegetables of the salad varieties will increase correspondingly with the increase in tourist arrivals. Increase job opportunities in construction and transport operations will provide supplemental job opportunities to subsistence farmers and fishers. Gaps that cannot be filled up by local labor force will surely attract migrants from other municipalities.

Employment by Sector

The local population of San Vicente are largely engaged as farmers and fishers (62%), food and lodging services, (2%) construction (5%), transportation services (3%) and wholesale and retail trade, 9%. Tour operators are still not differentiated from the business and industry sectors.

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[28] Mathieson and Wall (1982)

Cluster 1 constituted 53% of the total municipal employment, and agriculture, forestry and fisheries has 28% of the municipal employment in that sector. The other sectors of employment are: food and lodging services, (1%) construction (3%), transportation services (2%) and wholesale and retail trade, 6%.

Employment Generation

A review of the statistics on Philippine employment in accommodations and food services and international tourist arrivals indicated a very high correlation.[29]

- By 2021, total population is already estimated at 41,895 and Cluster 1 will have a population estimated at 22,295, in direct proportion to the existing shares of each barangay to the total municipality.

- Current share of labor force to total population (2011 to 2012) is approximately 27.9% and the estimated employment rate in Cluster 1 is approximately 61% of the labor force only, of which 76% comprise males and 24% comprise females.[30]

- Assuming the same ratio of labor force to total population, the total labor force is expected to number 6,220 with 4,728 males and 1,493 females by 2021; 7,758 with 5,896 males and 1,811 females by 2029 and 11,740 with 8,922 males and 2,818 females by 2044.[31]

- An employment ratio of 89% in 2011 to 2012 for the entire San Vicente and 75% in Cluster 1; 76% are males and 24% are females.[32]

- Employment, however, is estimated at the same ratio would increase to 5,536 by 2021, with 4,207 males and 1,329 females; 6,905 with 5,248 males and 1,657 females by 2029 and 10,448 with 7,941 males and 2,508 females by year 2044.

The direct employment generated by tourists include accommodations, food service, tour operations, transportation services and the like. The estimated indirect employment generated will be from agriculture, fishery, forestry and other business and industry sector.

Based on an interview with Mr. Bienvenido Claravall, (4 June 2014) the direct employment usually generated is approximately 1 employees per tourist room in tourism operations, and another 2 employees in other business and industry sector per tourist room.[33] See the following, Table 20. Employment Generated from Tourism.

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[29] Annex 16. Comparing Employment Generation by Tourism Arrivals

[30] Annex 17. 2010 to 2044 Estimated Figures for Cluster 1 based on Labor Force, by Sex, CBMS 2011 to 2012

[31] Annex 18. 2010 to 2044 Estimated Figures for Cluster 1 based on Employment, CBMS 2011 to 2012

[32] Annex 19. 2010 to 2044 Estimated Figures for Cluster 1, based on Employment, by Sex, CBMS 2011 to 2012

[33] The tourist arrivals projection, does not differentiate between tourists and visitors and guests who may come for cruise ships and will not stay aboard and will not use tourist lodging facilities.

Table 20. Employment Generated from Tourism[34]

Year	Projected Number of Rooms	Direct Employment	Indirect Employment	TOTAL Employment
2014	10	10	20	30
2015	16	16	32	48
2016	37	37	74	111
2017	75	75	150	225
2018	116	116	232	348
2019	222	222	444	666
2020	340	340	680	1,020
2021	626	626	1,252	1,878
2022	918	918	1,836	2,754
2023	1,335	1,335	2,670	4,005
2024	1,929	1,929	3,858	5,787
2025	2,771	2,771	5,542	8,313
2026	3,959	3,959	7,918	11,877
2027	5,631	5,631	11,262	16,893
2028	7,978	7,978	15,956	23,934
2029	11,265	11,265	22,530	33,795
2030	13,238	13,238	26,476	39,714
2031	15,512	15,512	31,024	46,536
2032	17,269	17,269	34,538	51,807
2033	19,225	19,225	38,450	57,675
2034	21,403	21,403	42,806	64,209
2035	23,827	23,827	47,654	71,481
2036	26,526	26,526	53,052	79,578
2037	29,530	29,530	59,060	88,590
2038	32,875	32,875	65,750	98,625
2039	36,599	36,599	73,198	109,797
2040	40,744	40,744	81,488	122,232
2041	45,359	45,359	90,718	136,077
2042	50,496	50,496	100,992	151,488
2043	56,216	56,216	112,432	168,648
2044	62,583	62,583	125,166	187,749

At this ratio, the projected tourist arrivals can generate 187,749 jobs (direct and indirect) by 2044. At these rates of growth, the projected labor force will be able to handle the needed jobs brought by tourism development up until 2024, when the projected 6,014 labor force can meet the demand of 5,787 jobs (direct and indirect). Between 2024 and 2025 however, the Municipality will need to employ persons of working age from outside in order to meet the demand.

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[34] These figures are based on High Growth Rate Tourist Arrivals. In order to estimate the number of accommodation rooms needed for Cluster 1, we multiplied the projected tourist arrivals with the percentage of tourists visiting San Vicente from December to April and the assumed length of stay of tourists. The resulting number, which is the peak bed demand per night, is divided by the number of nights from December to April, which is 151 nights. To arrive at the minimum required rooms for the tourists, we divided the peak bed demand per night by two (2), as two guests are assumed to occupy a room.

Tourist operations and services, accommodations, transportation as well as farming and fishing for additional food demand, wholesale and retail, and especially construction of tourist accommodations as well as infrastructure in the early phases of the development will require migrant labor from 2024 onwards.

The local college has ongoing programs on tourism and hotel and restaurant operations and will be able to address the needs of the proposed tourism development, however, local educational system should also provide skills training in all construction trades and defensive driving and water transportation, including safety and first aid, health services and modern agriculture and fishing. Financial literacy should likewise be improved to ensure viability and profitability and sustainability of small and medium enterprises.

Governance programs should target easing the costs of doing business, including licensing and permits, rental costs and utility costs. Instead of price controls, supply and demand management policies should be carefully formulated in order to have an optimum level of services by price group.

7.2.1.2 Generation of products and services that are needed by both tourists and local population

Cereals, fish, meat, fruit and vegetable production should be increased to meet the demand of both residents and tourist population. If there is scarcity of supply, prices will surely increase, thus supply and demand should be properly managed through crop planning, storage and transportation and post harvest facilities.

In terms of food products, the 1,276.36 has.[35], if totally planted to rice will yield the 1,2 76,360 to 3,829,080 kilograms for one to three cropping cycles, respectively, using high yielding varieties. These will be sufficient for the needs of 10, 293 to 30,879 persons, at an average of 124 kilograms per person per year. Thus, because of the inadequacy of rice and the additional fruit and vegetable requirements, San Vicente will continue to import food from other municipalities of Palawan. Nevertheless, irrigation and post harvest facilities and farm to market roads will be needed for the existing agriculture lands. Farmers should also shift to the production of fruit and vegetables, which would be more profitable.

Agricultural food production will have to be intensified and sustainable fishing will have to be promoted by the LGU through the organization of farmers and fishers for intensive cropping, purchasing and use of high yielding inputs and farming and fishing implements and ensuring higher labor productivity.

Prices of commodities are still within the range of incomes though incomes will improve by 2021, when tourism impacts on jobs and family incomes will take place. Normally, residents would not "mind" increases in prices of goods and commodities provided that their incomes increase correspondingly. Social safety nets, though will be needed by fixed income earners, such as government and private employees and pensioners.

Considering that tourists usually have high standards, local health and housing services, food and lodging have to be upgraded to international standards of services.

7.2.1.3 Land Use Conversion

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[35] Land Use Classification, Socio-Economic Profile of San Vicente, 2005

Most of the areas within the SV-TEZ have been zoned for "tourism" and the remaining agricultural zones will be proposed to be converted to agri-tourism use. To take advantage of the existing and proposed zoning, local residents will be encouraged to invest in international-standard rooms for rent and bed and breakfast accommodations to absorb the need for tourist accommodations and at the same time, earn rental income from the expected influx of tourists and migrant workers. Farmers tilling lands in the proposed agri-tourism zones will be encouraged to grow higher yielding varieties in order to address the increasing food requirements.

In compliance with the Tourism Code and the Building Code, standards of tourist accommodations, building setbacks and provision of sanitary toilets and septic tanks should be disseminated and enforced by the LGU.

The current residential area, 165.39 hectares of the entire San Vicente has a gross density of 37 housing units per hectare for the 2010 population of 6,284 households or an average of 187 sq.m. of home lot per household. Average size of household is 5 members.

The above has been calculated as follows:

Current residential area/ number of households= Gross density (1 hectare =10,000 sq.m.)

  165.39 hectares (x10,000) /6,264 (2010) = 187 sq.m.

Table 21. Projected Number of Households and Gross Residential Areas, 2021 to 2044

YEAR	Households	Gross Residential Areas
2010 (Actual)	6,368	165
2011	6,622	172
2012	6,807	177
2013	6,998	182
2014	7,194	187
2015	7,395	192
2016	7,603	198
2017	7,815	203
2018	8,034	209
2019	8,259	215
2020	8,490	221
2021	8,728	227
2022	8,973	233
2023	9,224	240
2024	9,482	247
2025	9,748	253
2026	10,020	261
2027	10,301	268
2028	10,589	275
2029	10,886	283

2030	11,191	291
2031	11,504	299
2032	11,826	307
2033	12,157	316
2034	12,498	325
2035	12,848	334
2036	13,207	343
2037	13,577	353
2038	13,957	363
2039	14,348	373
2040	14,750	383
2041	15,163	394
2042	15,588	405
2043	16,024	417
2044	16,473	428

By 2044, the projected population, including migrant families, will need about 428 hectares at an average of 180-square meters per dwelling unit, calculated as follows:

Number of households (year) x average home lot = Gross Residential Area
6,473 (2044) x 180/10,000 = 428 hectares, where 10,000 is the conversion of square meter to hectare.

This will be provided inside, preferably, or outside the SV-TEZ or integrated by local households through bed and breakfast or home stay arrangements, including for migrant workers. It is highly recommended that these residential areas be of mixed-uses in order to maximize the land use. Under the development scheme, though, the SV-TEZ will be developed exclusively for retirement and vacation homes. For workers in the tourism industry, it is recommended that they are within or in accessible locations to the proposed tourism developments.

7.2.1.4 Estimated revenue generation

(See Financial Section for estimated revenue generated by tourism developments)

7.2.2. Social Carrying Capacity

Social carrying capacity is used as a generic term to include both the levels of tolerance of the host population, as well as the quality of the experience of visitors to the area.

The **socio-demographic** set refers to those social aspects, which are important to local communities, as they relate to the presence and growth of tourism. Social and demographic issues, such as available manpower or trained personnel, etc. including also socio-cultural issues, such as the sense of identity of the local community or the tourist experience etc. Some of these can be expressed in quantitative terms but most require suitable socio-psychological research.

Social capacity thresholds are perhaps the most difficult to evaluate as opposed to physical-ecological and economic, since they depend to a great extent on value judgments. Political and economic decisions may affect some of the socio-demographic parameters such as, for example, migration policies.

Levels of capacity for the components may be expressed in terms of:
- Number of tourists and tourist/recreation activity types which can be absorbed without affecting the sense of identity, life style and social patterns and activities of host communities,
- Level and type of tourism which does not alter significantly local culture in direct or indirect ways in terms of arts, crafts, belief systems, ceremonies, customs and traditions,

Level of tourism that will not be resented by local population or pre-empt their use of services and amenities.
- Level of tourism (number of visitors and compatibility of types of activities) in an area without unacceptable decline of experience of visitors

7.2.2.1 Crime rates, specifically against property, drugs and prostitution

In Cluster 1, Kemdeng was revealed to have the highest crime rate, 0.33% or 33 per 1,000 persons. More females, 67% than males, 33 %, are victims of crime. This is a good benchmark for monitoring that the results of tourism developments do not disturb the peace and order of the different barangays.[36]

Influx of tourists would not only bring in job and income opportunities, but also opportunists who will take advantage of unsuspecting tourists, in addition to tourists who themselves are perpetrators of crime, particularly drugs and prostitution. Thus, neighborhood watch/ *tanods* and increasing the police force for visibility should be organized.

7.2.2.2 Local tolerance for tourism

There are some local values that are usually negatively affected by "foreign" ways, including the manner of dressing, language differences and "unacceptable" behavior which the local population, particularly the seniors and indigenous persons would find offensive.

Local bulletin boards and the proposed San Vicente Tourism Enterprise Zone website can give notice to tourists what are acceptable ways of dressing, speaking and behaving. Tourist guides and operators can be asked to orient visitors on local customs and traditions and vice versa, local population should be trained to handle offensive language and behaviour in a polite, respectful manner.

7.2.2.3 Tourist Enjoyment

Tourist enjoyment is diminished with unwanted noise, stray animals, air and water pollution, traffic congestion and intrusions to privacy. Locals should also be oriented on the customs of foreign groups in order to develop tolerance and acceptance as well as to strengthen local values that will help withstand undesirable foreign influences.

7.2.2.4 In-migration

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[36] Victims of Crime by Sex, by Barangay, CBMS Census 2011 – 2012

There is expected to be in-migration in response to employment demand, specifically in tour operations, food supply and accommodations, construction and transportation services. Migrant population from other municipalities (and provinces-to be verified) is estimated at 14% with slightly more males than females. Migration rates from the different barangays are 4% compared to 3% of municipality. New Agutaya absorbed a slightly larger proportion of in-migrants to San Vicente. The rest of the barangays had 2% migrant population.

The population composition will change drastically, from a 3% to 4% migrant population to slightly more than the original population to 2.5 times the number of population. The migrants will outnumber the original population by 2044, at low to high rates of growth.

For tourism investments to flourish, the business environment, instead of protectionist policies, should attract the best and brightest labor force. Due to the targeted volume of tourist arrivals, in-migration of both professional and skilled persons and investors is expected and will compete with the local population for basic needs, namely, food, shelter, water supply and will generate additional solid and waste water which will need to be disposed properly.

Infrastructure and socio-economic developments should be expanded proportionately, that is double to 2.5 times their capacities in order to address the needs of the total population, including tourists and visitors and migrant workers.

7.2.2.5 Population

The population is expected to grow at higher level than that projected for the MIMAROPA region by the National Statistical Coordination Board, which will average 2% annual compound growth rates from 2010 to 2040.[37] The estimated growth rates for MIMAROPA and consequently, Palawan, ranges from 2.5% per year, from 2010 to 2015 and will decelerate to 1.6% for the period, 2035 to 2040.

Table 22. Projected Population by Sex, San Vicente, 2010 to 2044

Year	Population	Male	Female
2010 (Actual)	30,565	15,894	14,671
2011	31,785	16,528	15,257
2012	32,675	16,991	15,684
2013	33,590	17,467	16,123
2014	34,531	17,956	16,575
2015	35,498	18,459	17,039
2016	36,492	18,976	17,516
2017	37,514	19,507	18,007
2018	38,564	20,053	18,511
2019	39,644	20,615	19,029
2020	40,754	21,192	19,562
2021	41,895	21,785	20,110
2022	43,068	22,395	20,673
2023	44,274	23,022	21,252
2024	45,514	23,667	21,847
2025	46,788	24,330	22,458

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[37] www.ncsb.gov.ph

2026	48,098	25,011	23,087
2027	49,445	25,711	23,734
2028	50,829	26,431	24,398
2029	52,253	27,171	25,081
2030	53,716	27,932	25,783
2031	55,220	28,714	26,505
2032	56,766	29,518	27,248
2033	58,355	30,345	28,011
2034	59,989	31,194	28,795
2035	61,669	32,068	29,601
2036	63,396	32,966	30,430
2037	65,171	33,889	31,282
2038	66,995	34,838	32,158
2039	68,871	35,813	33,058
2040	70,800	36,816	33,984
2041	72,782	37,847	34,935
2042	74,820	38,906	35,914
2043	76,915	39,996	36,919
2044	79,069	41,116	37,953

7.3 SOCIO-CULTURAL MANAGEMENT PROPOSAL

1. Consolidate existing and/or developed socio-cultural tourism packages/circuits.
   - Complete the inventory of socio-cultural activities and packages in Cluster 1
   - Work with Local Tourism Officers in identifying and evaluating existing socio-cultural tourism packages
   - Develop modules of socio-cultural packages/circuit for cultural tourism, religious, heritage, adventure, gastronomy, nature-based and community-based tourism for target markets

2. Develop a strategy to promote socio-cultural programs on identified sites within the cluster.
   - Identify specific sites and consult preferred developments with major landowners
   - Provide TEZ guidelines, zoning, permits and approvals, and incentives to support development of socio-cultural programs in the area
   - Provide infrastructure support to the sites identified for socio-cultural programs
   - Promote socio-cultural activities to target markets

3. Develop and implement tourism standards for the proposed socio-cultural programs.
   - Align development and implement standards in socio-cultural programs with the Department of Tourism and appropriate agencies and organizations (e.g. safety status, security guidelines, etc.)

4. Develop a registry of stakeholders along the cluster to create a coalition for greater participation in socio-cultural programs.
   - Inventory of stakeholders within the cluster (restaurants and hotel owners and other service providers)

- Invite stakeholders to report to designated Tourism Officer within the cluster for certification.
- Conduct consultation with these groups
- Identify their capabilities, skills and resources
- Design other socio-cultural programs for integration in the tourism value chain.

5. Secure safety of the communities within the cluster especially the children, youth, women, and the elderly.
   - Monitor activities of unwanted visitors and unlawful acts (e.g. human trafficking, drug peddling and use, prostitution, theft, desecration of sacred or historical sites, among others). Strengthen the support of LGU-based security force and Partner Agencies: Philippine National Police (PNP), Department of Justice (DOJ), Department of Interior and Local Government (DILG).

6. Create awareness and appreciation of socio-cultural programs in the cluster.
   - Tourism Office in the cluster should be complemented with books, brochures or pamphlets highlighting the cultural heritage and other tourism resource assets of the cluster.

7. Develop a research network among tourism schools and institutions
   - Identify schools and institutions that offer tourism and tourism-related courses
   - Identify research agenda and interest of schools within the cluster and initiate linkages
   - Identify non-governmental organizations (NGOs) and people's organizations (POs) that can facilitate the transfer of grassroots knowledge within the cluster.

8. Improve food safety standards and boost tourism spending
   - Initiate policies on food safety inspection activities for total tourism satisfaction
   - Adopt international best practices and standards

9. Initiate environmental policies in socio-cultural programs within the cluster (e.g. mangrove tour and related activities)
   - Conduct regular monitoring and assessment of mangrove vegetation in the cluster for decision making in proper utilization, conservation, exploitation and management

7.3.1 Towards Inclusive Growth

Tourism development and its inevitable expansion are often viewed to be beneficial to only a few sectors. Hence, it is expedient to direct all socio-cultural management plans towards the promotion of inclusive growth. This growth agenda shall benefit the marginalized and vulnerable sectors of the Long Beach area in the tourism value chain and ultimately contribute to the wider distribution of incomes, improvement in the standards of living, and the preservation of the area's cultural identity and cultural heritage.

Cross-cultural contact between tourists and locals is inevitable with the expansion of tourism in Cluster 1. Such interaction will certainly have positive and negative effects in the community's attitudes, habits, behavioral patterns, spending habits, creative expressions, among others. Developing socio-cultural and economic indicators to track and monitor these effects should be done.

Changes in the socio-cultural environment can be seen in various instances such as: participation of residents in community activities (e.g. community and interest groups, volunteers at local events), business success (hotel occupancy rates/bookings, previous year's performance), jobs created (labor force participation rate), social problems (crime, alcohol and drugs, etc.), access to transportation and parking (convenience and accessibility to tourism sites), safety (presence of police and citizen watch), and cultural events (success of events, recurrence).

The need to promote and preserve the resource assets of San Vicente, notably Cluster 1, should be balanced therefore with the need to preserve the socio-cultural integrity and sustainability of these resource assets. Socio-cultural management plans should be well integrated into the broader development goals of the local communities, and distinctly sensitive to their local environment, notably to their culture, needs and interests and overall quality of life.