



De La Salle University
D A S M A R I Ñ A S



De La Salle
1911★2011
100 YEARS OF CATHOLIC PRESENCE IN THE PHILIPPINES



CAVITE

CD
DEVELOPMENT
RESEARCH
PROGRAM

THE
NEXT

50 YEARS

MESSAGE FROM THE BROTHER PRESIDENT

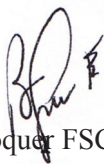
The Cavite Development Research Program: DLSU-D's COMMITMENT for SOCIAL TRANSFORMATION

As De La Salle University - Dasmariñas zeroes in on its important role as an academic institution towards social transformation, its efforts to actively engage the community to become contributors to the sustainable development of the Province of Cavite will be of paramount importance. This shall be done through research.

It is along this line that the University re-affirms its commitment to further strengthen its efforts - internally and externally - by continuing to explore opportunities for collaboration and partnerships that would be vital in realizing this dream of sharing a meaningful contribution to the province. As this research program moves forward, we also see the need to tap partners who also believe in its potential to effect change and transformation. Pressing issues need to be addressed. This integrated research work will help us address them properly now. This is our commitment. This is our contribution. We will bring this to fruition. We will continue to pursue this research initiative vigorously and we will ensure that everything that comes out of this project will leave a lasting mark characterized by a development that is holistic and sustained.

The future ahead may be challenging but it is worth preparing for. It is worth preparing for because it is the same future where we are preparing our young people into. We recognize the magnitude of this work, but we do not say it's impossible.

As we thank everyone who has embraced this noble undertaking, we look forward to have more people finding interest in becoming involved in ways that will be contributions to the over-all success that will form part of our legacy. The favor we give to society is a favor given to humanity.



Br. Gus Boquer FSC, EdD
President, De La Salle University - Dasmariñas



MESSAGE FROM THE VICE CHANCELLOR FOR ACADEMICS AND RESEARCH

As the Lasallian family celebrates the centennial of the Lasallian presence in the Philippines, De La Salle University-Dasmariñas accentuates its commitment to the province of Cavite and its people.

The Cavite Research Development Program is one initiative that clearly manifests this commitment. As various concerns and issues beset the province as a result of inevitable modernization, this program outlines concrete involvement of the people from the academe to address the people's pressing needs. This is our way of saying that we do not just passively watch events as they unfold before our eyes. We go out of the confines of the university and take active part in becoming part of the solution of the many concerns of our community. This is, after all, the Lasallian trademark.

It is our hope that other organizations and agencies take interest in what we are doing for Cavite and for the Caviteños. Certainly, small initiatives put together become bigger and more meaningful as they impact on the quality of life of the people. If we wish to leave a lasting legacy for the next generation, this is our perfect opportunity.



Olivia M. Legaspi, EdD

Vice Chancellor for Academics and Research



FOREWORD

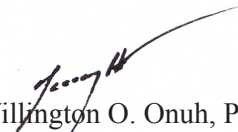
Cavite Development Research Program (CDRP) and De La Salle University Dasmariñas Institutional Research Thrusts (DLSUD-IRT) focus on research thrust areas that provide the context and the content for direct relevant policies as the province of Cavite undergoes huge structural changes in the next 50 years. Each of the research thrust areas provides synergy to each other and can be addressed jointly or independently depending on resource availability.

While each research thrust area appears to be distinct, they span more than one thrust area. These research thrusts reflect the needs of Cavite province in terms of environment, business, governance and industrial issues, and justify the demand for research-driven rationales.

The distinct capability of DLSU-D in carrying out community-based and community-beneficial research outputs and DLSU-D's support for social transformation are unique catalysts that will drive the success of CDRP. The CDRP initiative brings together the rich diversity of DLSUD faculty to work with stakeholders at all levels including governments, scholars around the world and industry. The numerous partnerships and participation in CDRP will ensure that resolution of each research problem will benefit in terms of scope and breadth through collaborative and interdisciplinary research models. In turn, addressing current problems including potential areas of concern in the province of Cavite for the next 50 years will put Cavite on the road to sustainable economic and social development.

To achieve the key goals set for CDRP, the Strategic Action Plan from 2011 – 2021 and beyond will guide its activities.

I would like to express my gratitude to Br. Gus Boquer FSC, EdD, president of DLSU-D, for his foresight in creating CDRP, Dr. Olive Legaspi, Vice Chancellor for Academics and Research, for trusting me to lead this endeavor, all my colleagues who contributed in developing the research thrust areas, University Research Office, Cavite Studies Center, the deans and research coordinators of the seven colleges; and Aklatang Emilio Aguinaldo for contributing to this research endeavor.



Willington O. Onuh, PhD
Assistant Vice Chancellor for Research

CONTENTS

Message from the Brother President	i
Message from the Vice Chancellor for Academics and Research	ii
Foreword	iii
Contents	iv
Executive Summary	1
Overview	1
Mission Statement	1
Goals	2
Strategies	2
Diagrammatic Representation of Four Research Thrust Areas	3
Agriculture, land use and environmental impacts	4
Food security	4
Housing needs	4
Community Development, Urbanization and Migration	5
Garbage disposal	5
Environment, health and safety	6
Water problem	7
Flood control	8
Urban systems and applied technology	8
Traffic management	8
Geodetic Implications of Taal	9
Applied technology	10
Eco-tourism and enterprise development	10
Tourism	10
Business, livelihood and sustainable development	11
Good governance and cultural heritage analysis	12
Good governance and public service	12
Humanities	13
National discipline	13
Education and formation	15
Socio-anthropological studies focusing on the province of Cavite	16
Language and communications aspect	17
Appendix	18

EXECUTIVE SUMMARY

Overview

Cavite province, with its unique culture and rich tradition, has become the most populated province in the Philippines with over three million inhabitants in an area of 1,512.4 km² (Giron, 2011). Industrialization policies in the 1990s which brought industrial zones also opened up business opportunities ranging from real estate to service oriented industries. Cavite's proximity to Metro Manila and in-migration in search of job opportunities have contributed to population expansion. This population growth scenario puts enormous stress on the environment, particularly on water, food security, waste disposal, land use management, traffic, housing needs and adequate infrastructure to mention a few.

Obviously, these issues concern the current and future generations. To address these concerns, the President of De La Salle University Dasmariñas, Br. Augustine Boquer, has called for a 50-year Cavite Development Research Program (CDRP) to supplement the De La Salle University-Dasmariñas Institutional Research Thrusts (DLSUD-IRT) which already focuses on environmental issues, entrepreneurship, corporate social responsibility, socio-anthropological dimensions of Cavite, communication and language, intervention programs for LGUs and innovations in instruction.

CDRP and DLSUD-IRT defines four major clusters of inter-related research areas with research questions to provide focus. The list of research questions from each thrust area falls along a continuum running from an independent core discipline-based research to an interdisciplinary or multidisciplinary research, among others. Figure 1 shows brief details of both CDRP and DLSUD-IRT represented using green and white color shades respectively.

Mission Statement

CDRP proposes to organize quality research into four inter-related mission areas to benefit the province of Cavite's quest for sustainable economic, social and environmental development:

Agriculture, land use and environmental impacts – This focuses on land use, agricultural and industrial activities on the environment including emissions and carbon neutral strategies;

Urban systems and applied technology – which examines land use and transportation issues including earthquake sources, and lack of R and D for innovations;

Eco-tourism and enterprise development – which evaluates entrepreneurial product innovations, environmental friendly eco-tourism measures and corporate social responsibility; and

Good governance and cultural heritage analysis – which looks at ways to improve governance structure and provide better understanding of historical perspectives of Cavite province.

Key Goal of CDRP

To use cross disciplinary research collaborations to develop high quality research output that will contribute to economic growth, social development and environmental sustainability of the province of Cavite for the next 50 years.

Strategies and Action Plans

The action plans capture the priorities set forth by CDRP for the first initial 10 years and beyond.

2011-2016

- Conduct workshops to enhance institutional research capacities and form advisory group
- Draft roadmap and identify research gaps
- Launch Cavite Development Research Program
- Identify potential funding sources and initiate MOAs
- Disseminate research findings to stakeholders
- Establish research centers
- Establish local and national awards for research on CDRP

2017 – 2021

- Broaden funding base
 - International Financial Organizations (UN, ADB)
 - Government and foreign agencies
 - NGOs
 - Private Organizations including companies
 - Commission on Higher Education

2022 and beyond

- Improve quality of research
- Strengthen national and international network
- Establish endowment funds for each research thrust area
- Seek wider medium for research output dissemination

Diagrammatic Representation of Research Thrust Areas

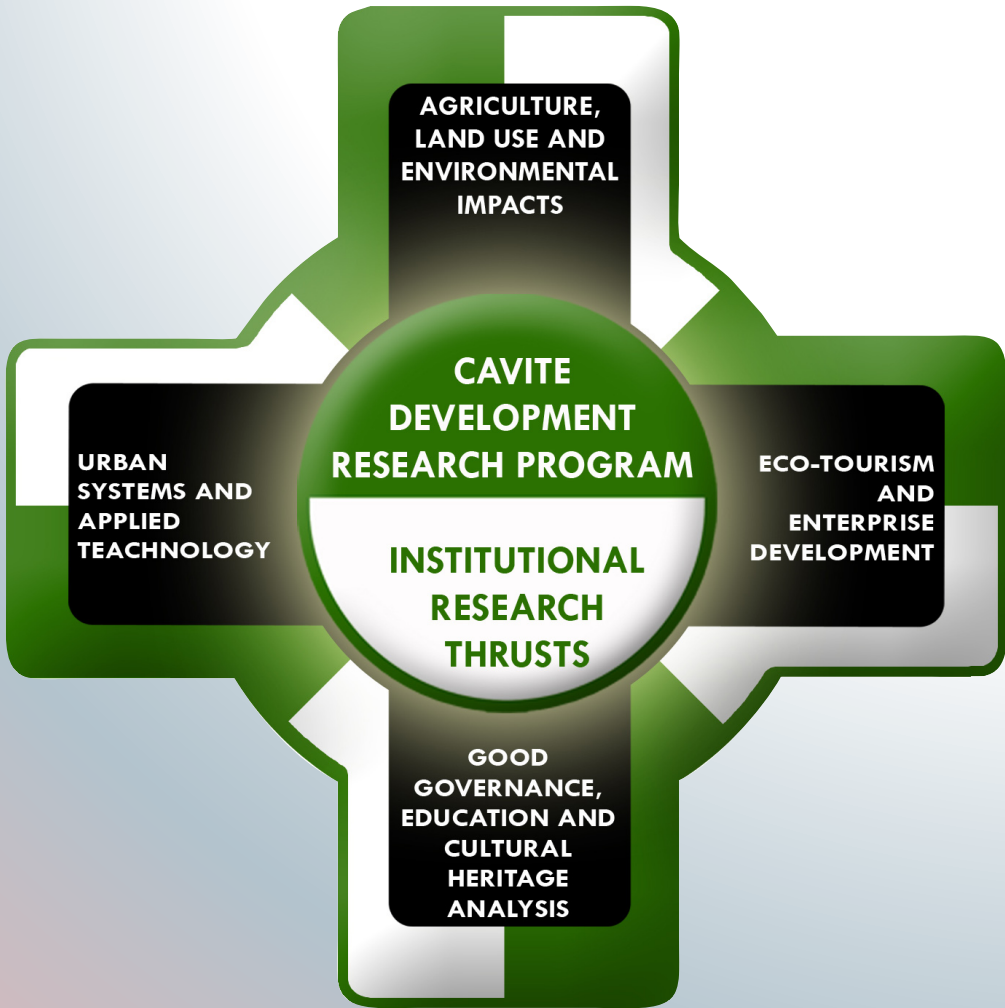


Figure 1. CDRP and DLSUD-IRT

FOUR RESEARCH THRUST AREAS

1. Agriculture, land use and environmental impacts

Food Security

According to Food and Agriculture Organization (2009), food security implies having unrestricted access to safe and nutritious food to meet dietary human requirements. Seen from this prism, it is clear that food security problems are multifaceted involving social, economic and physical dimensions (Ecker et.al, 2010). Although food security has been investigated in the Philippines for the past 25 years, analysis tends to focus primarily on linking dietary requirements to poverty (Quisumbing, 1985; 1986). While this form of assessment has provided food insecurity indexes, it does not address the multifaceted nature of food security in the province of Cavite.

According to Department of Tourism (2010), Cavite province has one of the highest annual population growth rates at 6.47% and population density of about 10.16 persons per hectare. Due to rapid industrialization and migration from NCR, it is expected that population in Cavite province will continue to increase in the next couple of years. Adequate food production and supply of foods to feed this growing population and addressing income issues will help to prevent hunger and malnutrition. With mounting economic instability and clear indicators of climate change, a great deal of regional and national governance must also focus on technological adaptation strategies.

Questions that need answers are as follows: How do we improve the stability and sustainability of food system within the context of changing population structure in Cavite province? How might the link between agricultural production including fishery and product distribution impact food security? How might models exploit social, economic and physical constraints faced by farmers to minimize food shortage and environmental degradation? What are the sources of growth and productivity in the agricultural sector?

Housing needs

Can government intervention promote welfare and redress some social ills in the housing market? Some critics argue that government intervention may produce worst outcome and lead to government failure. But in the housing market, evidence shows that affordability problems, credit risks and information asymmetry has produced a market failure and justifies government intervention (Llanto et. al, 1990). There have been suggestions on the form the intervention may take: housing subsidies (Orbeta et.al, 1996); housing loans

(Ballesteros, 2002; Ballesteros et.al, 2004); and community mortgage programs (Cacnio et.al, 2001). While these interventions may provide access to low income groups, they do not address the larger issues of sustainability in the context of increased demand for housing in Cavite.

Questions that need answers are as follows: How do we address the problems of sustainability in funding programs within the context of changing population structure in Cavite province? How might models be used to predict demand for housing in a market with both poor and rich as participants? What is the status of housing demand in Cavite?

Community development, Urbanization and Migration

Urbanization is at all time high in the Philippines. Current estimates indicate that over 60 percent of Philippine population lives in the cities and projections show that by 2050 about 84 percent of Philippine population will reside in urban areas (Carino et.al, 2009). The province of Cavite is expected to experience massive population increase due to Cavite's high birth rate and proximity to NCR. As the NCR population expands, suburbanization process will intensify.

Clear indications of suburbanization can be seen from the rise in housing demand and medical services in Cavite. For instance, demand for housing in Cavite especially in Tagaytay has increased steadily for the past ten years. As migration from NCR to Cavite province increases, less agricultural land will be available for cultivation which may threaten food security and contribute to high unemployment rates (Quisumbing & McNiven, 2005; 2010). Ultimately, the attendant problems of overcrowding, decreasing arable land, poverty and pressure on the infrastructure must be addressed.

Questions that need answers are as follows: How do we develop a population-based intervention that addresses the sustainability of physical and social environment in Cavite province? How can community development efforts such as off-farm activities at the community and household levels evolve to provide economic opportunities to the growing poor population in Cavite province? Are there community concerns that can be addressed using available resources in the community?

Garbage Disposal

Garbage disposal is one of the most serious problems in urban centers in the Philippines despite the existence of different laws and policies governing such. In Metro Manila alone, 6 tons of garbage is collected because of the high population density, the high consumption rates and the concentration of packaged goods (NSBER 2009). The

concept of ecological solid waste management through reduce, reuse and recycle has been introduced in communities across the country (MC-EST and EMB 2005). In Cavite, the local government prepared the Environmental Code under the Provincial Ordinance No. 43-S-2008. Among the salient features of the code are articles on waste management, air and noise pollution management and environmental impact assessment, among others. Despite environmental Code and regulation, garbage disposal in Cavite remains a big concern.

Questions that need answers are as follows: How can we help the local government strengthen the implementation of the policies and regulations governing waste disposal including, collection, transportation and recovery systems? How can the volumes of waste generated be transformed into recyclable materials? What are some means and ways to educate the community regarding waste segregation at source, composting and recycling? How can the community translate waste into income-generating materials, and renewable energy?

Environment, Health and Safety

The environment reflects the way of life. An unsafe environment can generate direct and indirect contact with humans at several stages in the waste cycle. The groups at risks are therefore broad and numerous which include the population of unserved areas especially preschool children, garbage collectors, workers in facilities that produce infectious and toxic materials; people living close to waste disposal facilities, and population whose water supplies have been polluted due to waste dumping or leakage from landfill sites, aerial emissions. Industrial dumping of hazardous solid wastes can expose populations to chemical and radioactive hazards (NSBER 2009).

One way to jumpstart environmental issues is to make the community part of the problem-solving process. Hence, a key component may include but not limited to awareness in health and safety at the community level; and empowerment of the local communities to manage their indigenous natural resources on a sustainable basis for their own benefit and economic development (PFEC 2008).

Questions that need answers are as follows: How can we sustain emission monitoring system from transport and industrial sectors, and develop emission reduction programs? What are the management strategies to address the on-going problems on proper waste disposals which contribute to the health and safety of the community? How can we get all stakeholders to participate in the use and development of natural products from indigenous sources? How can we improve development of community health services?

Water problem

The Philippines is endowed with water resources. However, population growth and continuous urbanization cause tremendous stress to the quality of its waters. Pollution affects fresh, marine, coastal and even the groundwater resources (NSBER 2009). Extraction of groundwater in many provinces, including the urbanized areas of Cavite, has already exceeded the allowable extraction rate or safe yield reference. Hence, unrestrained utilization of groundwater through additional allocations of groundwater in these areas would result in further deterioration of water quality, saline intrusion and possible land subsidence.

Among the bodies of water rivers have been the most important water body to many human activities such as fishing, irrigation, transportation, bathing and recreation, and even waste disposal. Region IV has the biggest number of classified water bodies with 88 and 40 principal bodies of water. Despite the huge water resources, water is still one of the problems facing the Region. Cavite, one of the provinces of the region, faces problems in terms of water quality. The Imus river alone, classified as class C failed in terms of its Biological Oxygen Demand (BOD), which implies that a significant component of the riverine system cannot sustain its biological resources (NSBER 2009).

Questions that need answers are as follows: How do we improve the water quality of the province, vis-à-vis its water resources? What are some strategic and innovative means to be developed for the sustainability of good potable water supply for Cavite's increasing residents? How do we monitor the use of water resources in industries, agriculture and other business establishments?

Climate change, biodiversity conservation and food safety

Biodiversity is the web of life that encompasses all species on Earth including the full-range of ecosystems, their component species and the genetic variety of those species produced by nature and humans. Humans depend on the services that nature provides such as the air we breathe, the food we eat, clean water we drink, medicine we take, and the shelter we build, among others.

However, modern technology and development, the demands of the growing human population and man's wasteful and unsustainable use of earth's resources have dramatically affected the climatic condition of the earth. These have caused the vast release of carbon in the atmosphere which eventually causes an imbalance with carbon usage, thereby resulting to climate change. Climate change affects the marine and terrestrial life and their biodiversity. This eventually affects plant growth, animal farm and agricultural production, which put food security at stake.

Questions that need answers are as follows: How do changes in our environment affect the many species of plants and animals in the Philippines in general and Cavite province in particular? What are the environmental issues in Cavite that affect its own biodiversity? How does climate change and disturbed biodiversity affect food security? What are the best practices that Cavite initiates and implements in terms of conservation efforts? How can Cavite achieve carbon neutrality to mitigate climate change?

Flood Control

Like other provinces situated near Metro Manila, Cavite is not spared in the dire effects of flood. Flood disaster is one of the most damaging natural disasters in the Philippines. After the 2009 flood in Metro Manila and parts of CALABARZON brought by tropical storm “Ondoy”, the local and national government have realized the need for flood control operation system that can play a major role in alleviating flood losses. Floods are caused by a variety of factors, both natural and man-made. The perennial problem of flooding in low lying areas is brought by improper disposal of rubbish in residential areas. Overpopulation and conversion of land to an impervious surface in an urbanized area may significantly reduce groundwater recharge and affect the balance of hydrologic cycle. Cavite being one of the fastest growing urbanized centers in the Philippines is expected to experience severe flood crisis as population growth and suburbanization intensifies.

Questions that need answers are as follows: What are the repairs and maintenance system in place for severe flood damage? Are these structures effective for flood control operations, disaster risk management and drainage system?

2. Urban systems and applied technology

Traffic Management

Increased interaction of people, goods and services brought by socio-economic development generates new travel demand. This in turn, impacts on the capacity of existing road and traffic systems and produces negative externalities. If left unaddressed, this short-term negative impact can lead to chronic traffic congestion, inefficient and unsafe road infrastructure systems, and ultimately, a slowdown in socio-economic activities vital to overall development. A sustainable response to this problem lies in finding the right balance between land use and transportation goals of the local government.

In Cavite province, transportation demand has increased in response to factors such as changes in population structure, people's travel behavior and industrialization activities. This iterative interaction can be captured by using transportation demand models which integrates land use and transportation plans. Unfortunately, these models on travel forecasting are virtually non-existent in local government development planning processes.

Questions that need answers are as follows: How can Cavite local government units design and implement an integrated land use and transportation planning process using context-specific transportation demand models?. How might computer designed models aid to maximize capacity road network and improve the flow of passengers, goods and services?

Earthquake and Geodetic Implication of Taal

Extensive research works have been conducted to accurately predict the occurrence of earthquake in a specific area. One area of interest is the possibility that one earthquake may trigger another earthquake along the same fault zone. Cavite province is part of the Valley Fault System which starts from the Sierra Madre and runs through Bulacan, Rodriguez, Rizal, Quezon City, the eastern side of Metro Manila including Pasig, Taguig, Muntinlupa, San Pedro, and Sta. Rosa in Laguna and ends in Carmona Cavite. Although it makes sense to think that one earthquake might increase the stress level of nearby fault and trigger another earthquake, other scientists contend that big earthquakes do not happen twice along the same fault line. These mixed findings on earthquake occurrence underscore the importance to better understand seismic events in the province of Cavite.

Another area of interest is the possibility of a link between earthquake occurrence and volcanic activities. Recently, Taal volcano in Batangas has shown intensive and restive activities such as temperature rise, low pH value and magma discharge which may indicate impending earthquake. Unfortunately, there has been no conclusive evidence established to correlate the two activities.

Questions that need answers are as follows: How can we evaluate strength performances on seismic actions of low rise school buildings in Cavite? Do building codes and guidelines locally applied on building structures in Cavite province meet the minimum requirements possible to sustain the maximum seismic impacts? How does valley fault system compare to other faults in the Philippines? How can mathematical models be designed to capture the impact on structures of proximal distance during earthquake? What seismic hazard analysis is relevant for Taal Volcano and Mayon Volcano and how

can we estimate their eruption volume-frequency distributions? What are the effects of Taal Volcano and Mayon Volcano eruptions on faults? What is the possibility of the occurrence of continuous land movement if it involves tectonic plates?

Applied Technology

In this era of globalization and competition, technological development allows firms to innovate, maintain firm specific advantage and improve productivity. Lack of innovation has been cited as the major obstacle to practical applications of theories and concepts to solving real-life problems including delivering quality products to consumers at affordable prices. Some evidence suggests that the cost of Research and Development (R and D) has skyrocketed making innovation an expensive venture. Additionally, in Cavite's economic zones, the expected backward integration with local firms to help transfer technology has not happened due to some rigidity.

Questions that need answers are as follows: How do we design low cost industrial equipment for Cavite manufacturing industry? How do we support prototype fabrication and design to facilitate new product development leading to full-scale production?

3. Eco-tourism and enterprise development

Tourism

Tourism sector accounted for about 6 percent of Philippine GDP and about 10 percent of total employment in 2009 (NSCB, 2009). Estimates indicate that tourism is one of the drivers of Philippine economic growth (NEDA, 2011). The historical and attraction sites of the Cavite province make it a favorite tourist destination. Although a direct link has been made between increase in tourism and revenue, the contribution of tourism to any local or national economy, can be overtaken by some negative effects like cultural and environmental destruction. Any aspiration to preserve competitive advantage in today's integrated tourism industry must be accompanied by a sense of conservation and protection of natural resources (Alampay, 2005). Realizing the potential for environmental damage, Department of Energy and Natural Resources and Department of Tourism recommend that the tourism industry should move in the direction of Ecotourism.

The basic question is: Can ecotourism yield socioeconomic benefits while promoting environmental causes? Libosada (1998) contends that ecotourism is sustainable, environmentally sensitive and respects people and culture. Regis's (2004) ecotourism characteristics mirror the views of Libosada. Due to the multifaceted nature of sustainable development of tourism and ecotourism in particular, a framework that integrates

intragenerational and intergenerational equity issues of concerned communities as summarized elegantly in the work of McCool et.al, 1996, may provide some answers.

Questions that need answers are as follows: What are the rare species, spectacular landscapes and exotic places in Cavite province? What is the current status and carrying capacity of ecotourism in Cavite? How can we package and market ecotourism including development hotels and resorts in Cavite?

Business Livelihood and Sustainable Development

Product Development and Innovation

Micro, Small and Medium Enterprises (MSMEs) comprise 99.6% of all registered businesses in the Philippines, and CALABARZON ranks second behind NCR in terms of most number of business registrations in the Philippines (DTI, 2009). The MSME sector contributes 63.2% of the total jobs generated by all types of business establishments and accounts for 25% of the country's total exports revenue. For these reasons, the Department of Trade and Industry considers the MSMEs as the backbone of the economy. According to the Department of Trade and Industry (2009), majority of MSMEs are engaged in either wholesale and retail, manufacturing or hotel and restaurant businesses.

A specific program of the government to promote MSME is the One Town, One Product (OTOP) Philippines. Local Government Units take the lead in identifying, developing, and promoting a specific product or service in their area (DTI, 2010). The MSMEs are responsible in the manufacturing, offering, and marketing distinctive products or services using indigenous raw materials and local skills and talents (OTOP, 2011). In Cavite, products that are part of OTOP are Tahong Chips, Kapeng Amadeo, Tablea, Tinapang Salinas and Gen. Trias dairy products.

Questions that need answers are as follows: What are the existing products of Cavite? How can these products be further innovated? What are the resources available in Cavite that can be utilized for product development? How can more entrepreneurial opportunities develop in Cavite?

Government Initiated and Supported Entrepreneurial Projects

Accelerated economic development which took place in countries like South Korea and Taiwan was made possible due to government sustained efforts to broaden and upgrade industrial base. The Philippine government sees MSMEs a possible engine of economic development and has devoted both attention and resources for the development of MSMEs (Habaradas, 2009). Legislations such as the Republic Act 6977: Magna Carta

for Small Enterprise and the Barangay Micro Business Enterprises (BMBE) were enacted (SMED, 2004). In aid of these laws, DTI through government agencies such as the Small and Medium Enterprises Development Council, Small Business Corporation, University of the Philippines-Institute for Small-Scale Industries were created (Leano, 2006).

The SME Agenda 2004-2010 presents the integrated efforts of the Philippine government to strengthen and stimulate this sector. Strategies to simulate this sector include capacity building, management and technology, developing new products/services, supporting the wearables, food, natural and organic products industries (Hanaradas, 2009) and financing (SMED, 2004). The SME Development Group, a multi-agency task force, was also created with the tasks of implementing, coordinating, and monitoring the various efforts that go into SME development. The priority areas of SME development are Finance, Training/Human/Resource Development, Marketing, Product Development and Technology Intervention, and Advocacy (Leano, 2006). Surprisingly, while government efforts have been focused on financial opportunities for entrepreneurs, much less has been said about corporate social responsibility.

Questions that need answers are as follows: How did previous government projects on entrepreneurship impact on the intended beneficiaries? How can these projects be enhanced? What are existing projects of government related to entrepreneurship? What is the status of these projects? What are the possible fund sources for Cavite entrepreneurs? How can these funds be accessed? How can entrepreneurs pursue both economic and social concerns?

4. Good Governance and Cultural Heritage Analysis

Good governance and public service

The link between good governance and public service has been a subject for intense research for the past three decades. Researchers in the Philippines have been preoccupied with developing indicators of good governance (Manasan et. al, 1999) but not much on centralized governance structure. In developing countries including the Philippines, governance is synonymous with centralized power. Critics of centralized governance structure describe it as too elongated for public administration. The local government bill introduced by Senator Aquilino Pimentel and passed in congress was an attempt to bring governance close to the people.

Despite the current structure which empowers the LGUs, doubt remain whether the LGUs have done their share to better the welfare of their citizens. Despite best intentions, the inability to deliver quality public services may lie elsewhere. As described by

Manasan (1999) and Huther and Shah (1998) governance is a complex structure which involves both political and economic management. However, it is believed that making local governments responsive and accountable to citizens will help bring about “citizen centered governance” (Shah et.al, 2008).

Questions that need answers are as follows: What is the status of intervention programs for the police force and databank of information in Cavite? How can the police force improve its public relations image in the province of Cavite? How can we improve delivery of social services to Cavitenos?

Humanities

Historical/Cultural Studies

That culture means religion and politics and art and literature, is too narrow a view of culture. That our original culture was perverted by an alien culture, we should understand precisely what we mean. And what do we mean? To Joaquin (2004) the conventional meaning of culture could be shifted to the *history of culture*. Thus, the guisado, pancit and adobo are part of Cavite’s cultural continuum.

McLuhan (1964) emphasized “That people tend to focus on the obvious, which is the context, to provide us valuable information, but in the process, we largely miss the structural changes in our affairs that are introduced subtly or over long periods of time. These range from cultural or religious issues and historical precedents, through interplay with existing conditions, to the secondary or tertiary effects in a cascade of interactions that we are not aware of.”

Questions that need answers are as follows: Should Caviteños therefore revise their idea of culture and/or concept of heritage? What did the experience of Spanish/American colonization do to the Caviteños? Do the historical facts tally with the Caviteños’ idea of what happened in the 16th century (17th, 18th, 19th century)? Did the rise of the **pancit** culture for example in the 17th century corrupt the Caviteños’ Asianness or enforce it? What were the impacts of the Caviteños’ relations with the colonizers e.g. Spanish/American as far back as the 16th century on their early culture?

National Discipline

Cross-Cultural Studies among Caviteños and Migrants

In the Seminal work of Loarca (1582) and later Medina (2001), Cavite in 1735 had ten (10) towns with only 5,904 inhabitants. Presently, Cavite province has a population of

over three million living in 20 towns (Giron, 2009) and has been described as the fastest growing urban center in the Philippines. In-migration and other factors contributed in altering Cavite's demographic patterns and settlement features from the early decades of the 18th century up to the first decade of the 21st century.

Pandarayuhan/Dayo is a byword in Cavite and among Caviteños. Essentially, it means movement from one place to another. Movement triggers change, and the province of Cavite has been responding to change (Unabia, et.al, 2006). Today, Cavite is a first-class province with 829 barangays and seven districts, a tourist destination and a beneficiary of industrialization.

Questions that need answers are as follows: What were the major factors which altered Cavite's demographic patterns from the early centuries of Spanish colonization up to the first decade of the 21st century? How does migration impact Cavite's cultural, political, and economic development? How have cultural traditions changed in urbanized Cavite. Has the role of women changed in cross-cultural Cavite? How did migrants integrate into Cavite society?

National Discipline

Utilization of communication/mass media in shaping the minds of Caviteños

Discipline is said to be a value that should be inculcated at an early age. If people are not taught how to follow rules and regulations when they are still young, they will be shocked to realize once they enter the "adult" world that they will have a hard time coping with life if they keep deviating from the rules that put order in society (Testado 2001).

Lack of discipline has been cited as contributing to the worsening state of traffic jams, garbage in the streets, disorderly queues, disregard for simple rules, etc. (Arenas, 2010) and in the words of Iida (2011) on discipline, "Filipinos have so much to learn".

In this context, media can be considered a potent factor since the mass media is considered shapers of society that can lift it onto a higher level (Bernbach, 1982) The media, is believed to play a critical role in every society in huge ways, most pointedly by helping to shape popular attitudes (Pertman, 2010).

Questions that need answers are as follows: How has the use of mass communication affected discipline among Caviteños? What is the potential of mass media use in promoting discipline in Cavite? How can mass communication be utilized to promote discipline among Caviteños?

Education and Formation

Value formation

In recent years, the concept of development has evolved beyond economic growth to include poverty reduction, institutional development, and sustainable development (Cabalfin and Yap, 2008). Institutional development depends on a broad range of things: health and nutrition, environment, politics, and most important of all, value formation which aids the development process. Recent development models emphasize a more holistic approach to education (Volintiru, 2011) which includes but not limited to physical, mental and intellectual development (Perreault, 2011) and value formation. Value based education boils down to curriculum and pedagogy which entails wider participation among all stakeholders especially in the local communities (Ahmad and Talib, 2011) and barangays (Lavado, et al., 2009). Essentially, a curriculum which integrates the realities of globalization with local values will produce good results. Values which relate to the cultural, social and economic conditions of the province of Cavite will constitute a way forward in sustainable human development and nation building.

Questions that need answers are as follows: What kind of holistic formation program would promote shared integrity in government offices especially LGUs and law enforcement agencies like the PNP? How can we develop relevant curriculum to aid teaching and learning in formal and informal contexts? How can we design educational programs that promote capacity-building for local communities? What creative educational paradigm can promote the well being of the youth, especially the less privileged and those at-risk? How can we effectively partner with other stakeholders such as NGOs, POs, Church and Religious Institutions for the implementation of holistic formation programs?

Innovations in education

Although basic education is compulsory in the Philippines, one out of three children drop out of elementary school before grade 6. The reasons are mostly economic -- families are too poor to afford school supplies, much less food to take to school. Others lose interest after leaving school owing to illness, or because the teacher cannot meet individual needs. To make matters worse, some parents are not convinced of the importance of education (IDRC, 1995). Definitely issues like school dropouts, lack of values formation, outdated curriculum and lack of innovations in instruction tend to compound the problems in education.

There are government and private sector initiatives being done to give financial support to the poor. Unfortunately, not a lot of potent knowledge base resulting from research

and practice exist to support the efforts of school faculty and administrators, colleges of education, and the government agencies. Ultimately, in order to improve student learning and other related problems in education, some issues must be addressed. Important issues will include; refocusing attention of educators, research based teaching techniques and learning within the context of resource constraints, and values development.

Question that need answers are as follows: How do we improve school curriculum and instruction? What are the most effective ways to asses and evaluate learning? How do we evaluate an effective teacher education program? What kind of curriculum will prepare the teachers and students in dynamic educational environment? How can the school contribute to the government initiatives on education?

Socio-anthropological studies focusing on the province of Cavite

Can higher institution-based socio-anthropological studies promote the maintenance and conservation of traditional Cavite culture? Depending on where one stand on this issue, socio-cultural change is inevitable in areas which are geographically close to highly urbanized areas. The proximity of Cavite province to Metro Manila makes in-migration as well as cultural influences a natural phenomenon. It is presumed that western values and relatively new technologies gradually diminish the traditional culture of a province like Cavite (Rolda, 2000; Macionis, 1997).

Using social change, modernization, development, and globalization in understanding the changes affecting the province, Cavite has been affected by the modern world system where her communities are economically and politically interdependent. City, nation, and world increasingly invade local communities with their newfound knowledge and technologically advanced gadgetry. The world system and the relations among the countries within that system are shaped by the world capitalist economy (Kottak, 2009). In this regard, Cavite is caught in this intricate web of change and “external cultural invasion” – a phenomenon which owes itself to the gradual decline of her traditional social, political, and economic culture.

Questions that need answers are as follows: What social-anthropological differences exist among upland, midland, and lowland communities of Cavite province? How do the current-day Caviteños deal with the phenomenon of socio-cultural change? Moreover, how do they (the Caviteños) deal with the phenomenon of globalization affecting their traditional social, political, and economic values?

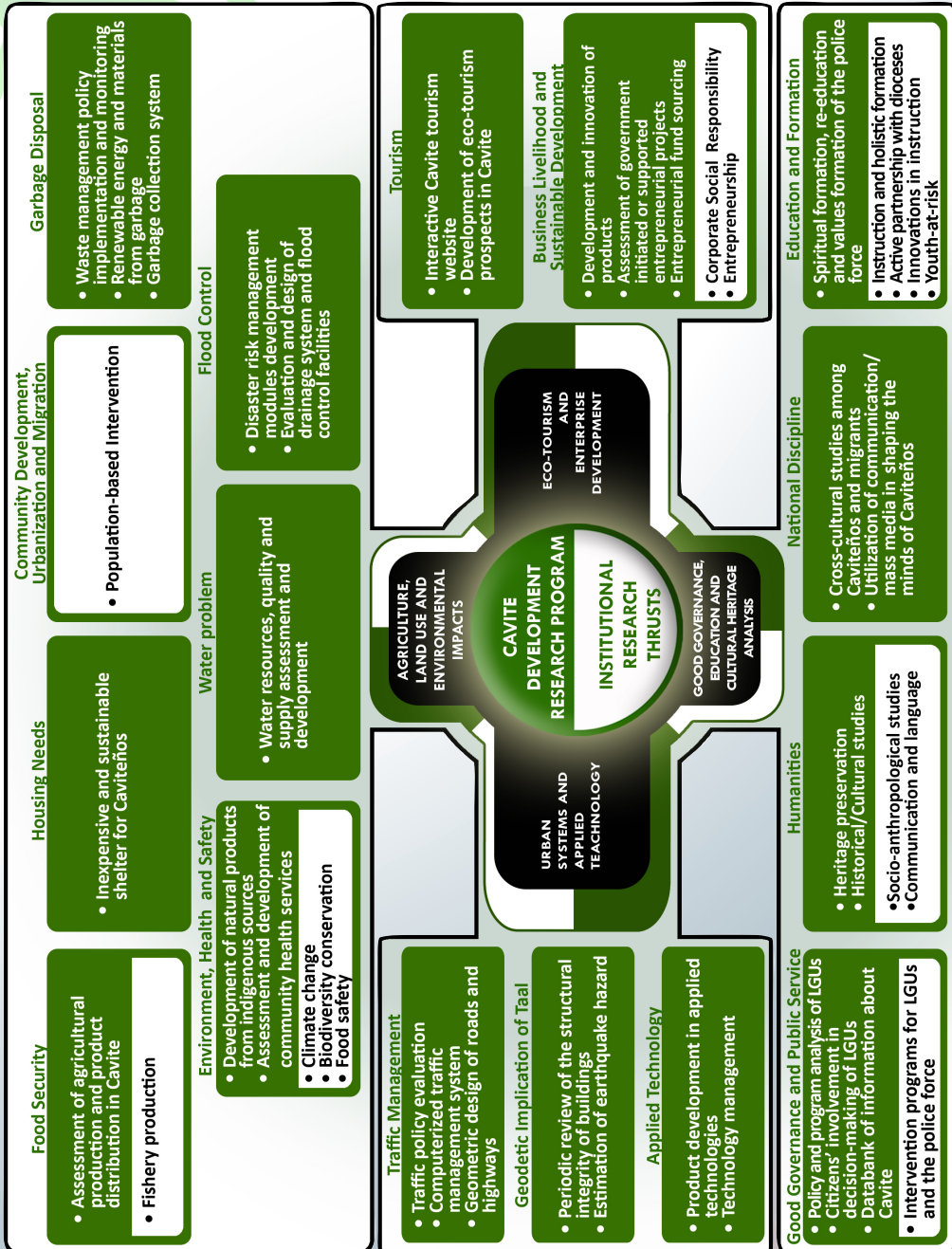
Language and Communication Aspect

One sees congruence between the DLSU-D Research Roadmap and the Millennium Development Goals targets and indicators proposed during a series of United Nations summits (2000, 2005, and 2009). In the context of Dasmariñas and Cavite province, the research initiatives within the first three years will focus on the areas of social and community restructuring and/or restoration. Within a five-year development plan after the first three years, it is hoped that the province of Cavite and the city of Dasmariñas in particular shall serve as a model city-community, as it could eventually see itself as a dynamic and vibrant Megapolitan (Lang and Davale, 2005) to its adjacent municipalities and/or cities.

As in the Millennium Development targets of the United Nations, the biggest challenge is how language and communication can assist in the structural changes that will take place in the social, cultural and economic transformation of Cavite. Each of these contexts places on De La Salle University-Dasmarinas and its stakeholders huge responsibilities. Especially, the responsibility in formulating realizable communication skills as well as specific language training which may evolve out of the development dynamics in the province of Cavite.

Questions that need answers are as follows: How are existing signages on traffic rules and regulations and road courtesy understood in Cavite province? What communication media can be designed to better educate the citizens of the province on waste segregation and garbage disposal? What behavioral indicators influence or contribute to misinformation on the causes and effects of different issues in Cavite? What educative procedures in relation to potable water conservation can be employed in order that intervention mechanisms in terms of language use and communication processes are carried out in basic, secondary, and tertiary-level curricula? What communication media can be designed to better orient the citizens of Cavite on the integrity and professional competence of the Philippine National Police?

Appendix



Appendix 1. Detailed CDRP and DLSUD-Institutional Research Thrusts Areas



OFFICE OF THE ASSISTANT VICE CHANCELLOR FOR RESEARCH

UNIVERSITY RESEARCH OFFICE

CAVITE STUDIES CENTER

AKLATANG EMILIO AGUINALDO

LASALLIAN COMMUNITY DEVELOPMENT CENTER

COLLEGE OF SCIENCE

COLLEGE OF LIBERAL ARTS

COLLEGE OF INTERNATIONAL HOSPITALITY MANAGEMENT

COLLEGE OF EDUCATION

COLLEGE OF CRIMINAL JUSTICE EDUCATION

COLLEGE OF ENGINEERING, ARCHITECTURE AND TECHNOLOGY

COLLEGE OF BUSINESS ADMINISTRATION