



## Serving Sustainability: Empowering Lives Through Hospitality



S&T in Behavioral & Social Sciences

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### Key Findings and Policy Implications

The study carries several important implications for community development, education, and policy-making, particularly in the context of poverty reduction and sustainable livelihoods.

- **Direct Impact on Poverty Alleviation:** The study's findings, indicating a positive impact on beneficiaries' socio-economic status, increased household income, and improved economic situations, strongly imply that well-designed skills training programs in sectors like hospitality are effective tools for poverty reduction.
- **Empowerment through Employability:** The study highlights the direct link between vocational

training and enhanced employability. This empowers individuals to secure self-employment or wage-based work.

- **Community Engagement:** The study underscores the vital role of educational institutions in community development through the conduct of extension services. It implies that universities have a responsibility to leverage their expertise to uplift local communities.

### Background

The program is a transformative initiative designed to uplift and empower vulnerable families in the

Philippines who are beneficiaries of the Pantawid Pamilyang Pilipino Program (4Ps). It opens doors to a brighter future, not through dole outs, but through the power of practical skills and professional training. This initiative helps 4Ps families cross from economic vulnerability to sustainable self-reliance.

At its heart, the program recognizes the immense potential within these communities. It offers a comprehensive curriculum rooted in the vibrant and ever-growing hospitality sector. Participants delve into the intricacies of culinary arts, learning to transform ingredients into delightful dishes. They master the delicate craft of bread and pastry production, discovering the joy of baking and the potential for small-scale entrepreneurship. Beyond the kitchen, they gain proficiency in essential housekeeping techniques, ensuring comfort and cleanliness, and hone their abilities in food and beverage services, learning the art of gracious service and efficient operations.

## Research Objectives

The paper revisits an existing hospitality sustainable livelihood extension program to evaluate its success in achieving its goals of empowering vulnerable and marginalized community members through skills training for employment and income generation, and to identify areas for future improvement.

## Methodology

A mixed methods approach was used to assess the program's effects on participants' social and economic status. The study involved 118 trainees from the 2017 SLP cohort.

## Key Findings

**Table 1.** Effect of the Program on Financial Aspect.

| Financial Aspect                                                                  | Item Mean | Description    |
|-----------------------------------------------------------------------------------|-----------|----------------|
| I was able to exceed break-even point when I started to apply the skills acquired | 3.25      | Strongly Agree |
| My income increases when I started to use/apply skills learned                    | 3.00      | Agree          |
| My monthly income became stable                                                   | 3.76      | Strongly Agree |
| Over-all Mean                                                                     | 3.34      | Strongly Agree |

Table 1 reflects the financial impact of the program on its participants. The result shows a positive trend across all indicators with an over-all mean of 3.34.

**Table 2.** Effect of the Program on Social Aspect.

| Assessment of the program on Social Aspect                                  | Item Mean | Description    |
|-----------------------------------------------------------------------------|-----------|----------------|
| We are able to buy food anytime                                             | 3.27      | Strongly Agree |
| We always have sufficient food                                              | 3.77      | Strongly Agree |
| We are able to buy our basic and other needs of the family                  | 3.88      | Strongly Agree |
| We are able to improve our dwelling                                         | 3.96      | Strongly Agree |
| We are able to buy vehicle for the family                                   | 3.00      | Agree          |
| We are able to financially support our kids and other members of the family | 3.00      | Agree          |
| We are able to purchase gadgets and appliances for the house use            | 3.67      | Strongly Agree |
| Over-all Mean                                                               | 3.51      | Strongly Agree |

Table 2 illustrates the perceived impact of the program on various social and economic indicators. The over-all mean of 3.51 implies a positive impact on participant's well-being.

**Table 3.** Assessment of the Program on Scaling Up and Employment.

| Scaling Up and Employment        | Item Mean | Description    |
|----------------------------------|-----------|----------------|
| I was able to expand my business | 3.33      | Strongly Agree |
| I was able to hire employees     | 3.78      | Strongly Agree |
| I was able to market my product  | 3.88      | Strongly Agree |
| I was able to add new services   | 3.00      | Strongly Agree |
| Over-all Mean                    | 3.50      | Strongly Agree |

Table 3 shows an even stronger impact on business operation, with an over-all mean of 3.5.

## Conclusion

The program offers a robust and practical education in key areas of the hospitality industry – from crafting delicious dishes in culinary arts and baking delightful pastries, to ensuring comfort through expert housekeeping, and providing excellent service in food and beverage. This is not just basic training; it's about acquiring professional-grade skills that are currently in demand.

The ultimate goal is for these families to secure long-term stable sources of income. Whether it is through gaining employment in hotels and restaurants, or even starting their own small food businesses, the program provides the foundation for them to support

themselves and their families, breaking cycles of poverty and building a more secure future and better quality of life.

## Policy Recommendations

### 1. Support for Vulnerable Groups:

The emphasis on "support for female beneficiaries" (given that the study found more female participants) implies the need for gender-sensitive approaches in program design, potentially including childcare support, flexible training schedules, or specific entrepreneurial guidance for women.

### 2. Enhancing Program Sustainability and Reach through

- **Geographic Expansion:** The recommendation for "geographic expansion" implies that successful models should be replicated in other vulnerable communities to extend their reach and impact on a larger scale.
- **Continuous Monitoring:** The recommendation for "continuous monitoring for program enhancement" highlights the importance of ongoing evaluation. This implies that livelihood programs should not be static; they need to be regularly assessed, adapted, and improved based on real-time feedback and changing circumstances.

### 3. Emphasis on the role of educational institutions in establishing community partnerships

### 4. Diversification of occupation

## Target Policy Actors and Beneficiaries



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## Editor's Note

This policy brief is based on results of the CSU-funded project "Serving Sustainability: Empowering Lives Through Hospitality". This project was implemented by the Cagayan State University – Andrews Campus. The CSU – Andrews Campus project team is composed of Edlyn R. Narag, Joy Ann P. Martin and Shelley T. Pascual



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