

► Skills development opportunities towards the integration of the coconut and tourism sectors in Siargao

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Siargao's “superstars”: coconuts and tourism



- ▶ Coconut as traditional economic pillar
- ▶ Copra – lifeline for many households
- ▶ Challenges – low productivity, declining youth participation, minimal value addition

Coconut Farmers
17,971 (2020)

Coconut Areas
34,238.33ha

Coconut
Production
39,033mt



- ▶ Tourism as a rising economic force
- ▶ Significant investments – employment generation and infrastructure development
- ▶ Challenges – dependence on imports, waste management

Tourist Arrivals
2023
529,822

Tourist Arrivals
2022
125,088

323% increase!



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Considerations for livelihood development and increased incomes in the coconut sector

- ▶ Tourism potential (e.g., “essentials” in accommodation facilities, unique cuisines, souvenirs, etc.)
- ▶ Post-pandemic shift towards “health and wellness” mindset => NTCs gaining popularity (VCO, coco sugar, coconut water, coconut charcoal, etc.)
- ▶ More technologies now available
- ▶ Advanced TVET competencies (although no island-based trainers YET)
- ▶ Enhanced replanting and fertilization initiatives to address low productivity
- ▶ Certification mechanisms (organic, geographical indications, etc.)



► Potential areas for skills development support



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Skills development for value addition

Relevant skills development support

- ▶ More TVET competency standards now available (including coconut production and toddy tapping)
- ▶ Ongoing efforts to develop new competency standards (VCO, coco water, coco sugar, coco vinegar, etc.)
- ▶ Community-based livelihood skills training and agriculture extension programs (nearly 50 trainings in 2023 alone, benefiting more than 2,000 trainees)
- ▶ Online TVET programs
- ▶ Mentorship support programs

Images: TESDA, DTI

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COMPETENCY STANDARDS

COCONUT PRODUCTION LEVEL II



AGRICULTURE, FORESTRY AND FISHERY SECTOR

TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY
TESDA Complex East Service Road, South Luzon Expressway (SLEX),
Fort Bonifacio, Taguig City



TRAINING REGULATIONS



AGROENTREPRENEURSHIP NC IV

AGRICULTURE, FORESTRY AND FISHERY
SECTOR

TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY
East Service Road, South Superhighway, Taguig City, Metro Manila

COMPETENCY STANDARDS

DIGITAL MARKETING PQF LEVEL III



INFORMATION AND COMMUNICATION TECHNOLOGY
(ICT) SECTOR

TECHNICAL EDUCATION AND SKILLS DEVELOPMENT AUTHORITY
TESDA Complex East Service Road, South Luzon Expressway (SLEX),
Fort Bonifacio, Taguig City

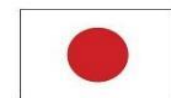
Skills development for value addition

Engagement with industry actors

- ▶ Ongoing work with VCA technical working groups
- ▶ Immediate market for Siargao-made VCO: VCO soap making and other accommodation essentials (thereby reducing importation costs)
- ▶ Support to develop the coconut charcoal briquette enterprise in Siargao: incentive to consolidate residual waste and reduce dependence on wood charcoal)
- ▶ Support from tourism industry members for culinary training and coconut cuisine development

Images: ILO, Shutterstock, Canva

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Skills development towards meeting Siargao tourism demand



Images: ILO

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Skills development for agri-tourism

- ▶ Enabling environment:
RA10816, Farm Tourism
Development Act of 2016
- ▶ Existing support to learning
sites for agriculture
- ▶ Relevant TVET support for
farm tourism operations
(e.g., Agro-
entrepreneurship)
- ▶ Accreditation mechanisms
for agri-tourism sites (DOT-
DA JMC)

BENEFITS	Farmers & SCFOs	Tourism workers & operators	Tourists
	• Diversified income • Showcase: coconut-based products, farming and production technologies • Access to more support and training • Incentive to adopt sustainable farming practices • Can lead to improved infrastructure support	• Job creation • Career opportunities in niche markets • Workplace diversity • Expanded tourism offerings • Seasonal flexibility • Additional income stream for operators • Potential for collaboration on special events	• Authentic experiences • Support for local industries • Educational value • Health & wellness tourism opportunities



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Relevant certification training for:

- ▶ Business development and business management
- ▶ Farm tour management and tour guiding
- ▶ Reservation, sales and customer service functions
- ▶ Cooks and kitchen staff
- ▶ FBS attendants
- ▶ Workshop trainers
- ▶ Events managers
- ▶ Digital & social media marketing



**These roles
have related
TVET courses!**

Coconut-based products

Offering

- Farm-to-table dining (i.e., coconut-based dishes)
- Sale of coconut-based products (e.g., VCO and VCO-based items, coco shell accessories and other handcrafted souvenirs, etc.)

Learning & Experience

Offering

- Guided visits and educational tours
- Cooking demos and workshops
- Non-food workshops (e.g., weaving, bead-making, etc.)

Events

Offering

- Food and beverage tasting activities
- Craft shows and festivals
- Venue hosting and catering

Other tourism applications: construction

- PCA technologies on coir-reinforced construction composites: coir-reinforced blocks, coir cement panels, coir fiberboards



BENEFITS	Farmers & SCFOs	Construction industry workers	Tourism establishments
	• Additional incomes • Incentive to consolidate residual waste from coconut farming • Job creation and livelihood development	• Upskilling on the production and use of sustainable aggregates • Potential for professionalization with competency standards development and certification training • Opportunities for community contracting modality	• Showcase sustainable construction • Variety of uses (i.e., walls, flooring, furniture components, or decorative features) • Reduced importation costs for aggregates while supporting locally sourced materials

Images: PCA, iStock

▶ Youth engagement towards island-based skills development capacity

Certification and TVET trainer development for Siargao youth

- ▶ Creating a formal pathway for Siargao youth to be certified in advanced courses in coconut value-addition, tourism skills, and other specialized competencies (e.g., digital marketing, etc.)
 - ▶ Scholarship offerings
 - ▶ Partnerships between government actors and private sector and industry experts
- ▶ Viewing the youth not merely as beneficiaries of these programs but as future TVET trainers in the newer and more relevant competencies in agriculture, coconut value addition, tourism, and entrepreneurship



The GOAL:
**Integration of local youth into
the TVET ecosystem by
cultivating a pool of island-
based TVET trainers who can
sustain Siargao's growth**



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**Tatak Siargao,
Sustainable Siargao:
Sulong sa sabayang pag-
unlad ng agrikultura,
turismo, trabaho at
kabuhayan!**

Maraming salamat po.