

Impact of Hotel and Restaurant Management Livelihood Program to the Beneficiaries in one of the University Adapted Communities

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Abstract

This study aimed to assess the impact of the livelihood program to the beneficiaries from one of the university adapted communities. The researcher utilized the descriptive design of the study using the total population of beneficiaries as the participants of the program. The result shows that upon joining the program, there's an increase in the income of beneficiaries and all the beneficiaries learned the food processing and preservation, baking and pastry production, retailing, packaging and personal selling. The program has great impact to the beneficiaries in terms of skills, values, financial and economic status therefore makes the livelihood program effective and sustainable.

Keywords: Livelihood Program, Hotel, Restaurant Management,

Introduction

Livelihood Program is an income generating activity which helps the underprivileged member of the community to develop and train their skills in the project that would help them earn some income for their daily needs. This program is geared towards emancipation from being indigent. The participants on the project will be given seminars on different skills such as Cooking, Food Processing and Preservation, Bakery and Pastry and the other activities that will help them develop their skills. Interpersonal work relationships, values formation, and ethics will also be part of the program to attain a level of growth in various aspects of life. Livelihood Training processes can be integrated with character formation since part of Livelihood is awareness of proper conduct and morals needed to be fruitful and exemplary citizens of the community notwithstanding the crucial bondage of poverty (www.mambugan.camilliansisters-philippines.org)

Generally, extension service is the process by which technology and innovation are transferred to an identified clientele with the ultimate objective of improving the way of life of the people. Former Senate President Marcelo B. Fernan (2010) defined extension service as a concept that

encompasses people empowerment and human resource development geared towards human capital enhancement, and technology and facilities diffusion among the "masang" Pilipino, if not the poorest of the poor (<http://www.mseuf.edu.ph>).

Extension service projects as avenues for the people, *by the people, and of the people*, should by itself be initiating, capitalizing and sustaining approach to community development. Since Community Extension Service projects are people oriented, they should respond to particular issue affecting people existence, adaptive to change and development processes, and directed towards transformation all of thorough inter-disciplinary approach. On a whole, Community Extension Service Program is evaluated based on its responsiveness in addressing the needs of the community where it is being implemented which is evidenced by: (a) development sustainability, (b) people's opportunity to become productive and (c) developed self-reliance among client-partners (www.mseuf.edu.ph).

Community extension program is part of the University's tri-fold function of providing quality education to its students. As such, sustainability and social transformation in terms of livelihood program is a challenge for the different academic components of Lyceum of the Philippines University - Batangas. With the history of academic success to its credit, the institution focuses on its efforts in achieving relevance in the community it serves aiming for a sustainable livelihood program. One of the projects initiated by Bachelor of Science in Hotel and Restaurant Management of the College of International Tourism and Hospitality Management was "Livelihood Program for Women" in Barangay Wawa, Batangas City. This was spearheaded by the faculty members and students of CITHM. The project started school year 2009 - 2010 with 8 beneficiaries.

The aim of the project was to train the housewives with baking, cooking and food processing skills that will help them to eventually to become an entrepreneur. Bakery and pastry goods are the product that will to be sold in the market. This project at the same time will alleviate the social and economic conditions of the beneficiaries.

Researchers conducted this study to determine the impact of the livelihood program to the life of the beneficiaries and the sustainability of the project.

Objectives of the Study

This study aimed to assess the impact of the livelihood program to the beneficiaries of Brgy. Wawa, Batangas City, Philippines. Specifically, the study has the following objectives: to determine the gross monthly earnings before and after joining the livelihood program; to determine the extent of skills learned from the training program; to determine the impact of training program to the skills, values and economic status of the beneficiaries; and to propose an action plan to sustain the implementation of the program.

Review of Literature

Many of the households earn their living from the entrepreneurial use of natural resources or by participating in the nonfarm economy. However, rural households face two critical challenges—many income-generating activities are characterized by low productivity and rural markets often do not work well for poor and low-income households. Addressing these issues is critical to improving the livelihoods of rural households and helping them move out of poverty. This can be done by first, encourage research and development to test new products, delivery systems along with ways to improve access to markets for producers. Second, strengthening the infrastructure of organizations that are focused on improving rural and urban livelihoods. Third, supporting policy analysis and advocacy to improve private and public policies that affect rural livelihoods. Lastly, building robust global networks to support innovation and effective advocacy (www.fordfoundation.org).

Besides its educational function, extension is expected to generate political support for the land grant universities. The necessary conditions for extension programs to elicit political support are for them to (a) be a positive net benefit, (b) be clearly attributable to extension, (c) be feasible of political solicitation, and (d) have benefits of sufficient magnitude to motivate political action. The characteristics of programs that affect these conditions are the attributes of (a) incompatible use, (b) exclusion costs, and (c) joint impact (<http://ajae.oxfordjournals.org>)

In the study of Borbon (2011), shows that LPU Batangas is effective in inculcating the vision, mission and objective of its Community Extension Programs to its beneficiaries. The community has experienced the impact of the programs in terms of acceptability, though their perception of sustainability is dependent on the program level of implementation. There was a significant relationship between the status and impact of the community extension programs in literacy, health and peace and order with regards to acceptability and sustainability. However, it was assessed that the programs were less implemented and therefore, needs to be reinforced.

On Brooks, et.al (2012), stated that small and home-based businesses have long been identified by Extension educators as an important component of economic development, particularly in rural areas. The services available to these businesses can take many forms, including management training, accessibility of local funding, providing incubation facilities, or setting up mentoring relationships. Extension educators wanting to promote certain services should be aware of historical rates of use of these programs and their impacts on various success measures for small businesses. State-level survey results of small business owners are used to discuss the services used, different measures of success, and statistical relationships between the two.

The level and quality of public discourse is a key factor in a community's ability to affect change. Recently conducted Extension research shows that a large proportion of residents do not feel engaged in community decision making. Extension works with a variety of community partners on a daily basis. Targeting programmatic resources in ways that would help improve the level

and quality of public discourse could leverage the impact of the many Extension programs conducted in cooperation with community partners (Civitolo, et. al. 2011).

Furthermore, Lockard (2010) stated that a successful Extension program requires effective marketing strategies. Extension educators commit extensive time and resources to prepare an educational program, but who will attend the event? A well prepared program with poor attendance frustrates the presenter and wastes precious Extension resources. As county programs work within the financial constraints of lean economic times, ineffective program marketing is unaffordable. This article shares the results of a study conducted to compare the enrollment numbers for Family and Consumer Sciences (FCS) education programs that were promoted using either free and then paid advertising methods. Paid advertising resulted in sizeable increases in enrolment for FCS Extension programs.

Responding to the University of the East's core principles towards the advancement of social responsibility through highly visible extension and community outreach programs, the Office of Extension and Community Outreach (OECO) in partnership with the Department of Labor and Employment-National Capital Region (DOLE-NCR) launched the "Kabalikat sa Kabuhayan (KSK): UE's Sustainable Community Livelihood Project." Its main objectives centered on empowerment, self-reliance, social equity, and stability.

Twenty-two (22) indigent residents from University of the East (UE) from two adopted communities were awarded with seed money to help them start up their own small businesses since their chance of employment is very slim. In order to enhance their skills in handling business and finances, UE community worker-volunteers spearheaded a series of intensive seminars, trainings and workshops.

Today, their respective small businesses are continuously operating and served as their main source of daily living. The success of KSK will be replicated to other indigent communities in hope to further expand our services to the marginalized sectors of the society (www.ue.edu.ph/manila).

In terms of food preparation and processing, it can be defined as "any change that is made to a food to alter its eating quality or shelf life" People process foods every day when preparing meals to feed their families. However, the term "food processing" is broader than preparing and cooking foods. It involves applying scientific and technological principles to preserve foods by slowing down or stopping the natural processes of decay. It also allows changes to the eating quality of foods to be made in a predictable and controlled way. Food processing uses the creative potential of the processor to change basic raw materials into a range of tasty attractive products that provide interesting variety in the diets of consumers (www.fao.org).

Food production and preservation has long been women's responsibilities in Darfur. The harsh conditions of the environment had the people relying on preservative methods to sustain their provisions. One can see the abundance of these preserved food items such as dried meat, dried fish, dried okra, tomato and red pepper in the market. Dairy products such as yogurt and

butter are also processed. The women have not explored the full commercial potential of these processing and preservation activities. Products are processed using the traditional methods and without concern of product quality, safety standards and proper packaging. Skills training and provision of machinery, equipment and working capital will be required for the commercialization of these food products from the agricultural sector (<http://sag-action.org>).

Food processing has three major aims: to make food safe (microbiologically, chemically); to provide products of the highest quality (flavor, color, texture) and to make food into forms that are convenient (www.food.upm.edu.my).

There is a wide range of bakery products that can be made at a small-scale including biscuits, cookies, leavened or unleavened breads, cakes, flans, pastries, pies, pizzas, samosas and scones. Each can be made with different shapes, sizes, flavours, etc., and the range of potential products is therefore extremely large. Bakery products rarely cause food poisoning because the heat during baking reduces the numbers of micro-organisms to safe levels. Careful food handling and thorough cleaning of equipment are essential to produce these products safely. Most products from small-scale bakeries are not packaged, except in simple polythene or paper bags to protect them from dust and insects. However, biscuits require more sophisticated packaging for a longer shelf life, and are packed in cartons covered with a moisture-proof and airtight film such as cellulose, polyester or polypropylene, or stored in airtight tins or jars (www.fao.org).

Materials and Methods

Research Design

The researcher used descriptive design to gather the data needed for the study. A descriptive study is one in which information is collected without changing the environment (i.e., nothing is manipulated). It is also where the researcher interacts with the participant which may involve surveys or interviews to collect the necessary information (<http://ori.hhs.gov>).

Participants

The total population comprised of 8 women beneficiaries from Brgy. Wawa, Batangas City, Philippines. These beneficiaries were chosen during the seminar on the initial stage of the implementation of HRM livelihood program. Fifteen housewives attended the said orientation/seminar held in 2005 but only 8 continuously attended the series of trainings and seminars and were remained in the program since 2009.

Instrument

Self made questionnaire was used as the primary instrument to gather the information needed to determine the impact of livelihood program initiated by HRM program in Brgy. Wawa, Batangas City, Philippines.

The questionnaire composed of three parts, first part determines the gross monthly earnings before and after the training, second part is about the extent of the skills learned and the third part is the impact from skills, values and economic status of the beneficiaries.

The questionnaire used the Likert scale with 1 as the lowest and rated as no extent, 2 is less extent, 3 is moderate extent, 4 is extent and the highest is 5 rated as great extent.

The questionnaire was validated by the person expert in community extension, the former Community Extension Director and the Community Extension Officer.

Procedure

The questionnaires were administered personally by the researchers. Focus group discussion was also conducted to gain additional information to substantiate the findings of the study. Researchers stayed for one day in Barangay Wawa to personally witness the activities of the participant in the preparation of the product and that was the perfect time the researchers conducted the focus group discussion.

Data Analysis

This study used frequency distribution, percentage and weighted mean as statistical tools. Frequency distribution and percentage were used to determine the gross monthly of the beneficiaries. Weighted mean was used to determine the extent of skills of the beneficiaries and the impact of livelihood program. To further analyze the result, the data was treated using SPSS software.

Results and Discussion

Table 1 presents the gross monthly income of beneficiaries.

Table 1. Gross Monthly Income of Beneficiaries

| Before joining the program | Frequency | Percentage (%) |
|-----------------------------------|------------------|-----------------------|
| Below P3,000.00 | 6 | 75% |
| 3,000.00 - 5,000.00 | 1 | 12.5% |
| 5,001.00 - 10,000.00 | 1 | 12.5% |
| Average: P2,562.50 | | |
| After Joining the program | | |
| Below P3,000.00 | 0 | 0 |
| 3,000.00 - 5,000.00 | 2 | 25% |
| 5,001.00 - 10,000.00 | 6 | 75% |
| Average: P6,625.50 | | |

Based on the table, 75 percent of the beneficiaries were earning only P3000.00 below per month before they joined the livelihood program. After joining the livelihood program there was an increase in the income of the beneficiaries from below P3,000.00 to P5,000.00 to 10,000.00. From the average earning of 8 beneficiaries before joining the program was P2,562.50 and after joining the program, they are now earning an average of P6,625 per month. This only implies that in terms of financial status the program had a positive impact to the beneficiaries.

During the focus group discussion with the beneficiaries, they shared that before joining the livelihood program they don't have regular source of income. Few of them were washing clothes of their neighbors and some were selling fish but not in a regular basis. They cannot send their children to school due to lack finances. With the help of the CITHM in providing them the initial capital they were able to continuously implement the program which give them a great opportunity to provide them a better life.

The benefits of livelihood programs flow in terms of enhancing household income and social aspect such as health, knowledge and closeness among family members. Nevertheless, a relatively higher mean was found for social benefits compared to the economic benefits. Therefore, community economy promotes a moderate as well as self-and-local community reliance livelihood (Omar et al, 2013).

Table 2 presents the extent of skills learned during the training

Table 2. Extent of Skills learned during the training program

| Skills Learned | WM | VI | Rank |
|----------------------------------|-------------|---------------------|------|
| Food Processing and Preservation | 4.88 | Great Extent | 1.5 |
| Baking and Pastry | 4.88 | Great Extent | 1.5 |
| Retailing | 4.63 | Great Extent | 4 |
| Packaging | 4.75 | Great Extent | 3 |
| Personal Selling | 4.50 | Great Extent | 5 |
| Composite Mean | 4.73 | Great Extent | |

Legend: 4.50 – 5.00 =Great Extent; 3.50 – 4.49 = Extent; 2.50 – 3.49 = Moderate Extent; 1.50 – 2.49 = Less Extent; 1.00 – 1.49 = No Extent

The result shows that all the beneficiaries learned to a great extent all the skills taught by the competent faculty trainers of CITHM with a composite mean of 4.73. Food Processing and Preservation; and Baking and Pastry both obtained the highest weighted mean of 4.88 in which they learned these skills to a great extent followed by retailing with weighted mean of 4.63. Packaging got the weighted mean of 4.75 while personal selling got the lowest mean.

This implies that they have learned all the areas specially the Food Processing and Baking and Pastry. The training method and strategies used by the competent faculty members were effective. They were able to achieve the livelihood programs that is sustainable and part of the tri-fold function of the university such as instruction, research and community extension.

They said that the livelihood activities have also created some benefits other than income related because they have acquired an improved self esteem since they have developed business skills which can prepare them for the improvement of their business to ensure success in the future. Upon acquisition of the skills, as recounted by a couple of the beneficiaries, many of them instead of just gossiping and doing nothing, are now very busy with producing the goods and that even their children and the whole family is helping out with it since it had already become a source of income for the family (www.cu.edu.ph).

Table 3 presents the impact of the program on the skills of beneficiaries

Table 3. Impact of the Program on the Skills of Beneficiaries

| | WM | VI | Rank |
|--|-------------|--------------|-------------|
| 1. improved skills in cooking | 4.88 | Great Extent | 1.5 |
| 2. enriched skills in baking | 4.88 | Great Extent | 1.5 |
| 3. enhanced skills in food processing and preservation | 4.75 | Great Extent | 3 |
| 4. build up packaging skills | 4.63 | Great Extent | 4 |
| 5. widen the capacity of selling products | 4.50 | Great Extent | 5 |
| Composite Mean | 4.73 | Great Extent | |

Legend: 4.50 – 5.00 =Great Extent; 3.50 – 4.49 = Extent; 2.50 – 3.49 = Moderately Extent; 1.50 – 2.49 = Less Extent; 1.00 – 1.49 = No Extent

The result shows that the that the program has a great impact on the skills of the beneficiaries as indicated by the composite mean of 4.73. Beneficiaries had improved the skills in cooking and enriched skills in baking with the weighted mean of 4.88 and verbal interpretation of great extent followed by the enhanced skills in food preservation with the weighted mean of 4.75. Build up the capacity of selling the products obtained the lowest mean of 4.50 but still have a verbal interpretation of great extent. This only means that the skills imparted by the competent CITHM trainers to the beneficiaries were learned by heart and eventually put it into practice.

The result implies that the skills they've a learned from the training were very useful and they were able to practice it in the preparation of the products, packaging and up to selling of the finished products. According to the beneficiaries, they have no regrets in joining this project because they said that the training really worth of the time they had spent on it in going to LPU every time there was a scheduled training.

As far as livelihood is concerned, the available tangible and intangible assets will be used to construct living by mixing some form of physical labour, skills, knowledge and creativity. The knowledge and skills may also differ across places and communities because they are internally acquired within particular households and inherited from the previous generations. A livelihood is considered as sustainable if it can. (Chambers on Omar et al, 2013).

Table 4 shows the impact of the program on the values of the beneficiaries

Table 4. Impact of the Program on the Values of Beneficiaries

| | WM | VI | Rank |
|---|-------------|--------------|------|
| 1. help increase awareness in developing own business | 4.88 | Great Extent | 1 |
| 2. build up camaraderie among beneficiaries | 4.75 | Great Extent | 2.5 |
| 3. develop the capacity to use idle time | 4.75 | Great Extent | 2.5 |
| 4. limit the time for making gossip | 4.63 | Great Extent | 4.5 |
| 5. became responsible citizen | 4.63 | Great Extent | 4.5 |
| Composite Mean | 4.73 | Great Extent | |

Legend: 4.50 – 5.00 =Great Extent; 3.50 – 4.49 = Extent; 2.50 – 3.49 = Moderately Extent; 1.50 – 2.49 = Less Extent; 1.00 – 1.49 = No Extent

Data show that the program has a great extent on the values of the beneficiaries with the composite mean of 4.73. The livelihood program can help increase in awareness in developing their own business which obtained the highest mean of 4.88 with a verbal interpretation of great extent. Building up camaraderie among beneficiaries and developing the capacity to use idle time obtained the weighted mean of 4.75 while limiting the time for making gossip had a lowest mean of 4.63 with verbal interpretation of great extent.

The result implies that the program has a great impact in the values of the respondents. They were able to maximize their time and made themselves more productive. Based on the interview from the respondents, they are now going to their neighbors not just to make gossips but instead they are visiting their neighbors to sell the product they produced.

Fishermen's young and dedication are positive traits since these make them physically capable for and psychologically committed to the long-term development of their livelihood and the resources such livelihood depends on. In general have many positive attitudes and values including a sense of responsibility over the coastal resources they exploit, which also should augur well for the implementation of Coastal Resource Management (Israel, 2004).

Table 5 shows the impact of the program on the economic status of beneficiaries

Table 5. Impact of the Program on the Economic Status of Beneficiaries

| | WM | VI | Rank |
|--|-------------|--------------|------|
| 1. become an entrepreneur | 4.50 | Great Extent | 4 |
| 2. have a regular source of income | 4.88 | Great Extent | 1 |
| 3. part of the income goes to savings | 4.13 | Extent | 5 |
| 4. can buy quality products for the family | 4.63 | Great Extent | 2.5 |
| 5. can provide quality food for the family | 4.63 | Great Extent | 2.5 |
| Composite Mean | 4.55 | | |

Legend: 4.50 – 5.00 =Great Extent; 3.50 – 4.49 = Extent; 2.50 – 3.49 = Moderately Extent;1.50 – 2.49 = Less Extent; 1.00 – 1.49 = No Extent

The program has great impact in the economic status of the beneficiaries upon joining the livelihood program as shown in the table with the composite mean of 4.55. Having a regular

source of income obtained the highest with the weighted mean of 4.88 followed by providing quality food for the family and buying quality products for the family have weighted mean of 4.63. Becoming an entrepreneur got 4.50 weighted mean while the income goes to saving had a lowest mean of 4.13 with verbal interpretation of extent.

Many of the project beneficiaries, who were asked if the livelihood activities conducted have helped them and their family, they said that it helped them a lot because they now have applied into practice what they have learned to produce goods they sell to earn additional income; that they are now able to easily provide for the school needs of their children and even the food for the family (www.cu.edu.ph).

The sustainable livelihood is a way to improve understanding of the lives of underprivileged people. It draws on the main factors that affect poor people's livelihoods and the typical relationships between these factors. It can be used in planning new development activities and in assessing the contribution that existing activities have made to sustaining livelihoods (www.ifad.org).

Putting up a small scale restaurant in Brgy. Wawa, Batangas City, Philippines that will cater the community. This is one way to ensure that all the knowledge and practical skills are converted into a more meaningful activity.

Table 6. Plan of Action

| Objective | Activities | Duration |
|---------------------------------|---|----------|
| To develop knowledge and skills | 1. Courtesy call to Barangay Council | 1 day |
| | 2. Scouting selling point in Brgy Wawa as recommended by Brgy Council | 1 day |
| | 3. Coordinate with Accounting Office to confirm budget approval | 1 day |
| | 4. Coordinate with students and professors to work with the community | 3 days |
| | 5. Cleaning of Production and Selling Area | 2 days |
| | 6. Opening of Restaurant | |
| | 7. Determining Plantilla and Schedule | |

Conclusions

The income of beneficiaries increase from less than P3,000.00 to more that P 6,000 per month. In terms of skills, the beneficiaries learned to a great extent the food processing and preservation, baking and pastry production, retailing, packaging and personal selling. The program has a great extent to the beneficiaries in terms of skills, values and financial or

economic status. Small scale restaurant will be put up to convert knowledge and skills into meaningful activity.

Recommendations

The College of International Tourism and Hospitality Management (CITHM) of LPU Batangas may continue to monitor the result of the study through periodic visit in the community. Implement a new livelihood for a wider scope of implementation by putting up a restaurant in Brgy. Wawa, Batangas City, Philippines. The eight beneficiaries will still be part of the program since they were already trained. The products will be part of the menu of the restaurant. New beneficiaries will be trained in the area of Food and Beverage Services and Restaurant Management. The action plan may be implemented and evaluated to determine its effectiveness. Future studies may also be conducted using other variables to further confirm the results of this study.

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