

**BATANGAS HERITAGE CENTER'S MULTIDISCIPLINARY
RESEARCH PROGRAM FOR SUSTAINABLE DEVELOPMENT OF
MATAASNAKAHOY, BATANGAS:
A LEARNING RESOURCE CENTER'S INITIATIVE
TOWARDS TOURISM ENHANCEMENT
AND CULTURAL PRESERVATION**



LIONEL E. BUENAFLOR, PhD
Batangas Heritage Center
University of Batangas

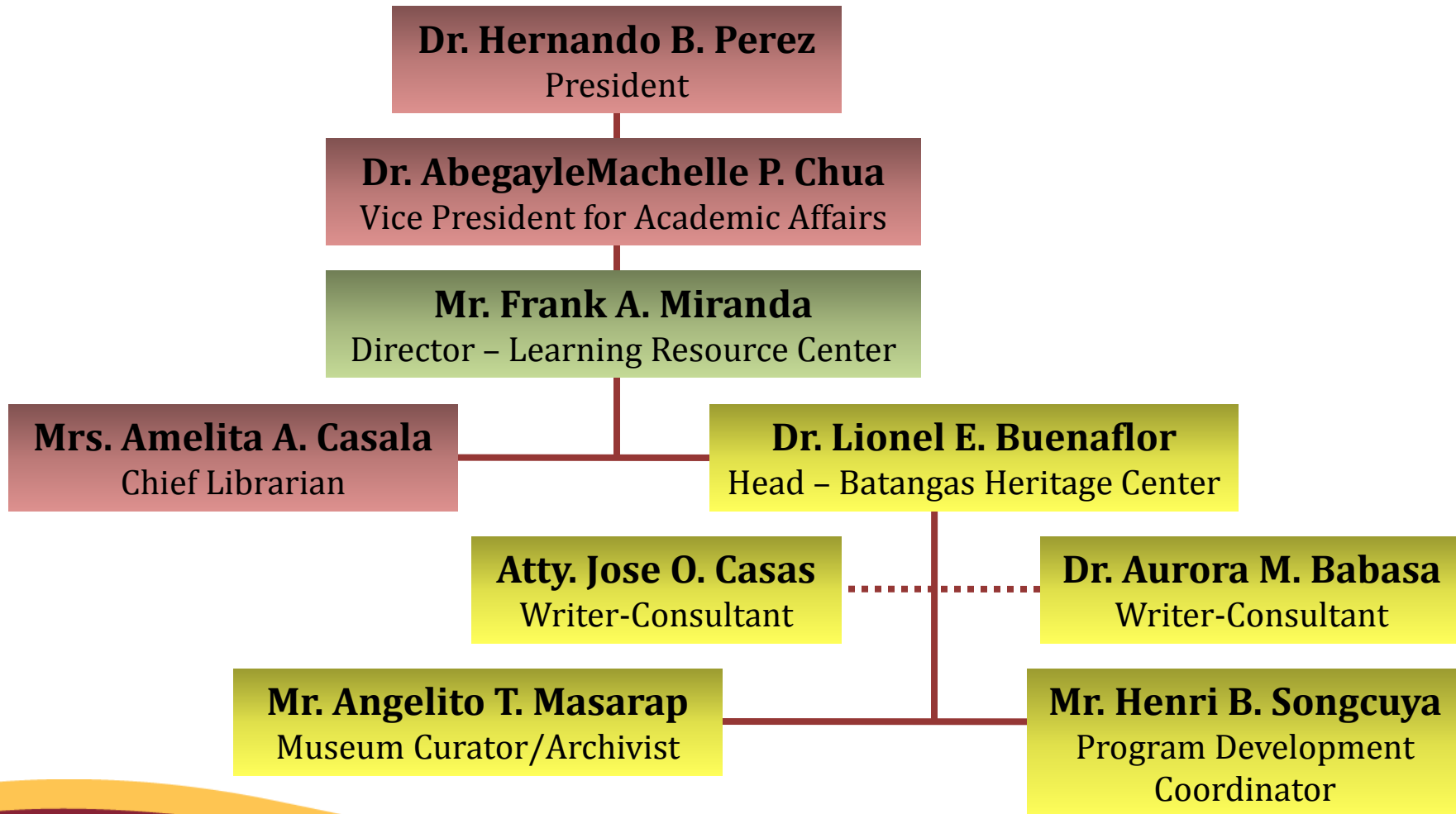


**University of
Batangas**

Spirit. Intellect. Purpose.

INTRODUCTION

UB LEARNING RESOURCE CENTER ORGANIZATIONAL STRUCTURE



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

INTRODUCTION

“Paglingonsa Lumipas: Isang Sulyapsa Pamumuhay ng mga Batangueño Noon” An Exhibit of Batangueño Antique Collections



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

INTRODUCTION

“Pananampalataya”

A Photo Exhibit of the Colonial Churches in Batangas



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

INTRODUCTION

Research Activity for Anting-anting Sa Batangas



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

INTRODUCTION

“Anting-antingsaMakabagongPanahon”

Dr. Abelardo B. Perez Memorial Lecture



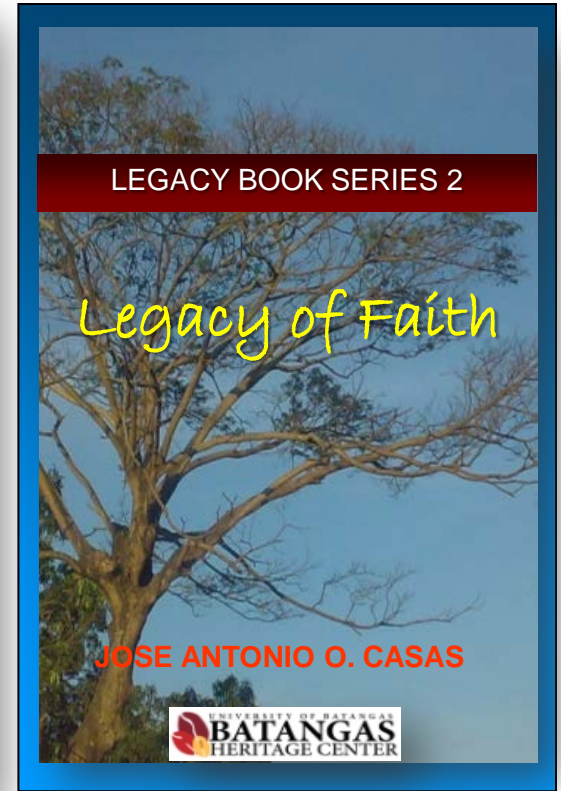
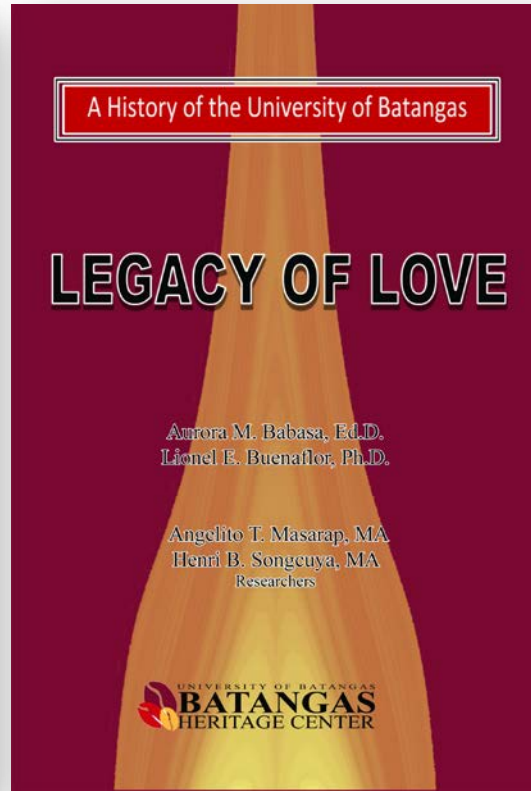
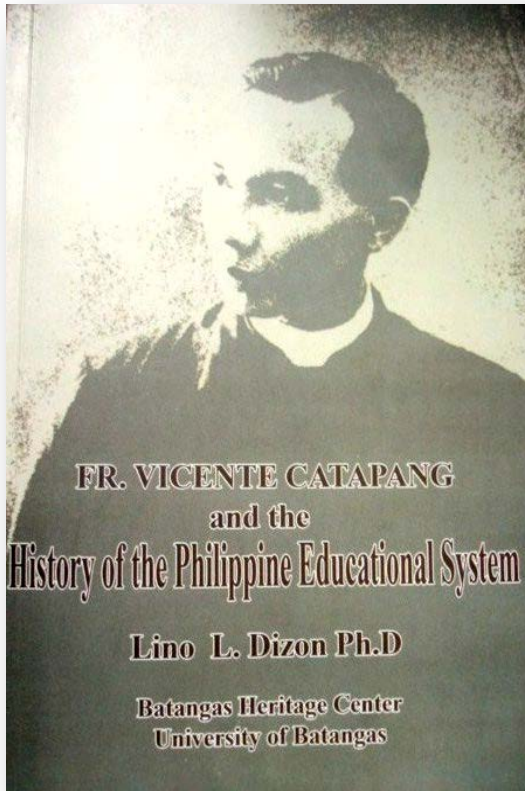
Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

INTRODUCTION

Publications of the Batangas Heritage Center



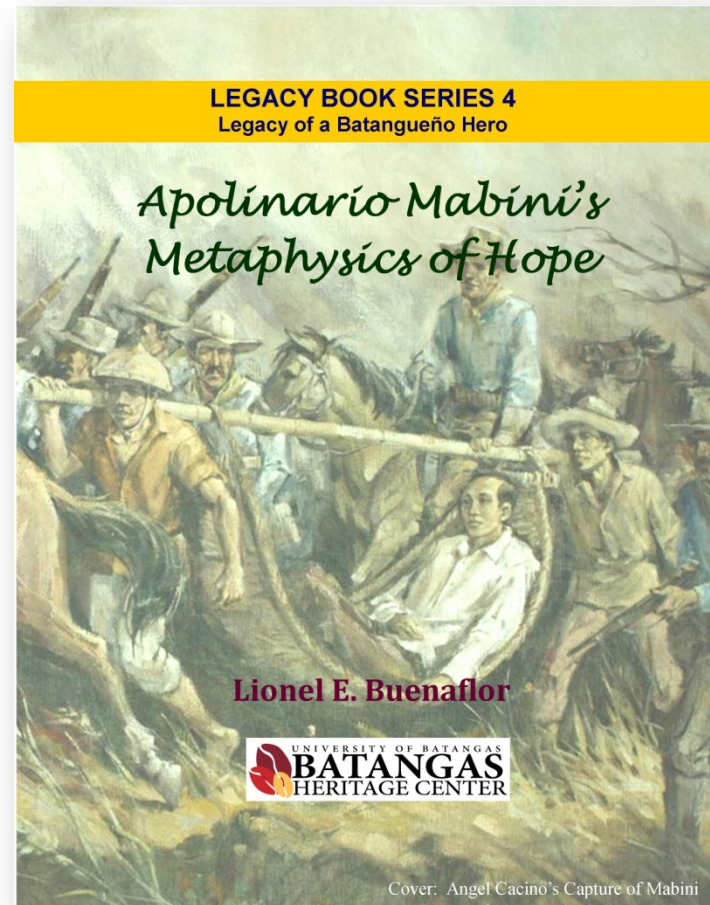
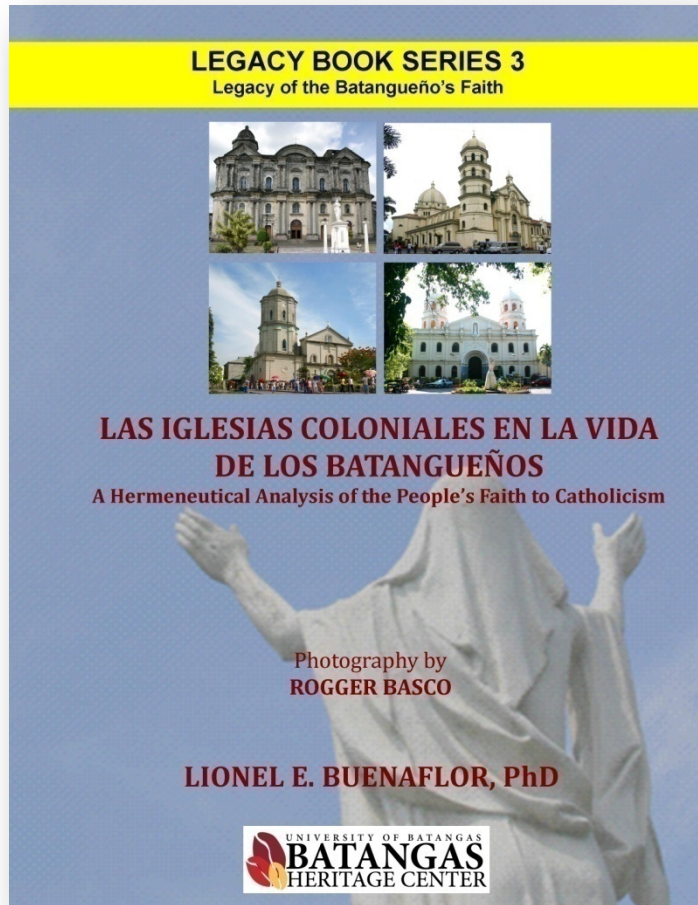
Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

INTRODUCTION

Books for Publication



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

INTRODUCTION

Books for Publication



KALENDARYONG BATANQUEÑO: *Tulong Panggunita sa Kasaysayan ng Batangas*

Lionel E. Buenaflor, PhD
Henri B. Songcuya, MA
Angelito T. Masarap, MA(c)

Batangas Heritage Center
University of Batangas

Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

INTRODUCTION

Paving the way for the creation of the Batangas Historical Society Lecture on Research Writing for UB Faculty and Students



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

Pilgrimage Tour

With the Faculty of the University of Asia and the Pacific



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

Taal Heritage Tour

With the Faculty and Students of UB College of Allied Medical Sciences



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

San Juan Heritage Tour

With the Students of the Oblates of St. Joseph Schools System



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

The Comprehensive Research Program for Sustainable Development of Mataasnakahoy, Batangas

Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

Signing of the Memorandum of Agreement between University of Batangas and the Municipality of Mataasnakahoy



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

Objectives



1. To develop a more extensive tourism programs for the Municipality of Mataasnakahoy
2. To develop a national model for tourism development;
3. To analyze the present skills and knowledge of the people of Mataasnakahoy and empower the local populace in managing their own tourism activities while creating methods for environmental protection; and
4. To provide technical support for Mataasnakahoy towards the realization of its full potential in tourism industry.

Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

- To develop a promotional campaign plan
- To organize livelihood and well-being workshops, trainings, and seminars
- To design an environmental awareness and protection programs
- To organize research trainings

Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

Different Clusters for the Project:

1. *Cluster for Philosophy, History and Culture*
2. *Cluster for Ecology and Natural Resources Management*
3. *Cluster for Research on Socio-Economics*
4. *Cluster for Environmental Sustainability*
5. *Cluster for Tourism Development and Sustainability*
6. *Cluster for Business Training and Development*
7. *Cluster for Human Resource Management and Organizational Development*

Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

Three Phases of the Project:

Phase I: Historical, Cultural, and Natural Resources Mapping

Phase 2: Designing Tourism Programs for the Different Sites in Mataasnakahoy

Phase 3: Organization of Activities for Conventions and Conferences about Mataasnakahoy Tourism Programs

Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

Expected Output for the Complete Project

1. Promotional Campaign Plan for the Municipality of Mataasnakahoy
2. Technical Assistance on Organizing Events and Entrepreneurial Trainings for the Promotion of Mataasnakahoy and Its Tourism Industry
3. Establishment of a Municipal Museum and Cultural Center
4. Plans for Designing Promotional Materials/Collateral
5. Training and Establishment of Mataasnakahoy Historical Society and Mataasnakahoy Ecology Society

Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

The Mataasnakahoy Historical and Ecological Society



Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

THANK YOU AND GOOD DAY

Dr. Lionel E. Buenaflor

Head

Batangas Heritage Center

