
NORSU TOURISM DEPARTMENT NEARS COMPLETION OF DAUIN TOURISM DEVELOPMENT PLAN, STRENGTHENS PROVINCE-WIDE TOURISM FUTURES INITIATIVE



The College of Tourism and Hospitality Management of Negros Oriental State University has reached a major milestone with the near completion of the Tourism Development Plan (TDP) for the Municipality of Dauin, a project expertly led by faculty member Stella Marie Llera. Responding to the formal request of the local government, the Tourism Department mobilized its faculty experts and student researchers to guide Dauin through a comprehensive, evidence-based, and community-centered planning process.

This accomplishment marks a significant step forward for the Tourism Futures Lab, an innovative, university-led planning ecosystem conceptualized and championed by Dean Dr. Tulip F. Lopez and Bachelor of Science in Tourism Management Program Head Prof. Jane B. Leyva. Although already operational in its pilot engagements, the Tourism Futures Lab is set to be formally launched soon, signaling NORSU's long-term commitment to tourism innovation and local development.

During the multi-day workshop, Project Leader Stella Marie Llera, together with Prof. Jane Leyva, Bachelor of Science in Tourism Management faculty, and student researchers, facilitated immersive sessions on resource assessment, stakeholder consultations, product development, and destination analysis. Photos from the workshop highlight the active participation of community representatives, tourism officers, and local leaders reflecting the collaborative and community-driven spirit that defines the Tourism Futures Lab. Using modern planning tools such as geographic information system mapping, digital surveys, and analytics, the team helped Dauin craft a strategic roadmap that aligns with its cultural identity, natural assets, and long-term development aspirations.

The Tourism Futures Lab was established to address the persistent challenges faced by many municipalities in Negros Oriental, including limited technical capacity, outdated data, and the absence of structured planning tools aligned with national standards. By institutionalizing a research-driven and participatory planning model, NORSU ensures that local government units receive high-quality, actionable Tourism Development Plans that promote sustainability, cultural preservation, and inclusive economic growth. The initiative also provides students with hands-on experience in tourism planning, policy development, and community engagement, strengthening the university's commitment to quality education and experiential learning.

This initiative directly advances several United Nations Sustainable Development Goals, including Decent Work and Economic Growth (SDG 8), Sustainable Cities and Communities (SDG 11), Climate Action (SDG 13), Partnerships for the Goals (SDG 17), and Quality Education (SDG 4). By embedding climate resilience, environmental protection, and community participation into every TDP, the Tourism Futures Lab ensures that tourism development contributes to long-term resilience and responsible stewardship of Negros Oriental's natural and cultural heritage.

With the Dauin Tourism Development Plan nearing completion under the leadership of Stella Marie Llera, the Tourism Department is now preparing for the next phase of the Tourism Futures Lab. Future municipal tourism planning projects will be handled and led by Tourism Department Head Prof. Jane B. Leyva, who will oversee expanded collaborations with other colleges and faculty experts across the university. As the formal launch of the Tourism Futures Lab approaches, NORSU is positioning itself as a regional leader in tourism innovation, governance, and policy support offering a scalable and replicable model for sustainable tourism development in the Philippines.

