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Title:

**SUSTAINABILITY OF HORSE-DRAWN CARRIAGES AS TOURIST
ATTRACTIONS, CASE STUDIES OF SELECT PHILIPPINE CITIES**

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*To my family, the Davids and the Pangilinans, the City of San Fernando, Pampanga,
and my homeland, the Philippines.*

For Sunis and L, para que las cosas permanezcan, debemos elegir recordar.

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TABLE OF CONTENTS

LIST OF ABBREVIATIONS	4
LIST OF FIGURES	5
LIST OF TABLES	6
ABSTRACT	7
PROBLEM STATEMENT	9
1. INTRODUCTION	11
2. LITERATURE REVIEW	11
2.1 History of Horse-Drawn Carriages	14
2.2 Tourism and horse-drawn carriages	16
2.3 Controversies on horse-drawn carriages	17
2.4 Horse-drawn carriages in the Philippines	18
3. METHODOLOGY	24
3.1 Research Design	24
3.2 Data gathering	27
3.3 Research ethics	29
3.4 Limitations	30
3.5 Data Analysis Methods	31
4. ANALYSIS AND RESULTS	33
4.1 Inventory of Philippine Calesas in select cities	33
4.2 Analysis of Key Informant Interviews	34
4.3 Case Studies of select Philippine Cities	54
4.4 Comparison of multiple case studies	67
4.5 Direct observation vs. observation by others	77
5. CONCLUSION AND RECOMMENDATIONS	81
REFERENCES	85
ANNEXES	89

LIST OF ABBREVIATIONS

UNWTO	United Nations World Tourism Organization
UN	United Nations
DOT	Department of Tourism (Philippines)
DILG	Department of Interior and Local Government (Philippines)
LGU	Local Government Units
SGLG	Seal of Good Local Governance
UNESCO	United Nations Educational, Scientific, and Cultural Organisation
DOLE	Department of Labor and Employment (Philippines)
DMO	Destination Management Organisation
PNP	Philippine National Police

LIST OF FIGURES

Figure 1 - Sustainable Tourism Model (Sanagustin Fons, et.al, 2011)

Figure 2 - Onager-driven cart. Detail from the War Scene, Standard of Ur, Mesopotamia, c. 2500 BC.

Figure 3 - Luzon Map indicating route taken for the Calesa fieldwork highlighting the key cities (Pangilinan, 2023)

Figure 4 - Data Analysis Methods

Figure 5 - Cabagan calesa tour route (Pangilinan, 2023)

Figure 6 - Vigan calesa tour route (Pangilinan, 2023)

Figure 7 - Laoag calesa tour route (Pangilinan, 2023)

Figure 8 - Tuguegarao calesa tour route (Pangilinan, 2023)

Figure 9 - A calesa in Cabagan, Isabela (Pangilinan, 2023)

Figure 10 - A calesa in Tuguegarao, Cagayan (Perez, 2023)

Figure 11 - A calesa in Vigan, Ilocos (Perez, 2023)

Figure 12 - A calesa in San Fernando, Pampanga (Pangilinan, 2023)

Figure 13 - Rear view of a Laoag Calesa (Perez, 2023)

Figure 14 - Rear view of a Vigan Calesa (Perez, 2023)

Figure 15 - Calesa parking area at Plaza Burgos as designated by City Ordinance no. 08 series of 2013, indicating the fare for the calesa (Perez, 2023)

Figure 16 - Conceptual Framework for Calesa Sustainability in Select Philippine Cities (Pangilinan Perez, 2023)

LIST OF TABLES

Table 1 - Calesas in Philippine Cities and Municipalities

Table 2 - Inventory of Philippine Calesas in select cities

Table 3 - Codes, Categories, and Themes for Cabagan, Isabela

Table 4 - Codes, Categories, and Themes for Vigan, Ilocos Sur

Table 5 - Codes, Categories, and Themes for Laoag City, Ilocos Norte

Table 6 - Codes, Categories, and Themes for Tuguegarao City, Cagayan

Table 7 - Emerging Themes and Categories for Cabagan, Isabela

Table 8 - Emerging Themes and Categories for Vigan, Ilocos Sur

Table 9 - Emerging Themes and Categories for Laoag, Ilocos Norte

Table 10 - Emerging Themes and Categories for Tuguegarao, Cagayan

Table 11 - Emerging Themes and Categories for San Fernando, Pampanga

Table 12 - Comparisons based on sustainability components

Table 13 - Summary of institutional mechanisms, stakeholder network, and policy recommendations

Table 14 - Direct observation vs. observation by others

ABSTRACT

This master's thesis explores the sustainability of horse-drawn carriages called the "calesa" as tourist attractions in the selected cities in the Philippines. While several destinations around the world have banned horse-drawn carriages as attractions, the study investigates why the calesa in the Philippines, a horse-drawn carriage introduced during the Spanish Colonial Rule in the country, survives as a contemporary tourist attraction in some cities in the Philippines namely the City of San Fernando (Pampanga), Municipality of Cabagan (Isabela), Tuguegarao City (Cagayan), Laoag City (Ilocos Norte), and Vigan City (Ilocos Sur).

Following a naturalistic paradigm, the study looks at the economic, social and cultural, and environmental factors that contribute to the sustainability of the calesa as a tourist attraction in the said locales from the point of view of destination management organisations and industry practitioners. Moreover, current practices on the care of horses are explored.

There is very limited literature on the study of horse-drawn carriages, including the calesa. The required data were collected in two ways, namely, secondary data collection by the researcher on web-based sources (journals), newspaper articles, and documents from the destination management organisations in the selected cities while the primary data was based on key informant, in person, interviews of destination management organisation representatives (local tourism officers) and calesa industry practitioners (cocheros). The interviews were recorded and transcribed. In addition, direct observation was done by the researcher, validated by observation by others done by a research associate. As part of the researcher's organisational affiliation as a destination management organisation official (tourism officer), insights as an insider added to the discourse. The researcher also mapped the typical calesa tour routes in the select cities using a web-based application.

Primary data analysis of the key informant interviews was done using a qualitative inductive method. The resulting cases for each of the cities were analysed in comparison to determine common trends and differences of the factors that contribute to the sustainability of the calesa and animal care practices, contributing

to the formulation of a conceptual framework on calesa sustainability anchored on the three dimensions of economy, culture, and environment.

Further, the research findings may be considered to formulate policies for improvement as well as learn from the best practices of other cities. The researcher calls for the creation of a Philippine Calesa Network among the cities which have sustained this cultural tradition as a venue for the exchange of ideas and practices.

Key words: Philippine Calesa, horse-drawn carriages, sustainable tourism, animals in tourism

PROBLEM STATEMENT

Several tourist destinations all over the world have banned horse-drawn carriages from their tourism offerings or have been the subject of protests from citizens who are deeply concerned by animal rights. In the Philippines, an archipelago of more than 7000 islands, the horse-drawn carriage called calesa was introduced during the Spanish colonial period (1521 - 1898) and has become a tourist attraction in the country. The researcher would like to know why the Philippine Calesa has survived as a tourist attraction in some cities in the Philippines and would like to explore what are the factors for its sustainability.

There are few tourism-related researches and studies which have been written about horse-drawn carriages, and most of them are situated in western or European countries. There are also very few studies in the Philippines that tackle the calesa, much less its sustainability in tourism. To conduct research into the sustainability of the calesa as a tourist attraction, information must be obtained from different cities in the Philippines that have been able to preserve it through generations. The goal of this research is to determine the sustainability of the Philippine Calesa, a horse-drawn carriage, as a tourist attraction in select cities in the Philippines. The researcher would like to explore what are the economic, socio-cultural, and ecological factors that contribute to its sustainability and would also investigate the current animal care practices which are being observed in relation to the calesa.

With data and results from the research, the similarities and differences between the various locales will be discussed. The final objective is to arrive at policy recommendations which could be helpful to the destination management offices and communities where the calesa thrives.

Research Questions

In the absence of previous studies done on this particular topic in the Philippines, determining why cities are able to sustain the calesa or horse-drawn carriage as a tourist attraction is critical to its long-term viability. What makes the Philippine calesa sustainable? Are there specific economic, cultural and social, and environmental factors that contribute to its sustainability? What are the current practices of animal care, specifically for the horses, among the calesas in different cities?

In this research, answers to the following questions are being sought:

What are the economic contributions of the calesa in a specific town or city?

What are the social and cultural contributions of the calesa in a specific town or city?

What are the environmental contributions of the calesa in a specific town or city?

What are the current animal care practices that are being done in the towns and cities that have the Calesa?

What are the similarities and differences between and among the cities in the Philippines in terms of the factors that contribute to the sustainability of the calesa?

Hypothesis

Horse drawn carriages are sustainable as tourist attractions in select towns and cities in the Philippines. The sustainability of horse drawn carriages is attributed to their economic, ecological and cultural contributions to the community.

1. INTRODUCTION

A few years earlier, in 2020, a carriage horse collapsed in Central Park, New York City, and was euthanized. In 2022, there were two videos taken in the same city which went viral on the web. The first was a video of a carriage horse which collapsed on the streets of New York while the other was a video of a collapsed horse which was being shouted at and slapped by its owner on 9th Avenue (Symons, 2022). The said videos resulted in various calls for more ethical treatment of working animals, or in extreme cases, the total ban of the iconic tourist attraction in New York City. Currently, there is a bill filed in the New York City Council to replace the horse drawn carriage with electric carriages (New York City Council, 2022).

According to Benckendorff (2015), attractions are the places, people, events, and things that make up the objects of the tourist gaze and attract tourists to destinations. In many cities all over the world such as New York, horse-drawn carriages are considered tourist attractions, reminiscent of nostalgic periods of history when these were the king of the road (AWI, 2021). Further, in many such places, the horse-drawn carriage is perceived as a cultural icon.

The United Nations Brundtland Commission (1987) defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” In the tourism context, the United Nations World Tourism Organization defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” The environmental, economic, and socio-cultural aspects of tourism development make up the sustainability principles, and a suitable balance must be established between these three dimensions to ensure its long-term sustainability (UNWTO, 2023).

In a study on rural tourism as sustainable tourism alternative, Sanagustin Fons et.al (2011), proposed a model of sustainable tourism which highlights the focus on sustainable tourism in which the economy is based on the local community, there is an integration between the economy and the environment, and conservation with

equity is present, guided by the sustainability principle of social equity, economic efficiency and environmental preservation. The model is shown below.

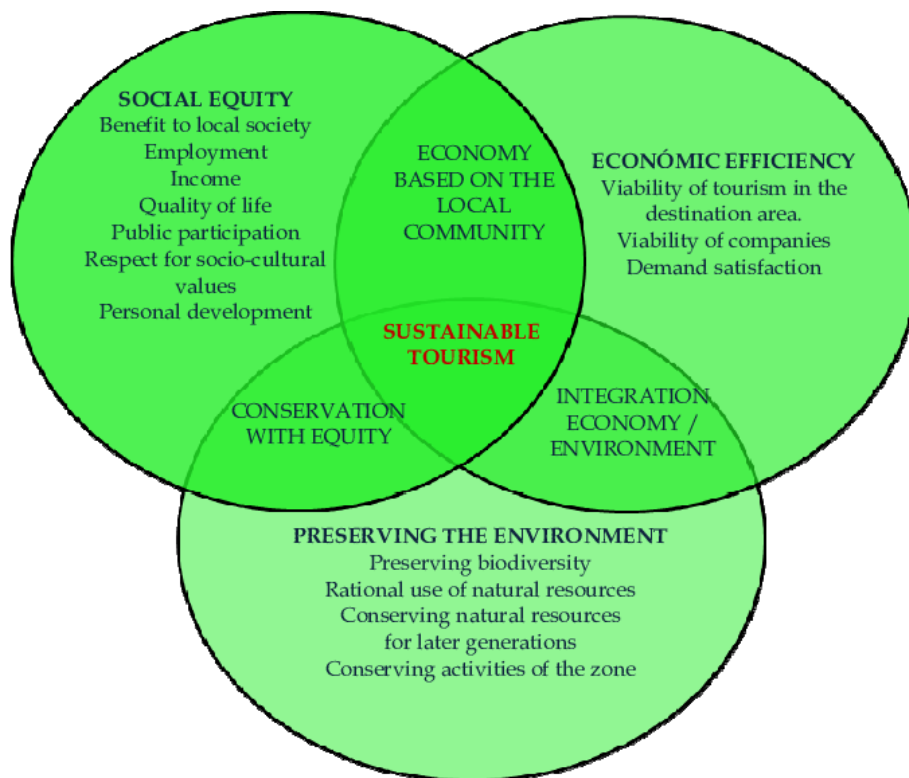


Figure 1 - Sustainable Tourism Model (Sanagustin Fons, et.al, 2011)

The objective of the current research is to explore the sustainability of the calesa, as a tourist attraction in select cities in the Philippines, specifically what are the economic, socio-cultural, and ecological dimensions that contribute to its sustainability. In addition, the researcher also investigated the current animal care practices which are being observed in relation to the Philippine Calesa in the different locations which have been identified. Because the research topic has not been widely studied, the current research aims to address knowledge gaps on the Philippine calesa vis-a-vis tourism and encourage more research on the nascent field. The research yielded a framework for calesa sustainability that is anchored on the economic, cultural, and social dimensions of the calesa and the support of institutional mechanisms and stakeholder networks.

The first part of the research contains the abstract, problem statement, and the introduction. The rest of the research is organised as follows. The first section is a review of related literature pertaining to horse drawn carriages in tourism. The second section discusses the different cities which still have the calesa tradition in

the Philippines and the current status of the industry especially during the Covid-19 pandemic.

The third section presents the research methodology used in the study, following a naturalistic inquiry paradigm, which involves data analysis, key informant interviews and observation. The fourth section presents the results from the select cities in the Philippines. Finally, the fifth section summarises the research findings and formulates recommendations for future research.

2. REVIEW OF RELATED LITERATURE

The purpose of this literature review is to examine some key concepts associated with the research objectives. It starts with a historical background of horse-drawn carriages, the horse-drawn carriage in the Philippines called the calesa, the horse-drawn carriage in the context of tourism, and controversies regarding horse-drawn carriages in tourism.

2.1 HISTORY OF HORSE-DRAWN CARRIAGES

Horses were first domesticated in around 6000 BC. Several thousand years later at around 3500 BC, the wheel was first invented in Mesopotamia as a wooden disc with a hole in the middle for some form of an axle (Evan, 2021). A carriage is a horse drawn, wheeled vehicle for people. The word carriage comes from an Old Northern French word “cariage,” that means to carry in a vehicle. Some of the early forms of carriages are four-wheeled wagons, two-wheeled carts and chariots. From circa 2500 BC, early artefacts such as the Sumerian Battle Standard of Ur depict a four-wheeled onager-drawn cart (Amin, 2018).



Figure 2. Onager-driven cart. Detail from the War Scene, Standard of Ur, Mesopotamia, c. 2500 BC. Photo: WorldHistory.Org

According to Evan, In Ancient Egypt, chariots were mainly used for warfare or hunting and were drawn by one or two horses. At that time, the chariot was considered revolutionary and effective because it could deliver warriors to battle quickly, more advantageous than foot soldiers (Evan, 2021).



Figure 3. Tutankhamun Hunting. Detail from a painted chest found in the king's tomb, Thebes, c. 1340 B.C. Photo: Alamy

According to Dixon, as far back as 1800 B.C., artworks and writings in the culture of Greece and Assyria show that horse-drawn carts were useful for transport. Ancient Romans used wagons to transport people, goods and provisions and contributed an important innovation by making wagons more comfortable for riders by adding suspension to the box-like part of the wagon above the wheel axles with chains or leather straps, thus introducing passenger comfort. By the Medieval Period in Europe, horse-drawn carriages were utilised by people who needed to travel to far places and by merchants to transport their goods in different locations. It was in circa 1500s that the members of the upper classes in Europe started using closed horse-drawn carriages for transport (Dixon, 2017).

Dixon added that with the development of concrete roads, horse-drawn carriage became popular throughout Europe, but with the advent of automobiles, their use as transport has slowly declined. One of the most common contemporary uses of horse-drawn carriages are in paid city tours or as taxis in cities around the world (Dixon, 2017). Evan asserted a similar observation that horse-drawn carriages represent a bygone era and a ride in a horse-drawn carriage today is akin to a “unique step back in time to that distant heritage - and a step forward in an unrealized appreciation for the skilled, dependable harness horse” (Evan, 2021).

2.2 TOURISM AND HORSE-DRAWN CARRIAGES

Different locales all over the world have their own versions of horse-drawn carriages which are notably used for tourism.

In a study on halal tourism transportation in Yogyakarta, Indonesia, Rakhmad (2021) shared that government-regulated traditional transportation with non-motorized vehicles that are pulled by animals and are recognized by the community such as the andong are used to transport goods and/or people with a fee and support halal tourism in the City of Yogyakarta. Further, in the Malioboro area of the said city, the andong which is a horse-drawn cart, is quite popular among tourists and is considered as an environmentally friendly traditional transport mainly for tourism and entertainment purposes, subject to existing policies of the local government in Yogyakarta (Rakhmad, 2021).

In a study on equestrian tourism in Romania, Cioban and Coca (2021), the researchers included activities such as horse-riding, equestrian sports, relaxation in nature, and carriage rides among the contributors to equestrian tourism in that country. They stated that equestrian tourism in Romania offers consumers the opportunity to practise activities specific to leisure including admiring the landscapes while riding or during horse-drawn carriage rides or sleigh rides (Cioban and Coca, 2021).

In the Philippines, the calesa is a featured tourism attraction in several cities such as Manila where the horse-drawn carriages ply the route of the heritage site and walled city of Intramuros and the World Heritage Site of Vigan City in Ilocos Sur. Other cities such as the City of San Fernando, Pampanga, Tuguegarao City in Cagayan, and Cabagan in Isabela maintain calesas for both tourism and utilitarian purposes as a form of daily transport (Jimenez, 2022).

The Philippine Department of Tourism has issued accreditation standards for the calesas providing tourist transport services since 2000. The standards for accreditation provide minimum requirements for the physical appearance of the carriage (i.e. made of good quality of materials, must have non-skid stepping board, must have comfortable seats), roadworthiness, physical condition of the horses, seating capacity (maximum of two passengers), first aid kit, provision of horse waste receptacle, calesa driver (trained, well-groomed, courteous, etc.), routes (within tourist zones, and fares (DOT, 2000).

2.3 CONTROVERSIES ON HORSE-DRAWN CARRIAGES

In contemporary times, numerous campaigns for the banning of horse-drawn carriages all over the world are carried out by animal rights advocates. The common reasons cited by organisations like the People for the Ethical Treatment of Animals include the exposure of horses to dust, heat, hard labour, and unfavourable working conditions in city roads. According to PETA, a number of cities in the United States of America such as Biloxi, Mississippi; Camden, New Jersey; Key West, Palm Beach, Pompano Beach, and Treasure Island, Florida; and Salt Lake City, Utah —have already banned horse-drawn carriages (PETA, 2022).

Though various groups, like PETA, have been against such practices, there are still countries around the globe, like the Philippines and New York City in the US, that utilise these horse-drawn carriages as modes of transportation for daily commute or as touristic attractions. In 2016, the Philippine Animal Welfare Society launched a campaign for better treatment of horses used in calesas within the Intramuros, a heritage site in the Philippine capital Manila, after a horse collapsed during a tour. PAWS called for the strict enforcement of standards on passenger limit of up to only

2 passengers, eight-hour work day, and regular monitoring and health checks for the horses (Adel, 2016). As of 2022, the Intramuros Administration has set the maximum of six passengers for every calesa for a one-hour tour (IA, 2022).

In the US, there is no protection for horses under the federal Animal Welfare Act while in the Philippines, Republic Act 10631 or the Animal Welfare act penalises animal cruelty and maltreatment in general, not just for horses (Official Gazette, 2013). Either way, the responsibility of monitoring the welfare of animals falls to those in the local communities such as the local governments which may not have sufficient resources to monitor horse-drawn carriages on a regular basis (PETA, 2022).

Two studies done in Indonesia and Mexico respectively present contrasting light on the actual working conditions of horses in those countries. In a study on the route characteristics performed by horses in carriage tourism in Merida City, Mexico, de Jesus et.al (2020) established that horses were observed to perform a maximum of six trips per day and continuous pulling activity of four hours and 42 minutes. Further, in consideration of the load-pulling capacity of light horses in low-friction surfaces is pegged at a 2000-kilogram limit, carriage activity as observed in the study demanded an under-maximum effort for horses and that the length and intensity of the carriage tourism workload for the horses did not add any challenge to the welfare of the horses (de Jesus, et.al, 2020). An earlier study in Yogyakarta, Indonesia assessed the welfare of carriage horses in relation to the five freedoms of animals as objective parameters and observed that most of the carriage horses were poorly managed (Wid et.al, 2017).

2.4 HORSE-DRAWN CARRIAGES IN THE PHILIPPINES

The Philippines is an archipelago of more than 7000 islands located in the Southeast Asian region. The Spanish colonial period in the country lasted for more than 300 years, from 1521 when Portuguese explorer Ferdinand Magellan claimed the territory on behalf of the Spanish crown to 1898 when the territory was formally ceded to the United States by virtue of the treaty of Paris (Britannica, 2023). During

the Spanish period of Philippine history, the Manila - Acapulco galleon trade brought about a phenomenal exchange of goods and services between the Spanish colonies.

The calesa as a means of transportation is a legacy of the Spanish colonial rule in the Philippines, along with other cultural heritage such as the colonial period churches and houses.

According to Seaver (1976), horses were not native to the Philippines and were introduced by the Spaniards during the Spanish colonial period. A Spanish Governor named Santiago de Vera was said to have written in 1587, "Many vessels have come to these islands from Asia bringing horses, asses, and cows." Among the horse-drawn transportation introduced by the Spaniards were the *carretela*, a utilitarian horse cart, the *caruaje* or an 18th century carriage with four wheels, the *calesa* or a two-wheeled horse-drawn carriage, and the *carrromata* which is similar to the *calesa* (Seaver, 1976).

The *calesa* is similar to a two-wheeled inclined cart that is drawn by a single horse. It is usually made from wood, metal, or a combination of both. Traditionally it had a single forward-facing bench that could accommodate two passengers. The *calesa* driver commonly called as *kutsero* (from the Spanish *cochero*) sits on the driver's seat in front. Both the driver and the passengers are enclosed by a canopy originating from the back of the cab (Seaver, 1976).

For purposes of accreditation as tourist transportation, the Philippine Department of Tourism defines the *calesa* as a "horse-drawn carriage engaged in providing transport services, including sightseeing, to foreign or local tourists for a fee or any form of lawful compensation" (DOT, 2000).

In the province of Cebu, horse-drawn carriages called the *tartanilla* were introduced during the Spanish colonial period. A historical marker at the Plaza Independencia in Cebu City that is dedicated to the *tartanilla* has this particular text:

"Before the smoke-belching jeepneys, the tartanilla was the "King of the Road." This horse-drawn carriage was the main mode of transportation during the Spanish Colonial times. Although made of light materials, it could carry four to ten people. Up

to four horses drew the vehicle. The scarcity of horses led the way to the creation of a new form, a 4-seater tartanilla driven by a single horse. “ (Text from Tartanilla Marker, Plaza Independencia, Cebu City)

At the turn of the 20th century in the Philippines, an Englishwoman named Mrs. Campbell Dauncey stayed in the country for less than a year but captured her impressions on Filipino culture and traditions through her letters which were later published as a book. Her experience on buying a calesa was chronicled in this manner:

“All this time I have not told you our great piece of news, which is that we have brought a horse and trap - or rather a pony and a calesa - a sort of small dogcart, with big, spidery wheels, to seat two, which tips up unless a third person, generally the groom, is sitting on a small perch behind. This is a very light and comfortable trap, and the pony, an exceptionally good one, both being the property of an American officer we know who is going to Manila and selling off his effects” (Dauncey, 1906).

According to Seaver (1976), prior to the Second World War in 1942 there were more than 5,000 kalesas. He also cited that in 1967 there were about 900 calesa carriages registered in the City of San Fernando, Pampanga and by 1976 this number dwindled to 500 (Seaver, 1976). In addition, Orejas (2012) cited that in 2004, there were 120 calesas left in the City of San Fernando, Pampanga and by 2012 a sudden surge in the popularity of this transportation increased the numbers to 156 units. However, a recent study by Jimenez (2022) noted that there are currently only 40 calesas left in the City of San Fernando, Pampanga, used for daily transport in the historic downtown area and as tourist transport.

A preliminary inventory based primarily on web-based sources yields the presence of the calesa in the following cities and municipalities in the Philippines:

Town or City, Province	Calesa Function
Vigan City, Ilocos Sur	Tourism and Daily Transport
Laoag, Ilocos Norte	Tourism and Daily Transport
City of San Fernando, Pampanga	Tourism and Daily Transport

Cabagan, Isabela	Tourism and Daily Transport
Tuguegarao, Cagayan	Tourism and Daily Transport
Tuao, Cagayan	Daily Transport
Solana, Cagayan	Daily Transport
Enrile, Cagayan	Daily Transport
Cebu City, Cebu*	Tourism and Daily Transport
Iligan City, Lanao Del Norte	Tourism and Daily Transport
Intramuros Manila**	Tourist Transport

*In Cebu City, their calesas are called tartanillas.

**Intramuros is a heritage site that dates back to the Spanish Colonial period located within the City of Manila.

Vigan City is the capital of the province of Ilocos Sur in Northern Luzon, Philippines. It existed as a pre-colonial trading post and was annexed by the Spanish colonial rulers in the Philippines in 1572 during the expedition of Juan de Salcedo who founded the Villa Fernandina de Vigan. In 1758, King Ferdinand VI of Spain issued a Royal decree which transferred the seat of the Archdiocese of Nueva Segovia from Lallo, Cagayan to Vigan, thereby elevating the town into the Ciudad Fernandina de Vigan. In 1818, the province of Ilocos was divided into Ilocos Norte and Ilocos Sur. Vigan was designated as the capital of the latter (LGU Vigan, 2023).

In 1999, the Historic Town of Vigan was inscribed in the United Nations Educational, Scientific, and Cultural Organisation (UNESCO) World Heritage List of Sites and Monuments for being “the most intact example in Asia of a planned Spanish colonial town, established in the 16th century” (UNESCO, 1999). Accordingly, the architectural features of Vigan are reflective of the fusion of cultural elements from the Philippines and China, as well as from Europe and Mexico, which resulted in the creation of an unparalleled culture and townscape (UNESCO, 1999). In 2001, Vigan became the first component city of the province of Ilocos Sur. In 2014, Vigan City was named as one of the New Seven Wonders - Cities of the World in an international search (Vigan LGU, 2023). Earlier this year, one of the featured activities in Vigan City’s annual festival of the arts was a calesa parade (Villanueva, 2023).

Laoag City is the capital of Ilocos Norte province in Region 1 (Ilocos Region) of Northern Philippines, located within the main island of Luzon. Prior to the Spanish colonial period, Laoag was part of the territory, later named Ilocos, that was known for its gold mines and was a major trading post with Japan and China. Laoag became a city in 1965 (Laoag City LGU, 2023). A Calesa festival was recorded in Laoag City in 2009 which featured a parade of 58 out of the 283 calesas which were extant in the city at that time. (Antonio, 2009) In 2022, the Provincial Government of Ilocos Norte proposed a project to revive calesa tours in Laoag as part of its heritage tourism efforts (Adriano, 2022).

Cabagan is a first class municipality in the province of Isabela, located in the Region 2 or Cagayan Valley, northern part of the Luzon Island, Philippines. Historically, Cabagan was part of the territory of the Irraya people or the ethnolinguistic group found upstream of the Cagayan River. Cabagan was chartered as a town on November 10, 1646 during the Spanish Colonial Period. It became a first class municipality in 2004. The town has a population of 50,709 in 2020. (Cabagan LGU, 2023) In terms of cultural heritage, Cabagan is known for its eponymous noodle dish called Pansi Cabagan and the calesa which are both celebrated every January of each year with the Pansi Festival and the Kalesa-Kabayo-Kutsero Festival especially before the pandemic (Mercado, 2014). After a two-year hiatus, the festival made a comeback earlier in 2023 (Visaya, 2023).

Tuguegarao City is the capital of the province of Cagayan and regional center of Region 2 or Cagayan Valley in the northern part of the main island of Luzon, Philippines. It was founded as a mission by the Order of the Dominicans on May 09, 1604 during the Spanish colonial period. It was in 1839 when it became the provincial capital and in 1975 when it was named as the regional center in Cagayan Valley. In 1999, Tuguegarao became a component city of the province of Cagayan (Tuguegarao City LGU, 2022). The calesa has an iconic status in the city because Philippine President Diosdado Macapagal toured the city using this vehicle on a presidential visit in 1962 (De Yro, 2017). At present, the city is a third-class component city with a population of 166,334 people as of 2020 (Tuguegarao City LGU, 2022).

The Tuguegarao calesa design is said to be unique as compared to other calesas in the Philippines. It is referred to as an “Ibanag calesa”, named after the Ibanag ethnolinguistic group of the Cagayan province. The Ibanag calesa is described as an “open ten-seater ride with two rubberized wheels, two benches facing each other and bamboo floors” (De Yro, 2017). Further, De Yro adds that the front portion of the carriage has a smaller wooden bench for the calesa driver and two passengers, with the bench functioning as a tool box for the carriage. During the annual Pavvurulun Afi Festival, a festival of unity and fire which takes place yearly in Tuguegarao, the calesas are feted in parades and decor competitions, the most recent of which was in 2022 (Visaya Jr., 2022).

The City of San Fernando, Pampanga is a first class component city and capital of the province of Pampanga. It also serves as the regional government centre for the Central Luzon region or Region 3 in the Philippines. The City was founded as a pueblo in 1754 and was named in honour of Saint Ferdinand (King Ferdinand III) and King Ferdinand VI, the reigning Spanish king of that time. San Fernando was the site of important events in the Philippines such as the World War II Death March in 1945 which ended at the San Fernando Train Station. San Fernando became a city by virtue of Republic Act 8990 on February 04, 2001 (CSFP LGU, 2022).

Based on the review, there are very limited published articles in journals about the research topic, especially in the Philippines and Asia. In the Philippines, the sustainability of the calesa as a tourist attraction has not been subjected to in-depth research.

3. METHODOLOGY

This section discusses the research methodology adapted to collect, generate and analyse information and data about the topic. It is important to choose an appropriate methodology to ensure the reliability of the methods and increase the validity of the findings.

3.1 Research design

The current research model will be guided by the naturalistic inquiry paradigm. Naturalistic inquiry as a research tradition encompasses qualitative research methods which originated in anthropology such as participant observation, direct observation, ethnography, case studies, grounded theory, and field research methods. In addition, naturalistic inquiry is particularly helpful for exploratory research when relevant theoretical frameworks are not available or when little is known about the research subject (Armstrong, 2010).

Earlier, Lincoln and Guba (1985) laid down the fourteen characteristics of operational naturalistic inquiry as follows:

1. Research interaction should take place with the entity-in-context or natural setting;
2. The use of human instrument or humans as the primary data-gathering instrument;
3. Utilisation of tacit knowledge to appreciate the “nuances of the multiple realities”;
4. Qualitative methods because they are “more sensitive and adaptable to mutually shaping influences and value patterns”;
5. The use of purposive sampling to “maximise the investigator’s ability to devise grounded theory that takes adequate account of local conditions, local mutual shapings, and local values”;
6. Inductive data analysis to identify multiple realities found in the data and make the investigator-respondent interaction “explicit, recognizable, and accountable”;
7. Grounded theory allows “guiding substantive theory to emerge from (be grounded in) the data”;
8. Emergent design allows the research design “to emerge (flow cascade, unfold) rather than to construct it preordinately (a priori) because it is inconceivable that

enough could be known ahead of time about the many multiple realities to devise the design adequately”;

9. Negotiated outcomes or to “negotiate meaning and interpretation with human sources from which the data have chiefly been drawn”;

10. The preferences for the case study reporting mode because “it is more adapted to a description of the multiple realities encountered at any given site”;

11. Idiographic interpretation or interpreting data and drawing conclusions in terms of the particular case because “interpretations depend heavily for their validity on local particulars”;

12. Tentative application or hesitancy “about making broad application of the findings because realities are multiple and different”;

13. Focus-determined boundaries based on “emergent focus (problems for research, evaluands for evaluation, and policy options for policy analysis)”;

14. Special criteria for trustworthiness such as credibility, transferability, dependability, and confirmability.

The current research is qualitative in nature and utilises an inductive case study approach with grounded theory using multiple case studies, following the tradition of naturalistic inquiry. The research is located in five cities in Luzon Island in the Philippines, located in five provinces spanning three regions and more than one thousand kilometres, namely the City of San Fernando, Pampanga, Vigan City in Ilocos Sur, Laoag City in Ilocos Norte, Cabagan in Isabela, and Tuguegarao City in Cagayan. The basic unit of analysis is the city in which the calesa is situated.

Dooley (2002), as cited by Aykol and Cakar (2021), stated that case study research emphasised detailed contextual analysis of a limited number of events or conditions and their relationships and has been popularly used as a method in a varied range of disciplines. As a qualitative form of research design, case studies are limited by time and space, where researchers collect detailed information through a wide range of data collection techniques for a specified time period, according to Cresswell (2014), as cited by Aykol and Cakar. In addition, case study as a method is conducive in investigating complex and new phenomena in both building or testing theories (Aykol and Cakar, 2021). In a study by Aykol and Cakar (2021) on the use of case study as a method in tourism and hospitality research, the results showed that qualitative

case studies were typically used in studying subjects that have limited samples such as public and private representatives, policymakers, destination managers, local residents, and other main tourism stakeholders in the destination context.

Cohen (1979), as cited by Dominguez-Mujica (2014) highlighted the use of comparative approach in tourism studies in which it has been used to improve the understanding of the subject, whether quantitatively or qualitatively. Dominguez-Mujica (2014) adds that tourism research which uses a comparative approach usually shows the similarities and differences among multiple features of either tourist destinations or tourists themselves, on a longitudinal or structural basis. Further, comparative analysis in tourism is intertwined with the case studies methodology, the value of which is to help establish the relationships of multiple case designs as a research strategy (Dominguez-Mujica, 2014).

Insiders as researchers

According to Chamas (2020), as cited by Henares (2021), insider researchers are scholars who are “native to the setting of the research” and “conducts studies with populations, communities, and identity groups of which they are also members.” Insider researchers find themselves in a unique position. In a study on heritage conservation policy in the Philippines, Henares (2021) asserted that in his situation as an insider researcher, he was able to analyse tourism policy processes he was involved in and that academics who are insiders themselves are able to provide insights from a vantage point that usually has very limited access to outsiders.

For insider researchers, two of the major considerations are positionality and neutrality, specifically positionality which “refers to the fact that a researcher’s status and knowledge affect both substantive and practical aspects of the research process - from the nature of the questions that are asked, through data collection, to analysis and writing, and to how findings are received” (Chammas, 2020). In the case of Henares (2021), he positioned himself in relation to the subject, the participants, research context, and process. Following this particular example, the researcher resonates to being an insider researcher.

The researcher's involvement and iterations with the calesa began in 2006 when she started working as a tourism officer in the local government of the City of San Fernando, Pampanga. The researcher has been involved in the heritage preservation program of the city which includes the Calesa Conservation Program for the horse-drawn carriages which ply the routes of the historic downtown area. The researcher pursued the current research from this context and positionality.

3.2 Data gathering

Data collection involved the use of primary and secondary data from relevant sources such as the local government units through the city or municipal tourism offices, journal articles, newspaper articles, and the like. In the Philippines, at the local level, the LGU tourism offices act as the Destination Management Organisations or DMOs.

The researcher conducted direct observations, in-depth semi-structured interviews among calesa experts such as the Destination Management Organisations represented by the local tourism officers and among purposely chosen members of the horse-carriage association in the selected cities over a period of field work. Prior to the pandemic, the researcher visited the sites several times in 2019 and early 2020 and went back to the four cities in May of 2023 to conduct the interviews face-to-face and further observations.

Direct observations took place in natural settings such as places dedicated for the calesas or designated terminals and tourism sites, and were recorded using field notes and reflections. Self-observation versus the observation of others was also employed as a technique with the assistance of a colleague, Attorney Leonard P. Perez, which were recorded independently in a different set of field notes. Observation intended to determine or to reveal phenomena that are not obtained through interview techniques.

The key informants were identified based on their official positions within the respective local government units as tourism officers or destination manager.

Members of the calesa associations (association of horse-drawn carriage operators and owners) were purposely selected with the specific criteria that they have had several years of relevant experience in the industry and must own and operate their own calesa to establish their credibility and reliability as respondents. In this manner, the value of purposive sampling is in developing theories grounded in empirical data in relation to specific local settings.

The key informants from the DMOs who were interviewed included Ms. Gina Adducul (City Tourism Officer of the LGU Tuguegarao City in Cagayan Province), Mr. Edgar Dela Cruz (City Tourism Officer of the LGU Vigan City in Ilocos Sur Province), Ms. Joylyn Bulan - Dayrit (Municipal Tourism Officer of the LGU Cabagan in Isabela Province, and Kate Macugay and Bradley Dela Cruz (Tourism Operations Officers of the LGU of Laoag City in Ilocos Norte Province. Meanwhile, key informants from the calesa associations from the different cities were Melvin Canseran (Cabagan, Isabela), Berto Asuncion (Tuguegarao City, Cagayan), Kristian Paul Mateo (Laoag City, Ilocos Norte), and Dionisio Galleto Jr. (Vigan City, Ilocos Sur).

In the case of the City of San Fernando, Pampanga, the researcher draws deeply from her years of experience and role as destination manager, with sustained and meaningful interactions with the calesa industry practitioners in the locale, and as part of the city's Preserving Heritage for Progress Program since 2006. The said program includes projects and activities directly benefiting the calesas in the City of San Fernando in an effort to sustain them as part of the community's cultural heritage.

The figure below is a cartographic representation of the location of the different sites visited by the researcher in the course of fieldwork, spanning five selected cities in five provinces across a driving distance of 1,162 kilometres in the main Island of Luzon, located at the northern part of the Philippine archipelago in SouthEast Asia. There has not been research on the calesa that has been undertaken of this geographical scope in the country. For reference, the researcher's starting point is her present hometown, the City of San Fernando in the province of Pampanga.

Calesa Fieldwork

Directions from San Fernando Giant Lantern Center to Capital Town Pampanga, Capitol Boulevard, San Fernando, Pampanga, Philippines

A

San Fernando Giant Lantern Center

B

Nueva Vizkawa Wellness Farm

C

Cabagan, Isabela, Cabagan, Isabela

D

Tuguegarao City, Cagayan

E

Laoag City

F

Vigan City, Ilocos Sur

G

Capital Town Pampanga, Capitol Boulevard, San Fernando, Pampanga, Philippines

This map shows the route taken by the researchers highlighting the select Philippine cities in the main island of Luzon that have the Calesa as a tourist attraction. The total distance covered is 1,162 kilometers.

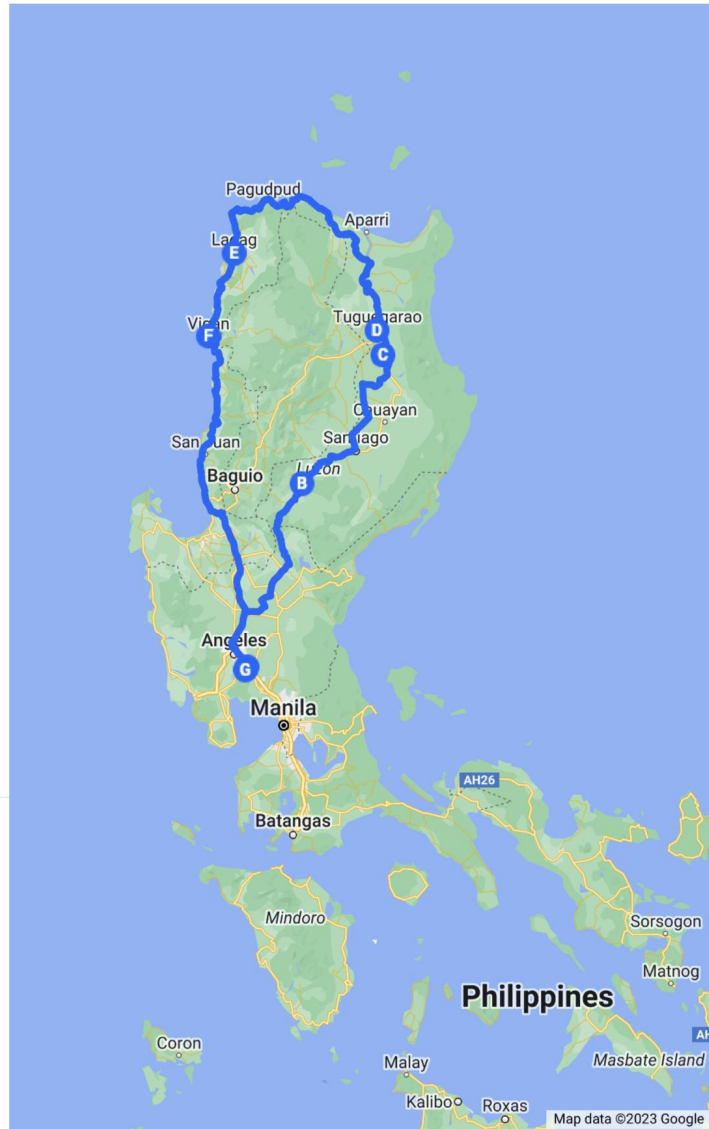


Figure 3 - Luzon Map indicating route taken for the calesa fieldwork highlighting the key cities.

3.3 Research Ethics

Informed Consent Forms (Annex 2) were prepared and explained to the informants prior to the interview. The informants were asked to sign the ICF to attest to their voluntary participation in the interview and were given copies of the said document.

Since the Philippines comprises multiple ethnolinguistic groups, the questions in the interview guide originally written in English by the researcher were translated by a

legal counsel, Atty. Perez, into the Ilocano language, one of the dominant languages in the Northern Philippines, for accuracy (Annex 3). The actual interviews utilised English and Filipino languages, and in some cases, Ilocano, with the accompanying translations.

With the aim of obtaining complete and detailed information from the small number of respondents, the interviews were carried out by asking questions verbally and directly to the informants using interview guidelines. The interviews were documented and recorded using mobile phone photography and videography with the agreement of the informants and respondents. The use of mobile phones which were familiar devices to them helped the researcher in a smoother facilitation of the interviews as they were seen as less intimidating compared to traditional video cameras. According to Flick (2009), photography and films are important parts of visual sociology because they provide detailed recordings of facts, as well as ensure a more comprehensive and holistic perspective on lifestyles and circumstances.

Transcripts of semi-structured interviews conducted by the researcher were coded and analysed guided by the grounded theory approach. The gaps in research on the sustainability of the calesa or horse-drawn carriages as a tourist attraction made it necessary to utilise the grounded theory approach.

Sample calesa tour routes in each of the cities were also filmed and key landmarks were later mapped using Google My Maps to illustrate the routes and the corresponding distances covered during the fieldwork.

3.4 Limitations

The current study is limited in terms of geographic scope to include only select cities and municipalities that have the calesa as a tourist attraction in the main Philippine island of Luzon, specifically located in the provinces of Ilocos Norte and Ilocos Sur in Region 1, Isabela and Cagayan in Region 2, and Pampanga in Region 3. Future research can include other cities in the Philippines that have the calesa as tourist transport or daily transport as well.

3.5 Data analysis method

To formulate the specific case studies, triangulation method was used by combining documentary analysis of available data regarding the calesa in each of the identified locales, key informant interviews, and observations.

Key informant interviews were designed to be inductive. The recorded interviews were transcribed and categories were created using codes to aid in the interpretation. In addition, direct observation through self-observation were collected and categorised to assist in the interpretation. An external validation was carried out using observation by others.

The researcher arrived at a theoretical framework using the data interpretation. As Lincoln and Guba asserted, grounded theory allows “guiding substantive theory to emerge from (be grounded in) the data” (1985).

The data analysis method is illustrated in the figure below.

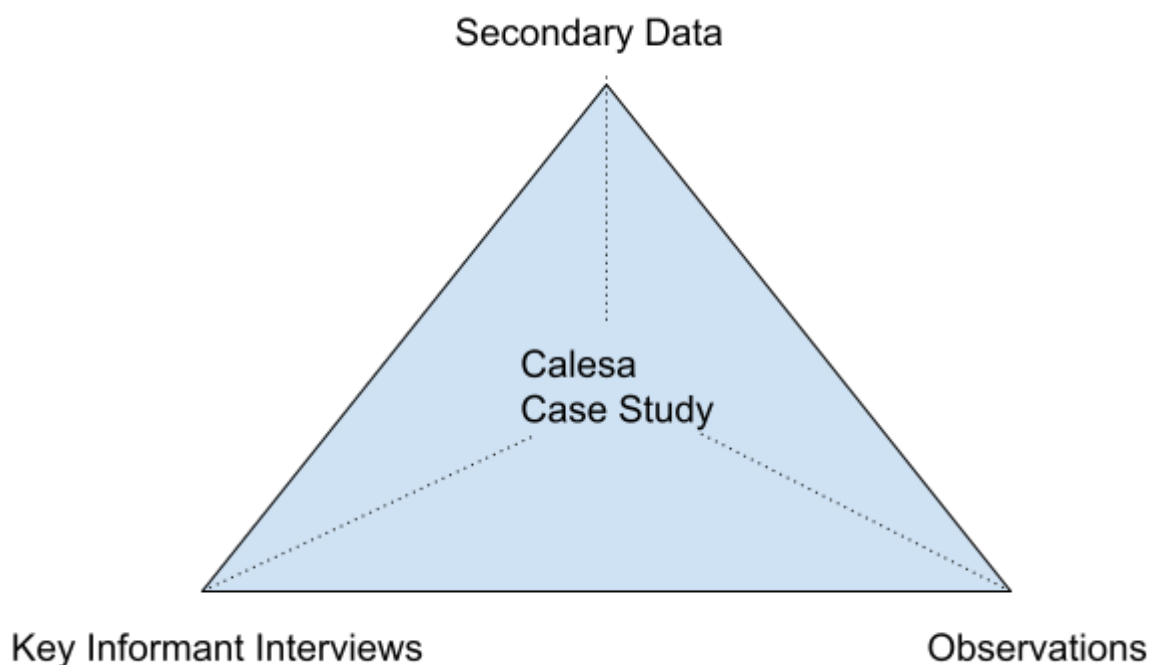


Figure 4 - Data Analysis Methods (Pangilinan, 2023)

The case study reporting mode is preferred because “it is more adapted to a description of the multiple realities encountered at any given site” (Lincoln and Guba, 1985). After each specific case is established, the cases are compared and contrasted, in search for common characteristics and practices which may have practical or policy implications.

4. ANALYSIS AND RESULTS

4.1 Inventory of Philippine Calesas in select cities

Based on the interviews and documents provided by the local tourism offices, the following table summarises the number of calesa in the select Philippine cities in the study. The figures show a significant decrease in the number of calesas due to the Covid-19 pandemic.

Inventory of Philippine Calesas in select cities

City/Town	No. of Calesas (pre-pandemic)	No. of Calesas (current year)	No. of DOT-accredited calesas	No. of DOT-trained cocheros
Laoag City, Ilocos Norte	70	30	none	none
Vigan City, Ilocos Sur	190	160	none	50
Tuguegarao City, Cagayan	120	84	none	10
Cabagan, Isabela	55	49	none	15
City of San Fernando, Pampanga	50	40	none	20

Table 2 - Inventory of Philippine Calesas in Select Cities

Currently, no calesas are accredited by the Department of Tourism at the national level. This can be attributed to the presence of local level business registration or accreditation systems that are in place, the lack of implementation and monitoring on the part of the DOT itself, and lack of awareness among tourism offices about the DOT-accreditation standards for the calesas. This highlights the need for strengthened coordination between the national agency and local tourism offices for a more coherent implementation of the Calesa tourism standards across the cities and towns in the study.

Data from the local tourism offices reveal that 15 cocheros in Cabagan and 10 cocheros in Tuguegarao City completed the training on Filipino Brand of Service Excellence given by the DOT. In the Vigan City, more than 50 cocheros completed the DOT training on Community Cultural Tour Guiding while in the City of San Fernando, Pampanga 20 cocheros completed the training and 8 of these became DOT-accredited community cultural tour guides. The availability and access to training activities for the cocheros can complement the accreditation of the calesas under the DOT.

4.2 Analysis of Key Informant Interviews

To arrive at the specific case studies of the cities in the research, the interviews were transcribed and after reading the transcripts, the coding phase was initiated. The preliminary step was generating the coding scheme which involved assigning initial extract labels to interview excerpts. The codes were compared and contrasted to identify emerging similarities and differences within and across the units of analysis. Codes were grouped together by similarities, connected by an overarching theme.

The codes, categories, and themes generated by the researcher can be found in the following tables.

Table 3 - Codes, Categories and Themes for Cabagan, Isabela

Interview Excerpt	Code	Categories	Themes
Respondent: As a tourism officer, last year ma'am, August 25. But as a designated tourism officer, January 2019.	Years of service in present position	Having a designated manager for the program	Institutional mechanisms
Respondent: I think it's almost a decade now because I was employed by the year of 2013.	Years of service in the local government	Being familiar with local government programs	
Respondent: The mayor, our LCE has been promoting Kalesa.... Nilalabas nila yung mga ayuda. Though of course first is distributing assistance... We have the Kalesa festival, we have the KKK. KKK stands for Kalesa, Kabayo, Kutsero.	Promotion of the calesa by the Mayor Provision of assistance Presence of the calesa festival	Prioritization of the calesa program	Political will of local leaders

<p>I have the album featuring the festival for the past years.</p>			
<p>Respondent: Promotion, yes ma'am. We also– the LCE also has given financial assistance. Especially during the pandemic. And we also ask for the assistance of DOLE. Actually the DOLE meron ng cost dyan ng assistance na binigay pero kami yung nag process so para makatanggap ulit ng projects during the pandemic.</p>	<p>Financial assistance from DOLE</p>	<p>Linkages with national government agencies</p>	<p>Stakeholder network</p>
<p>Respondent: As a transportation, yes ma'am. But as a tourism, 'di pa kase ganon kalakas ang tourism industry in Cabagan parang we're still in the process of starting developing our tourism attractions. So unti unti po pinapasok yung Kalesa to a tourism industry and one way to do that is almost 13 or 15 members in the Kalesa and other than DOT Filipino Brand of Service Excellence training is to capacitate them and prepare them for the future, past or ano mang tourism activities.</p> <p>Translation: The calesa is used as transportation and we are still in the process of developing our tourism attractions. Calesa is becoming part of our tourism industry and one way to do that is 13 or 15 members have trained in the FBSE to capacitate them and prepare them for future activities.</p>	<p>Calesa as part of tourism development</p> <p>Provision of training for cocheros</p>	<p>Inclusion in development agenda</p> <p>Linkages with national government agencies</p>	<p>Political will</p>
<p>First of course as a mode of transportation and it is cost efficient. And another that– another one is may mga mangilan-ngilan na pumupunta dito na mas prefer ang Calesa over tricycle pag namamasyal sila ng Cabagan. And then the Kalesa festival itself talagang dinudumog po siya tuwing pista. That's one to the people forward to.</p>	<p>Calesa is cost-efficient</p> <p>Calesa as preferred mode of transportation</p> <p>Calesa festival as major tourist drawer</p>	<p>Calesa as an economic driver</p>	<p>Economic contributions</p>

<p>Respondent: I think the Calesa itself describes how we Cabagenos are working yung mga kutseros namin they– the horse represents the towns continues development, the carriage itself symbolizes the simple way of living of Cabaguenos</p>	<p>Calesa as representation of the people of Cabagan</p>	<p>Calesa as cultural icon</p>	<p>Cultural contributions</p>
<p>Respondent: Yes ma'am it is considered and its one of the cultural properties and submitted to Philippine Registry of Cultural Properties.</p>	<p>Inclusion in cultural property registry</p>	<p>Calesa as cultural heritage</p>	<p>Cultural contributions</p>
<p>Respondent: Aside from there's no pollution. Of course yung ano po yung horse manure din binibigay dito ay kinocollect ng mga kutseros tapos dinadala sa LGUs tapos binibayaran sila. And ginagamit yung manure for the compost fertilizer??</p>	<p>Calesa does not contribute to pollution.</p> <p>Horse manure as fertilizer and added income for the cocheros.</p>	<p>Calesa as eco-friendly transportation</p> <p>Additional economic activity</p>	<p>Environmental contributions</p> <p>Economic contributions</p>
<p>Respondent: Yes maam they are important and for sustainability kase since pandemic maam napansin namin na medyo humina po yung livelihood ng– what I mean nung nag pandemic maraming nag stop na kalesa and they venture in to other like hauling mga ganon. Hindi na nila ginagamit na transportation so mas gusto na nilang mag haul ng mga gamit, yung mga pinaglumaang hollow blocks mga ganon. Just to support their livelihood</p> <p>Translation: Policies are important for sustainability of the calesa since the pandemic adversely affected their livelihood and they had to venture into other forms of livelihood.</p>	<p>Policies are important to sustain the calesa livelihood.</p> <p>Negative effect of the pandemic to the calesas.</p>	<p>Calesa-friendly policies</p> <p>Limited economic opportunities</p>	<p>Institutional mechanisms for sustainability</p> <p>Economic challenges</p>
<p>Respondent: sa masasabi ko maam siguro for the past years kulang kaya today we are trying to make programs and activities for the kalesa to continuously preserved, conserved and help them to the way that they can also provide for their family and as a tourism support din</p>	<p>Need for additional programs and policies to sustain the calesa</p>	<p>Policy gaps for sustainability</p>	<p>Institutional mechanisms</p>

<p>sa kanila and we have a program recently na ano na pirmahan ni Mayor professionalization of kalesa kabayo and kutsero</p> <p>Translation: For the past years, the programs have not been sufficient so we try to make programs to continuously preserve, conserve, and help the calesa for their livelihood. As a support, the Mayor approved a program on the professionalization of the kalesa, kabayo and kutsero.</p>	<p>Current programs are supported by the Mayor</p>	<p>Prioritization of calesa programs</p>	<p>Political will of local leaders</p>
<p>Respondent: so ang project na ito see the provisions of uniforms, IDs, registration free and confirmation of free and annual check up</p>	<p>Assistance given to Calesa Association members</p>	<p>Linkages with calesa association</p>	<p>Stakeholder network</p>
<p>Respondent: I think they need more training. Training in terms of with tourism activities po. Kasi Mayor wants to included tourism program. So walang training mga kalesa lalo na po yung mga kutseros natin hindi sila ganon ka— hindi sila college graduate or I think sa educational attainment.</p>	<p>Need for additional training for calesa association members</p> <p>Inclusion of calesa in Mayor's program</p> <p>Lack of higher educational attainment of calesa drivers</p>	<p>Human resource development for calesas</p> <p>Prioritization of calesa program</p> <p>Calesa as alternative livelihood</p>	<p>Institutional mechanisms</p> <p>Political will of local leaders</p> <p>Economic growth and decent work; Filipino perception on dignity of labor</p>
<p>Respondent: I think ma'am kasi in the future baka mamaya ibenta lang nila yung kalesa nila or yung kabayo nila I should say the LGUs need to help for calesa sustainability.</p>	<p>Problems faced by the calesa</p> <p>LGU role in sustainability</p>	<p>Threats to economic sustainability</p> <p>Need for calesa programs</p>	<p>Economic challenges</p> <p>Institutional mechanisms</p>
<p>Respondent: Yung sa animal naman po wala. But yung sa state university yung isang college nag ano na siya nag sabi sila na pwede na</p>	<p>Absence of program on animal care</p>	<p>Potential partnership for calesa care</p>	<p>Stakeholder network</p>
<p>Respondent: Aside from the kalesa festival. We also have yung mga ano po ahm yung mga art activities po and involve din po yung mga calesas. Yung mga films na</p>	<p>Art activities that include the calesa</p>	<p>Calesa as cultural icon</p>	<p>Cultural contributions</p>

iniinterview ng mga calesa na fineature po.			
Respondent: As of today, we have not yet _____. Since nasabi niyo na po in the future we siguro– can make a CDP regarding for the school based activities for children	Lack of calesa activities for school children	Intergenerational transfer of calesa appreciation and awareness	Challenge to cultural sustainability
Respondent: Mga 20 years na po. Matagal tagal na rin po. Hindi po kasi ako nakapag aral, elementary lang po ang natapos ko. Naging kutsero po ako. Translation: 20 years of experience. Was not able to finish studies and reached only elementary grade so I became a cochero.	Years of experience as calesa driver Lack of higher educational attainment	Motivation for choosing calesa as profession	Economic contributions
Respondent: Pangangalaga ng kabayo po Translation: caring for the horse	Provision of care for horses	Perceived role as calesa driver	Horse care
Respondent: Meron po. Miyembro po ako pero bago lang po ito. Noong 2020. Isa po ako sa pinakaseniore na kutsero.	Membership in the calesa association	Presence of industry association	Stakeholder network
Respondent: Opo, pag may bisita hinahanap po nila ang kalesa. Pag may gusto silang puntahan sa loob ng Cabagan.	Preference of tourists for calesa as transport	Calesa as part of tourism value chain	Economic contribution
Respondent: Wala po kaming permanent parking pero dito lang po usually sa tapat ng munisipyo sa may park. Bawal kasi sa palengke.	Lack of public terminal for calesas	Need for dedicated spaces	Institutional mechanisms
Respondent: Nakakatulong yan talaga, dalawa ang high school ko ngayon, 200 pesos ang baon nila, kapag di ko nakuha ang 400 a day wala na kaming makain. Pero nakukuha ko yun dito lang sa park.	Calesa as a means of livelihood Average earning from calesa Average work	Livelihood opportunities	Economic contribution

<p>Lalabas po ako ng 7am anggag 1pm.</p> <p>Translation: Very helpful since I am sending two kids to high school and they need 200 pesos a day for their allowance. If I dont earn 400 per day we wont be able to eat but I am able to earn that here. I go out from 7am to 1pm.</p>	hours for calesa	Animal care standards	Policy considerations for animal care
<p>Respondent: Oo, syempre kasi importante yun.</p> <p>Translation: welfare of the horse is important</p>	Importance of caring for the horse	Animal care standards	Policy considerations for animal care
<p>Respondent: Oo syempre malaki ang tulong sa kultura. Kapag may mga dayuhan at pupunta sila dito ay pinapakita namin ang kalesa. Ipinagmamalaki po namin ang kalesa at kapag may festival ay sumasali rin po kami. Pero nung pandemic ay walang festival</p>	<p>Calesa is helpful to local culture. Calesa as cultural showcase</p> <p>Community participation in the festival</p> <p>Festival stopped during pandemic</p>	<p>Calesa as cultural icon</p> <p>Calesa promotes social cohesion</p> <p>Negative effects of the pandemic on the calesa</p>	<p>Cultural and social contributions</p> <p>Policy considerations for post pandemic recovery</p>
<p>Respondent: Napapanatili po naming malinis yung kapaligiran, yung tae po ng kabayo ay binebenta po namin, ginagawa pong fertilizer. 50 pesos po ang isang sako pero kailangan binibilad.</p> <p>Translation: We maintain cleanliness of the surroundings. Dried horse manure is used as fertilizer and can be sold at 50 pesos per sack.</p>	<p>Role of calesa in environmental preservation</p> <p>Horse manure as fertilizer</p>	<p>Eco-friendly practices</p> <p>Additional source of income</p>	<p>Environmental contributions</p> <p>Economic opportunities</p>
<p>Respondent: Yung damo po, tsaka darak. Mga grass</p> <p>Translation: The horse is fed grass and rice bran.</p>	Nutritional needs of the horse	Animal care practice	Policy considerations for animal care

<p>Respondent: Importante po para matuloy yung tradition.</p> <p>Translation: Programs for the calesa are important to continue the tradition.</p>	Need for calesa preservation policies	Policy needs for sustainability	Institutional mechanisms
<p>Respondent: Sapat na po. Siguro po pwede maglagay ng batas na kailangan linisin yung daan kapag nagdumi ang kabayo. Sa mga kutsero po magkaroon ng regulasyon sa pagsisingil.</p>	Additional regulations on cleanliness and fare matrix	Policy needs	Institutional mechanisms
<p>Respondent: Papagaralin ko nalang po</p> <p>Translation: I will send my children to school (instead of passing on the calesa)</p>	Lack of motivation to pass on calesa as livelihood	Perception on the lack of dignity of labor in the profession	Challenges to cultural sustainability
<p>Respondent: Opo, marami po silang naitulong lalo nung pandemic. Nagbigay sila ng ayuda. Bago ang pandemic ay may tourism. Ngayon ay konti palang pero bumabalik na. Kasama po ako sa mga nagtraining sa tourism.</p>	<p>Presence of LGU assistance during the pandemic.</p> <p>Tourism was affected by the pandemic.</p> <p>Trainings for the calesa</p>	<p>Prioritization of the calesa</p> <p>Calesa as part of tourism value chain</p> <p>Human resource development for calesa</p>	<p>Political will of local leaders</p> <p>Policy considerations for post pandemic recovery</p> <p>Institutional mechanisms</p>
<p>Respondent: May mga pasaway po na mga kutsero. Hindi sumusunod sa mga tamang gawain kagaya ng paglalagay ng tamang gamit para sa dumi ng kabayo at hindi sumusunod sa batas.</p>	Presence of uncooperative calesa operators	Human resource development for calesa	Institutional mechanisms
<p>Respondent: Kapag may kailangan po kami sa vet ay humihingi kami ng tulong sa tourism office.</p>	Access to veterinary services from the LGU	Animal care services	Policy considerations for animal care
<p>Respondent: Pinagpapahinga po sila pagkatapos mamasada. 4 na beses po kumakain at umiinom ng</p>	Need of horse for rest, adequate food and water	Animal care practice	Policy considerations for animal care

tubig. Lagi po silang may damo. Baruno ang pangalan ng kabayo ko, 15 years old na sya.			
Respondent: Ang gusto ko pa ay scholarship para sa mga anak ko para makapagcollege po. Pwede din po na tumulong sila sa pag repair ng kalesa.	Request for scholarship for family of calesa drivers Request for assistance for calesa repair	Additional assistance for calesas Maintenance of calesa carriage	Institutional mechanisms Policy consideration for calesa care

Table 4 - Codes, Categories, and Themes for Vigan City, Ilocos Sur

Interview Excerpt	Code	Categories	Themes
Respondent: Okay, I have been the tourism officer in Vigan since 1999. So I was designated at 29. When I was designated as a department head.. Before I was promoted as a tourism officer in Vigan when I was still a student, I saw the potential of the calesa before it was a transportation especially for the tourist e. Then when I was a- when I returned we promoted calesa as a tourist transport. . We made the routes where the tourists will go. Then we had ordinances regulating calesa.	Years of experience in management of the calesa program Development of the calesa in tourism context Presence of ordinance regarding the calesa	Presence of designated manager for the calesa Tourism development and promotion Policy support for calesa	Institutional mechanisms Economic contributions Institutional mechanisms
Respondent: Actually tourist attraction, I guess. Kase is a mode of transportation to the tourist now unlike before the locals are also using calesa as transportation. Today is purely more tourist attraction.	Calesa as primarily a tourist attraction in addition to locals.	Tourism development and promotion	Economic contribution
Respondent: Well, due to impacts of tourist and they earn much. They contributed in the economy- indirect actually. Nagbabayad din sila ng mga tax Respondent: More than a hundred actually. We made the register the calesa actually- 120 yung sinabi ko sayo non? Now is more than 160.	Calesa as tourist attraction Payment of taxes Calesa as source of livelihood	Calesa as economic driver	Economic contributions

Respondent: Well the kutseros works a tour guide already. They impart the local culture to their guest.	Cocheros as culture bearers	Transmission of cultural knowledge through calesa	Cultural contributions
Respondent: Well, they have almost. Walang pollution. Ano lang sakanila yung kalat pero naano naman nila agad. Ang usapan nila kung hindi man napansin nung kutsero yung kasunod sila magliligpit Respondent: Oo. Iniipon yon at dinadala sa composting	Calesa doesnt contribute to pollution Calesa helps maintain cleanliness Horse manure as fertilizer	Eco-friendly characteristics Eco-friendly practices Eco-friendly practices	Environmental contributions
Respondent: Oo, performing grades. Tapos yung capacity nila. Respondent: Maximum of 4 pax. Respondent: 200 per hour. Respondent 2: 600 per year registration fee	Calesa standards in Vigan on carrying capacity, fare matrix, and annual registration.	Regulations regarding the calesa	Institutional mechanisms
Respondent: As far as I know mga tatlo sila, in the towns of Bantay, Santa Catalina, and Caoayan	Presence of calesa makers	Calesa value chain linkages	Stakeholder network
Respondent: Well they can go to the city vet for regular checks– for the animal checks are required to register or renewal of license	Availability of animal services	Animal care policies of the LGU	Institutional mechanisms
Respondent: Well, actually eto lang yung last event– yung iba calesa contest. We have the Viva Vigan Festival.	Presence of community events for the calesa	Calesa as a cultural icon	Cultural contributions
Respondent: The calesa association is accredited as an NGO partner and gets to participate.	Calesa association as accredited NGO	Presence of industry association	Stakeholder network

<p>Respondent: 8 years na po. Dati po akong humahawak ng kabayo sa funeraria.</p> <p>Respondent: Nung pumasok po ang Vigan sa Seven Wonders na City nainspire po ako na magkalesa. Marami po tourist sites ang Vigan.</p>	<p>Years of experience in the industry</p> <p>Inspired by Vigan's achievements as a tourist destination</p>	<p>Motivations to become a calesa professional</p>	<p>Economic contributions</p>
<p>Respondent: Bale lilinisan ko po yung cuadra nya, tapos papaliguan ko at ihahanda ko na yung pagkain nya at gamit nya, para maganda at malinis. Lumalabas po ako ng 2pm hanggang 8pm.</p>	<p>Animal care routine includes cleaning the horse stable, bathing the animal, preparing the tools and accessories, and feeding the horse.</p> <p>Average work hours of the horse</p>	<p>Animal care practices</p>	<p>Policy considerations for animal care</p>
<p>Respondent: Parang symbol po o trademark na po ang kalesa sa tourism dito sa Vigan</p>	<p>Calesa as tourism trademark of Vigan</p>	<p>Calesa as cultural icon</p>	<p>Cultural contributions</p>
<p>Respondent: Malaki po, doon po ako kumukuha ng pang araw araw na gastusin ng aking pamilya, tapos lahat po ng kailangan sa bahay nandun na po lahat. Sa isang araw nakaka minimum 400 pesos anggang 600 pesos</p>	<p>Calesa as primary source of income to meet daily needs</p> <p>Average daily earnings from calesa</p>	<p>Calesa as economic driver</p> <p>Dignity of labor as calesa professional</p>	<p>Economic contributions</p>
<p>Respondent: Bale kasama na po kasi ang kalesa sa kultura namin, yung mga turista yun ang hinahanap dito sa Vigan kung ano yung mga kultura namin kagaya ng mga pagkain or pottery, heritage houses. Trademark po ito ng Vigan.</p>	<p>Calesa as integral part of culture.</p> <p>Calesa as cultural heritage of Vigan</p>	<p>Calesa as cultural icon</p>	<p>Cultural contributions</p>
<p>Respondent: lahat po ng dumi ng kabayo ay nililinis namin. Nililinis po namin yung dumi. Yung dumi po ng kabayo iniwan namin sa Hidden Garden ginagawa po nila ng pataba.</p>	<p>Calesa cleanliness is maintained</p> <p>Horse manure is brought to Hidden Garden for fertilizer</p>	<p>Eco-friendly practices</p> <p>Additional income</p> <p>Linkage with other attractions</p>	<p>Environmental contributions</p> <p>Economic opportunities</p> <p>Stakeholder network</p>

Respondent: Opo, kagaya po sa pagsakay ng pasahero sa kalesa, pinaka maximum po ay 4, bawal po ang excess passenger. Bawal din po ang overcharging sa pamasaha. Tsaka may sarili pong parking ang kalesa.	Awareness of calesa regulations like maximum capacity and fare matrix Availability of calesa terminal	Presence of policies on the calesa Designated public spaces for the calesa	Institutional mechanisms
Respondent: Oo, yung mga free vitamins sa kabayo, noong panahon ng pandemic nagbigay po ng pagkain at allowance sa mga kabayo at kutsero.	Availability of animal care services Assistance to calesa during pandemic	Animal care policies of the LGU	Institutional mechanisms
Respondent: Minsan po yung sa association, yung mga pondo namin, minsan di nagkakaayos. Kung di maayos yun baka makaapekto sa kalesa.	Internal issues within the calesa association	Presence of industry association	Potential threat to sustainability
Respondent: Meron. Yung sa City vet at binibisita din nila ang mga kabayo dito at nagbibigay ng vitamins tsaka mga panlinis ng parking area ng kalesa na libre kagaya ng antibacterial na panglinis. May designated parking ang kalesa sa Plaza Burgos. May mga general assembly kami atsaka Christmas party.	Availability of animal care services Availability of calesa terminal	Policies for animal care by the LGU Designated public spaces for the calesa	Institutional mechanisms/ Best practices
Respondent: Pwede subsidy sa kabayo o pagsasaayos ng kalesa.	Request for assistance for purchase of horse or calesa maintenance	Additional assistance for the calesas	Policy recommendations

Table 5 - Codes, Categories, and Themes for Laoag City, Ilocos Norte

Interview Excerpt	Code	Categories	Theme
Respondent: I've been here– I started last October lang 2022 and we are on the process of ongoing preparation for resolution for the calesa no but for the meantime we've engaged with for the Christmas Program we've engaged	Experience in the tourism office	Presence of designated team for calesa management	Institutional mechanisms
	Calesa event during Christmas and Pamulinawen festival	Calesa as a cultural icon	Cultural contributions

<p>in the lighting of the calesa for their benefit, giving them prices and showcasing the importance of calesa to the residence of Laoag City as well as the tourist and during the Pamulinawen Festival also we've enjoyed the calesa during the festival</p>			
<p>Respondent 2: This year lang so 4 months pa lang ako and with the regards to calesa yun nga hindi pa na start yung program sa Pamulinawen we engaged the calesa to our government activities they have the calesa parade and as mentioned by Kate we have that resolution or we are still on the process of that resolution.</p>	<p>Experience in the tourism office</p> <p>Lack of policy for calesa preservation</p>	<p>Presence of designated team for calesa management</p> <p>Need for calesa policies</p>	<p>Institutional mechanisms</p> <p>Policy recommendations</p>
<p>Respondent: Itinerary– in our itineraries, like we use the calesa night tour or we rent the calesa as part of the tour itself. They will ride the calesa to certain point and drop off the guest to another</p>	<p>Calesa as part of tour itinerary</p>	<p>Tourism value chain</p>	<p>Economic contributions</p>
<p>Respondent: both it's– some kids here wants to ride the calesa so it's park in front of the puregold Laoag pero wala pa kasing permanent parking are po ng kalesa so we're figuring that out and also a tourist attraction kase it's in the heart of the city– located at the heart of the city yung parking area nila kaya maraming turista din nag aano riding the calesa.</p>	<p>Calesa as preferred tourist attraction especially among children</p> <p>Lack of designated parking for calesa</p> <p>Designated terminal at Puregold</p>	<p>Intergenerational transfer of calesa awareness and appreciation</p> <p>Need for calesa policies</p> <p>Presence of local business that support</p>	<p>Cultural contribution</p> <p>Policy recommendations</p> <p>Stakeholder network</p>
<p>Respondent 2: Yes like in Vigan it's like a both of them po transportation and a tourist attraction as well. Yun nga the calesas are part– is part of the heritage of the Laoag. And walang definite na year na nag umpisa yung kalesa dito sa Laoag but ang ano is it is passed to generations</p>	<p>Calesa as part of cultural heritage and history</p>	<p>Calesa as cultural icon</p>	<p>Cultural contribution</p>

<p>Respondent: Actually ma'am konti na lang sila ngayon so they contributing little to the economy as of now. So we are figure out of way upgraded the kalesa kase 20 plus na lang sila out of 17? 17 plus because of the pandemic. And people here tend to go or tend to use more tricycle than a kalesa. More on tourist and children lang talaga yung gusto ng kalesa ngayon so they have little contribution to the economy.</p>	<p>Need to promote the calesa to increase economic contribution</p> <p>Tricycle as a direct competitor of the kalesa</p>	<p>Need for additional assistance</p> <p>Need for calesa policies</p>	<p>Policy recommendations</p> <p>Potential threats</p>
<p>Respondent 2: If they have a specific time to park their kalesa for the operations most like mga 2 to 6.</p> <p>Respondent 2: Wala. Kase medyo maiinit and konti lang yung pumupunta dito sa centro or ang mga turista is not likely to stay much longer dito sa Laoag parang pass by lang siya. To they will ano lang visit the—, the center, the cathedral, and the sun views. So other than that pupunta na sila sa—</p>	<p>Specific schedule of calesa availability</p> <p>Laoag City is seen as a pit stop than a tourist destination</p>	<p>Need for calesa policies</p> <p>Need for tourism promotion of Laoag as a destination</p>	<p>Policy recommendations</p> <p>Tourism marketing and promotions</p>
<p>Respondent: It contribute a lot to the culture ma'am because kalesa is a cultural heritage of Laoag Ciy so yung mga structure ng kalesa is different to other kalesa is everywhere so our kalesa are contributes to the heritage based on its feature, based on its historical—.</p> <p>Yun lang po</p> <p>Respondent 2: If you haven't to see our arc— our welcome arc, we have that kalesa na material na nakalagay yung kalesa sa— so we promote kalesa in such a way that we promote also our cultural heritage of Laoag and its diverse attributes to the heritage of the city. Sabi nga ni Kate, kakaiba yung kalesa namin unlike sa Vigan. Ang Vigan kase sa harap sa dati— ang turista or ang isang tao sa harap siya sa aakyat pero sa amin sa likod. If you haven't</p>	<p>Calesa as a cultural heritage</p> <p>Laoag Calesa is distinct from the Vigan Calesa</p>	<p>Calesa as a cultural icon</p> <p>Design distinctions between Philippine calesas</p>	<p>Cultural contributions'</p> <p>Calesa aesthetics</p>

to– so yun yung difference ng Laoag kalesa to Vigan kalesa or any kalesa.			
Respondent: The kalesa contributes to the environment because its doesn't use of fuel so its really good to– and its eco friendly and we have like the kalesa– parang pang fertilizer	Calesa has less carbon footprint Horse manure used as fertilizer	Eco-friendly practices	Environmental contributions
Respondent: We are on going– we are preparing a resolution indicating that the kalesa is to be preserve so that kalesa is unting unti na sila nawawala e parang from 70 plus to 20 plus na lang because of the pandemic then most of them are also old kutseros- the kutseros are also old so if they do not passed down the ano policy of preservation they do not pass down their parang ano for the kalesa, mawawala na talaga so policy and the solution are really important to preservation the kalesa.	Need for policies for calesa preservation Dwindling number of calesas Need to safeguard the tradition	Need for calesa policies Need to promote calesa as livelihood	Policy recommendations
Respondent 2: The likely– of the kalesa as well kase medyo hindi– old na kase yung mga kutseros wala na yung mga bata. Kahit bata pabata pa yung kutsero kanina so pero most of them are old na so napapabayaang na yung– ng kalesa. So may mga programs na maintenance, the preservation of siguro or program regards with the yung kabayo. Ano pa ba.. Respondent: Pero kase may balak si ma'am- pagawan ng parang spot nila where they can have pag inuman and they they have a resting place.	Need to maintain the calesas Plan to provide a designated parking place and resting place for calesas	Additional assistance for the calesas	Policy recommendations Institutional mechanisms and political will
Respondent: Yes, rest place. Tas their- she's thinking of a tour or kalesa tour just like Vigan po around the city.	Plan for a calesa tour package	Tourism planning and development	Economic opportunities

Respondent 2: Regarding to that, I think wala pa. Wala pa this time kase wala pa yung the resolution. Siguro the— kung andyan na yung resolution or program	Lack of animal care services from the LGU	Need for Animal care services	Policy recommendations
Respondent: 18 years Respondent: bata pa po ako 15 years old ako nung magsimula	Years of experience in the calesa industry		Economic contribution
Respondent: mga 4 hours Respondent: sa kabayo po mam pinapakain namin ng darak at damo sa kalesa naman pinupunasan at mga gamit ng kabayo	Average work hours of calesa Animal care routine includes feeding the horse, preparing the things	Animal care practices	Policy recommendation for animal care practices
Respondent: Dati meron pero ngayon wala na Respondent: Ako nalang mam ang gumagawa	Cochero doubles as calesa repair technician	Additional income	Economic opportunities
Respondent: kase po mam parang old attraction siya sa laoag mam Respondent: gusto nila mam gaya ng sa bell tower tapos nagtatanong sila kung anong year natayo ang bell tower minsan mam 500 Respondent: dagdag allowance, tinatabi po para pag may biglang babayaran may ipang bayad po	Calesa as tourist attraction and part of history Average earnings of calesa	Calesa as cultural icon Calesa as source of income	Cultural contribution Economic contribution
Respondent: dagdag turista pinupuntahan, Laoag lang ang may kalesa kagaya nito	Calesa as means to attract additional tourists; distinction of Laoag calesas	Calesa as tourism driver; Calesa as cultural icon	Economic contribution
Respondent: Nakakabawas ng polusyon, nakakabawas ng traffic, ang tae ng kabayo ay fertilizer sa halaman, hindi gumagamit ng gas ang kalesa	Calesa lessens pollution and traffic, doesnt use gas. Horse manure as fertilizer	Eco-friendly transportation	Environmental contribution
Respondent: traffic rules	Traffic rules as part of calesa policies	Awareness and compliance with regulations	Institutional mechanisms

Respondent: 350 pesos sa isang taon. May general assembly ang mga kutsero, Kalesa parade, horse race, tilbury race	Cost of permit to operate per year Activities as part of the calesa association Calesa participation in events and festivals	Awareness and compliance with regulations Presence of industry association Calesa as cultural icon	Institutional mechanisms Stakeholder network Cultural contributions
Respondent: Training, tulong sa booking ng mga tours, financial assistance galing sa DOLE, food pack for the kutsero	Assistance given by the LGU like trainings, financial assistance from other government agencies	Human resource development for calesa Linkages with other agencies	Institutional mechanisms Stakeholder network
Respondent: Oo, kung pwedeng dapat may dress code ang mga kutsero kagaya sa Vigan. Respondent: Dapat sana may lugar kung saan pwede ang kalesa lang, kasi maselan ang mga kabayo kapag nabusinahan sila hindi namin macontrol. Sana mabigyan ng lugar o kaya schedule para sa kalesa.	Lack of dress code for cocheros Lack of special routes for calesas, designated parking, and regular schedules	Professionalization of calesa Need for calesa policies	Policy recommendations Policy recommendations
Respondent: Yung mga kabayo namin dinadala namin sa City Vet para sa check up na libre. Libre ang bakuna sa mga kabayo. Walang binibigay na vitamins sa kabayo. Pag may emergency sa kabayo ay natatawagan ang vet.	Limited availability of animal care services from the LGU	Animal care practices	Institutional mechanisms
Respondent: Naliligo sila ng 2x a day kasi mainit. 4 hours lang sa isang araw nagtatrabaho ang mga kabayo. Nilalagyan din sila ng sapatos. Grooming. <i>Translation: The horses bathe twice a day because of the heat. They work 4 hours per day. We put shoes on them and groom them.</i>	Animal care routine for the horses	Animal care practices	Policy standards for animal care
Respondent: Free vitamins for horses. Pilahan or terminal para sa mga kalesa. Pagpapaayos ng kalesa o maintenance.	Need for additional animal services, permanent space and maintenance of calesa	Need for additional assistance from LGU	Policy recommendations

Respondent: Magsilbi ng maayos at tapat, lalo na sa mga bisita. Magbigay ng suporta sa mga activities. Encourage youth to work. Ayaw namin mawala ang tradisyon.	Awareness of responsibilities as cocheros	Motivations to professionalise calesa	Policy recommendations
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Table 6 - Codes, Categories, and Themes for Tuguegarao City, Cagayan

Interview Excerpt	Codes	Categories	Themes
Respondent: I've been designated as tourism officer in 2019, August 1. Respondent: Yes, I have been with the city government for 31 years now.	Years of experience in management	Presence of a designated management team	Institutional mechanism
Respondent: Prior– no. Early on doon sa designation ko as a tourism officer, I grouped all the kalesas and I formed them in an association para buo yung kanilang organization and the we also elected officers for them and we also plan to make it an ordinance for the kalesas to be a tourist transport. Yes oo. I talk to some councilors specially the committee head of culture and arts to move for the passing of the ordinance	Initiatives as DMO manager; assistance in organising the cocheros Lobbying for ordinances about the calesa	Presence of a designated management team Presence of an industry association Gaps in calesa policy	Institutional mechanisms Stakeholder network Policy recommendations
Respondent: Actually we are now– we are now tapping the kalesas– ah ahm I'm sorry I forgot. We also trained about 10 of the kutseros to be our local community tour guides. So when they have– when we have visitors in Tuguegarao City and they happen to be a good one to drive a kalesa they are not only drivers of the kalesa they are also the guide— tour guiding.	Training for cocheros as community guides	Human resource development program	Institutional mechanisms
Respondent: Yes and kalesa in the early years of Tuguegarao City used to be a transport for the masa but now it's now a tourist transport. Respondent: Yes. Yes, that's a recent development. Since I was designated as a tourism officer	Calesa as a tourist attraction is a recent development	Tourism planning and development	Political will of local leaders

<p>Respondent: Since they are considered as tourist transport they bring visitors to Tuguegarao City which help us in the economy, economic side of Tuguegarao City.</p> <p>Respondent: I think they paid kalesa lesser than the tricycle. It's more cheaper than the tricycle</p>	<p>Calesa as a tourist attraction</p> <p>Cheaper alternative than tricycle as transportation</p>	<p>Calesa as part of tourism value chain</p> <p>More economical choice for riding public</p>	<p>Economic contributions of the calesa</p>
<p>Respondent: Since– I think if I remember it right kalesas started in the early 1960s so culturally they are part of our– of Tuguegarao City's culture. And I think– and it used to be the kalesa– kalesa used to be from almost more than 200 to now lessen kase medyo specially during the pandemic they cannot sustain yung pag kalesa namin so nabawasan</p> <p>Respondent: 80 plus? I think 86. From more than 200 now its 86.</p> <p>Translation: The kalesa used to be more than 200 but now lessened especially during the pandemic so the kalesas were lessened.</p>	<p>Calesa as a part of local history and culture</p> <p>Calesas affected by the pandemic</p>	<p>Calesa as a cultural icon</p> <p>Challenges to the calesa</p>	<p>Cultural contributions</p> <p>Potential threats</p>
<p>Respondent: Environmental friendly siya it does not consist of any gasoline or any what do you call this— destructive elements na pwedeng– fuels</p> <p>Respondent: Fertilizer yes.</p> <p>Translation: The kalesa is environment friendly because it does not use gasoline or destructive elements like fuel. (Horse manure) also used as fertilizer.</p>	<p>Calesa does not use fuel</p> <p>Horse manure as fertilizer</p>	<p>Environment friendly alternative</p>	<p>Environmental contribution</p>
<p>Respondent: Because we– maybe for them to have a organization–</p> <p>Respondent: Yes, yes, yes we also include them in the trainings specially yung FBSE natin. Yung sa tourism, plus community guiding</p>	<p>Assistance to calesa in terms of organizing</p> <p>Provision of free trainings to calesa driver</p>	<p>Presence of industry association</p> <p>Human resource development</p>	<p>Stakeholder network</p> <p>Institutional mechanisms</p>

<p>Respondent: we do have plans to make a cooperative so they don't just earn from being a kutsero but also as a cooperative organization. They can have something in addition to their earnings.</p> <p>Respondent: Mga financial assistance ganon</p> <p>Respondent: we also provide them livelihood– we give them sari-sari store for their wives</p>	<p>Plans to organize cooperative</p> <p>Presence of assistance from the LGU for calesa and their families</p>	<p>Additional assistance for the calesa</p> <p>Prioritization of calesa programs</p>	<p>Policy recommendations</p> <p>Political will of local leaders</p>
<p>Respondent: at the moment hindi pa siya ganon karami because we just launch our heritage tour in 2021 so bali our– we are still on the process of promoting our heritage tour.</p>	<p>Development of calesa heritage tour</p>	<p>Tourism development and promotions</p>	<p>Economic opportunities</p>
<p>Respondent: Wala bale they based it– they just based it on the matrix of tricycle but lesser than tricycle</p> <p>Respondent: Yung terminal. They don't have permanent terminal</p>	<p>Absence of standardised fare for calesa</p> <p>Lack of permanent terminal</p>	<p>Need for fare matrix policy</p> <p>Need for designated parking space</p>	<p>Policy recommendations</p>
<p>Respondent: they have a certain area in front of the malls</p>	<p>Designated terminal in a private property</p>	<p>Presence of supportive businesses</p>	<p>Stakeholder network</p>
<p>Respondent: Yeah we give one meeting with the traffic enforcement, the PNP and the committee on Public Transport</p>	<p>Coordination meeting with other agencies</p>	<p>Presence of coordination mechanisms</p>	<p>Stakeholder network</p>
<p>Respondent: possible solution siguro kung– at the moment kase they are few and they have regular time to go out. Ayun siguro ang magiging solusyon natin just like tricycle they have like a 8 hours a day to travel a–</p>	<p>Average work hours of calesa horses</p>	<p>Animal care considerations</p>	<p>Policy recommendations for animal care</p>
<p>Respondent: Actually kasama naman yung mga kabayo/horses sa annual vaccination po for kabayo</p>	<p>Provision of LGU assistance to horses</p>	<p>Animal care practices</p>	<p>Institutional mechanisms</p>
<p>Interviewer: Tax exempt</p>	<p>Availability of benefits and assistance from</p>	<p>Rewards and incentives for the calesa</p>	<p>Institutional mechanisms</p>

Respondent: They can be easily monitored if ever they were encounter a parang ano siya on the road at least ma access nila kaagad yung aming opisina	LGUs		
Respondent: some of them are not open to the policies government. Gusto nila kase yung they do their own thing kaya hindi rin kami makapasok sa kanila	Presence of uncooperative cocheros; Internal issues within the association	Need for human resource development activities	Policy recommendations
Respondent: 44 years I started in 1950. Walang ibang hanapbuhay kundi maging kutsero. Hindi ako nakapagalar. Puro kalesa ang hanapbuhay.	Years of experience in the industry	Motivations to choose calesa as livelihood	Economic contributions of calesa
Respondent: Bago kami mamasada, hahanap ng damo para kainin ng kabayo. Paliliguan ang kabayo bago mamasada. 7am to 12nn ang oras para mamasada. Lilinis ko rin ang garahe ng kabayo bago pakainin ang kabayo.	Animal care routine per day Average number of work hours for the horse	Animal care practices	Policy standards for animal care
Respondent: Damo at darak, ibat ibang klase ng damo kagaya ng pakpak at maremek	Animal care routine Indigenous knowledge of animal nutrition	Animal care practices	Policy standards for animal care
Respondent: Meron mga pumupunta na turista sa kalesa. Sa ordinaryong araw mga estudyante ang sumasakay ng kalesa.	Preference for the calesa by tourists and students	Tourism value chain Intergenerational transfer of appreciation and awareness	Economic contributions Cultural contributions
Respondent: Bumubuhay sa pamilya. May isa akong anak na nakatapos sa pag aaral.	Source of livelihood for family members	Calesa as economic driver	Economic contributions
Respondent: ipinagmamalaki ang kalesa dahil ito ang una nilang nasakyan sa Tuguegarao. Lumang sasakyan ang kalesa. Bahagi ang kalesa sa kultura ng Cagayan.	Calesa as historic mode of transport and part of Cagayan culture	Calesa as cultural icon	Cultural contributions

Respondent: Maganda sa kabayo walang pollution. Yung tae ng kabayo pang maceta, ginagamit na fertilizer. Kung minsan may bumibili.	Horses do not contribute to pollution Animal manure as fertiliser	Eco Friendly practices Additional economic opportunity	Environmental contributions Economic opportunity
Respondent: Noong pandemic ay dalawang beses nagbigay ng ayuda. Galing sa DOLE Respondent: May designated area silang binibigay at hindi sila pinephase out ng LGU. Sa may SM Tuguegarao at Robinsons ang parking. Free ang registration ng mga kalesa plate. Walang bayad.	Availability of assistance from national government Availability of assistance from other business	Need to review policy gaps Private sector partnerships	Policy recommendations Stakeholder network
Respondent: 400 pesos ang isang araw pero bumaba nung pandemic.	Average earnings per day	Calesa as economic driver	Economic contributions
Respondent: Karagdagang terminal sana ang kailangan	Lack of terminals	Need for designated parking space	Policy recommendation
Respondent: Tulong na magkaroon ng kabayo at madagdagan ng paradahan. Makakatulong din pag dadami ang turista Respondent: Meron, pero kung pwede na tumulong sa check up at vitamins o kaya food subsidy ng kabayo	Need for additional assistance from the LGU like permanent terminal and animal care subsidy Need for tourist promotions		Policy recommendations

4.3 Case Studies of select Philippine Cities

CASE 1 - CABAGAN, ISABELA

Emerging themes and categories for the case of Cabagan, Isabela are as follows:

Themes	Categories
Institutional mechanisms	Having a designated manager for the program Calesa-friendly policies Human resource development for the calesas

Political will of local leaders	<p>Prioritisation of the calesa program by the Mayor</p> <p>Inclusion of the calesa in the local government's development program</p>
Stakeholder network	<p>Linkages with national government agencies</p> <p>Linkages with calesa association</p> <p>Presence of industry association</p>
Economic dimension	<p>Calesa as a preferred mode of transportation</p> <p>Calesa festival as a major tourist attraction</p> <p>Calesa as a cost-efficient transportation</p> <p>Calesa as a source of livelihood</p> <p>Horse manure fertiliser as additional source of income</p> <p>Calesa as part of tourism value chain</p> <p>Negative effects of the pandemic on the calesa</p>
Cultural dimension	<p>Calesa as a cultural icon (i.e. represents the people)</p> <p>Calesa as a cultural property</p> <p>Art activities that include the calesa</p> <p>Calesa promotes social cohesion</p> <p>Challenges to cultural sustainability (perceived lack of dignity of labour of the profession; intergenerational transfer of calesa appreciation and awareness)</p>
Environmental dimension	<p>Eco-friendly practices</p> <p>Horse manure as fertiliser</p>
Policy recommendations	<p>Policies for animal care</p> <p>Policies for post pandemic recovery</p> <p>Programs for maintenance of horse carriage</p> <p>Policies for calesa operations (Designated public spaces for the calesa and regulated fare matrix)</p> <p>Other programs and policies to sustain the calesa</p>

Table 7 - Emerging Themes and Categories for Cabagan, Isabela

For the sustainability of the calesa in Cabagan, Isabela, the economic, cultural, and environmental dimensions have positive contributions but are also facing several challenges. In addition to these, the results highlight the presence of institutional mechanisms that are favourable to the calesa, the importance of political will and local leadership, the relevance of stakeholder networks within the community, and the policy recommendations to address current gaps and challenges faced by the industry such as policies and programs that can improve animal care for the horses, economic policies that can help post pandemic recovery, policies for calesa operations such as the designation of permanent public spaces for the calesas can maintain their terminals, programs to maintain the calesa carriage, and the provision of additional forms of assistance for calesa operators.

Recently, Cabagan LGU through its tourism office and its Mayor implemented a project called the Professionalization of the Kalesa, Kabayu and Kalaseru Association of Cabagan. Initially, the said association was registered as a legitimate workers association under the Philippine Department of Labor and Employment. The new project was funded by the LGU of Cabagan and included the provision of uniforms, identification cards, registration plates, and free annual check ups for the members of the association. This program is a clear indicator of the political will of the local leaders such as the Mayor in prioritising the calesa as part of the local development agenda and highlights the presence of institutional mechanisms which support sustainability of the calesa in the community, consistent with the emerging themes based on the interview analysis.

The research included a cartographic representation of a typical calesa tour route in Cabagan, Isabela. The calesa tour in Cabagan spans a distance of 3.4 kilometres and covers seven tourism sites.

Cabagan, Isabela Calesa Tour Route

Directions from Cabagan Municipal Hall to Cabagan Square Park

- A** Cabagan Municipal Hall
- B** Cabagan Gymnasium
- C** Cabagan Triangle Park
- D** Aling kikays restaurant
- E** Cabagan Public Market
- F** St. Paul the Apostle Parish - Cabagan
- G** Cabagan Square Park

This map highlights the Calesa Tour Route in the Municipality of Cabagan in Isabela. It takes approximately 30 minutes to complete. The route is about 3.4 kilometers in length.

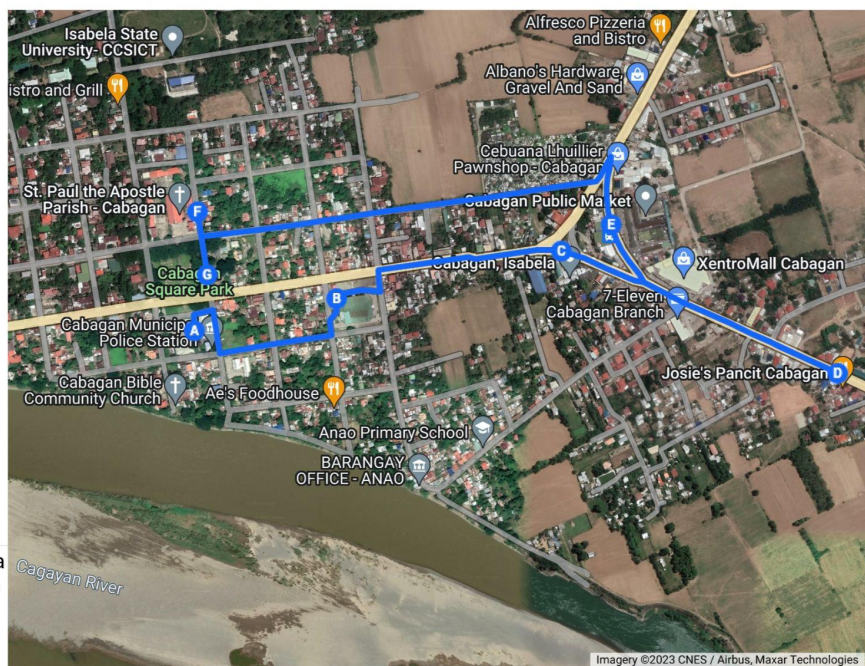


Figure 5 - Cabagan calesa tour route (Pangilinan, 2023)

CASE 2 - VIGAN, ILOCOS SUR

Emerging themes and categories for the case of Vigan, Ilocos Sur are as follows:

THEMES	CATEGORIES
Economic dimension	<ul style="list-style-type: none"> Calesa as an economic driver Tourism development and promotion (Calesa as a primary tourist attraction) Calesa as a source of livelihood (including motivations to become calesa professional) Calesa as taxpayers Horse manure fertiliser as added income Calesa value chain linkages (presence of calesa makers outside the city, linkages with other tourist attractions)
Cultural dimension	<ul style="list-style-type: none"> Transmission of culture through the calesa

	Calesa as a cultural icon (presence of calesa events, calesa as a tourism trademark, calesa as cultural property)
Environmental dimension	Eco-friendly characteristics (calesa does not pollute, calesa helps maintain cleanliness, horse manure as fertiliser)
Institutional mechanisms	Presence of designated manager for the calesa program Policy support for the calesa (ordinances, programs, regulations about the calesa, animal care policies, designated public places for the calesa)
Stakeholder network	Presence of calesa makers Presence of an industry association Linkages with other tourist attractions
Policy recommendations	Additional assistance for the calesas (request for calesa repair and purchase of horse)

Table 8 - Emerging Themes and Categories for Vigan, Ilocos Sur

For the sustainability of calesas in Vigan City, Ilocos Sur, the economic, cultural, and environmental dimensions are intertwined with its designation as a major heritage site. Among all the cities in this study, the economic dimensions which emerged are more in-depth. In addition to being a source of livelihood for the calesa operators and the presence of motivated cocheros, part of the value chain of the calesa, as well as its stakeholder network, is the presence of calesa makers outside the main city of Vigan. Moreover, one noteworthy dimension in terms of cultural contributions of the calesa is the role that the cocheros play is that of cultural bearers who are able to transmit the local culture through the calesa, share it to tourists to understand the cultural context, and pass it on to the next generation of citizens in Vigan.

In addition, in cities like Vigan where calesa programs are strongly institutionalised and have a longer history of program implementation than the others, political will of local leaders tend to be less of determinant to the sustainability of the calesa.

Meanwhile, while there is room for improvement in terms of recommended policies, Vigan has extensively institutionalised its programs and policies related to the

calesa. Their local ordinances provide permanent designated parking spaces of the calesas, dress code for the cocheros, and regulate the fare and capacity for the calesas. The ordinance also requires the calesa operators to secure a Mayor’s permit and applications for cochero license. In terms of animal care, the LGU provides for free annual check up for the horses and provision of medicines and vitamins for them. What needs to be considered to assist the calesas are additional policies or programs to cover expenses for calesa maintenance or major repairs and replacement of horses, which can be in the form of financial assistance programs to purchase new horses.

The research included a cartographic representation of a typical calesa tour route in Vigan, Ilocos Sur. The calesa tour in Vigan spans a distance of 3 kilometres and covers nine tourism sites.

Vigan City Calesa Tour Route

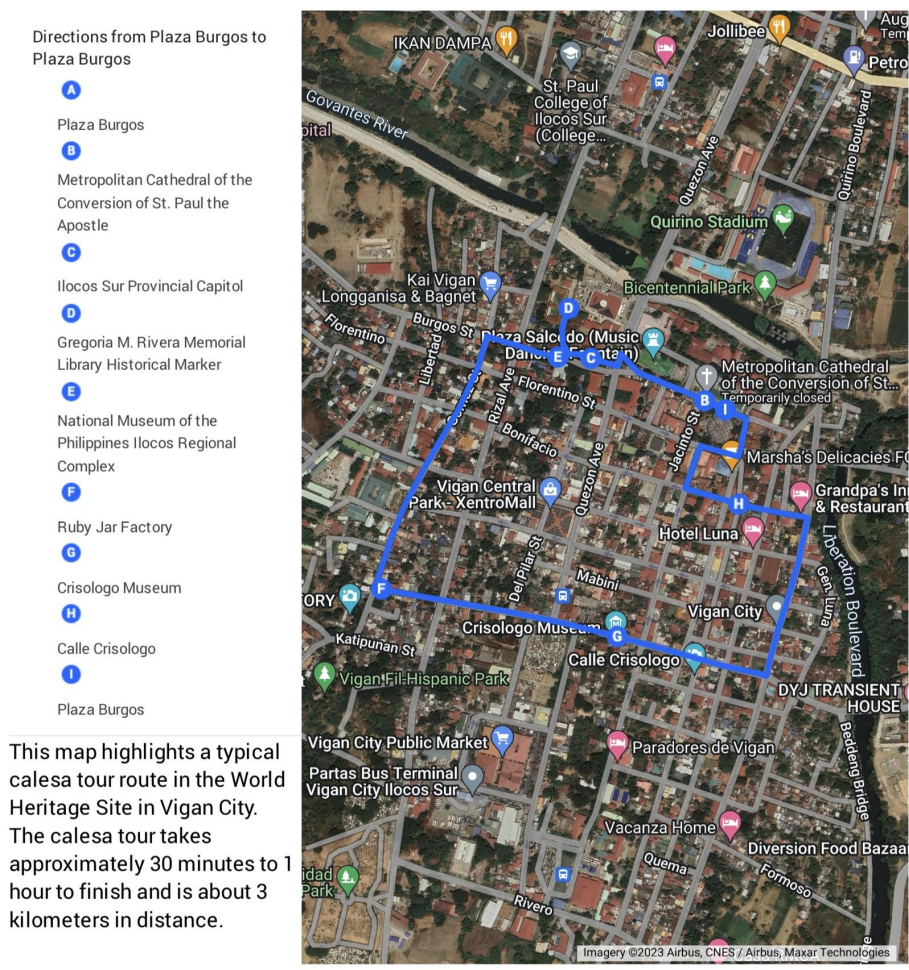


Figure 6 - Vigan calesa tour route (Pangilinan, 2023)

CASE 3 - LAOAG, ILOCOS NORTE

Emerging themes and categories for the case of Laoag, Ilocos Norte are as follows:

THEMES	CATEGORIES
Economic dimension	Calesa as part of tourism value chain (tourism itinerary, tourist attraction) Cochero doubles as calesa repair technician for additional income Calesa as a source of income Tourism marketing and promotions
Cultural dimension	Calesa as a cultural icon (featured during city events or festivals, part of cultural heritage of the city, part of history) Intergenerational transfer of calesa awareness and appreciation (especially among children) Calesa aesthetics (uniqueness of calesa design)
Environmental dimension	Eco-friendly characteristics (calesa has less carbon footprint, horse manure as fertiliser, calesa does not use gas)
Institutional mechanisms	Presence of a designated team for calesa management Plans to provide designated parking place and resting place for calesas Awareness and compliance to regulations (traffic rules, permits to operate) Human resource development for calesas (trainings, financial assistance) Limited availability of animal care services from the LGU
Stakeholder network	Presence of local businesses that support the calesa (provision of designated parking places) Presence of an industry association Linkages with other agencies
Policy recommendations	Need for calesa policies (calesa heritage preservation, protection from competitors like tricycles, schedules, fare matrix) Need for animal care services

	Need for additional assistance from the LGU
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Table 9 - Emerging Themes for Laoag, Ilocos Norte

The case of Laoag in Ilocos Norte presents a stark contrast with its neighboring city of Vigan in Ilocos sur. While Vigan was able to successfully capitalise on its cultural heritage for tourism development, Laoag with its similar culture and ethnolinguistic characteristics stayed behind but now intends to catch up. The institutional mechanisms such as the designated teams for calesa management, programs for the calesas and animal care programs are relatively new in Laoag, taking place mostly during the pandemic and at the current recovery period. The economic dimension for sustainability of the calesa in Laoag rests heavily on the active promotion of its tourism offerings. It was also noted that the cocheros potentially add to their income by becoming calesa repair personnel at the same time, but this can be a limit to the multiplier effect of the calesa in tourism.

Laoag also highlighted the uniqueness of the design of its local calesa, in comparison to the calesas in neighbouring cities. Calesa aesthetic as part of the cultural dimension is emphasised in this particular case.

As part of its stakeholder network, Laoag heavily relies on private sector support for the provision of designated spaces for the parking or terminal of the calesas, in this case a supermarket chain like Puregold, in the absence of publicly declared calesa parking areas.

In terms of calesa-related policies and programs, several categories appeared such as the need for policies related to calesa preservation, fare matrix, calesa schedules, protection against local competition such as tricycles, and programs which will adequately provide for animal care.

The research included a cartographic representation of a typical calesa tour route in Laoag, Ilocos Norte. The calesa tour in Laoag spans a distance of 4 kilometres and covers 10 tourism sites.

Laoag City Calesa Tour

Directions from Laoag City Hall to MARCOS HALL OF JUSTICE

- A** Laoag City Hall
- B** Sinking Bell Tower
- C** Laoag Public Market
- D** Puregold Laoag
- E** LAOAG CENTRAL ELEMENTARY SCHOOL
- F** Mariano Marcos State University - College of Teacher Education
- G** Marcos Stadium
- H** Ilocos Norte Centennial Arena
- I** Ilocos Norte Provincial Capitol
- J** MARCOS HALL OF JUSTICE

This route shows the typical calesa tour route at the Laoag City Proper. The route takes about 30 minutes to 1 hour to tour and measures roughly 4 kilometers.

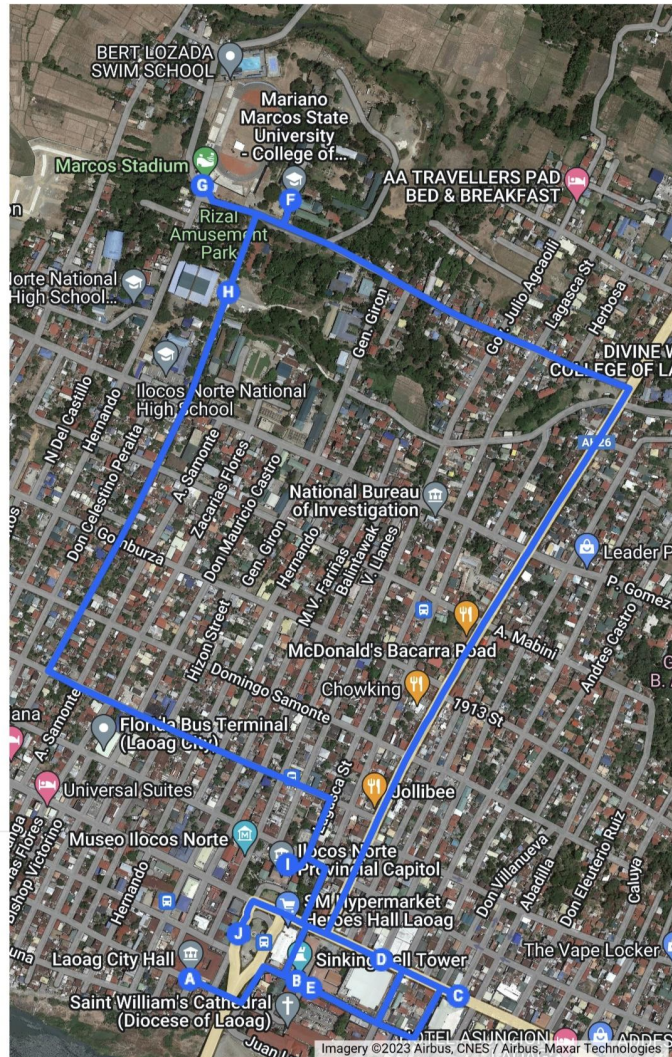


Figure 7 - Laoag calesa tour route (Pangilinan, 2023)

CASE 4 - TUGUEGARAO, CAGAYAN

Emerging themes and categories for the case of Tuguegarao, Cagayan are as follows:

THEMES	CATEGORIES
Economic dimension	Calesa as part of tourism value chain (tourist attraction, preferred tourist transport) Calesa as cheaper mode of transport for the riding public Tourism development and promotions

	<p>Calesa as a source of livelihood</p> <p>Horse manure fertiliser as additional income source</p> <p>Negative effect of the pandemic on the calesa</p>
Cultural dimension	<p>Calesa as a cultural icon (part of local history and culture)</p> <p>Calesa as historic form of transport</p> <p>Intergenerational transfer of appreciation and awareness</p>
Environmental dimension	<p>Eco-friendly practices (calesa does not need fuel, horse manure as fertiliser, horses do not pollute)</p>
Institutional mechanisms	<p>Presence of a designated management team</p> <p>Human resource development for calesas (trainings for cocheros)</p> <p>Provision of animal care services by LGUs</p> <p>Provision of assistance for cocheros by the LGU (tax exemption)</p> <p>Presence of coordinative mechanisms within the LGU and their attached agencies like PNP</p>
Political will of local leaders	<p>Prioritisation of calesa programs</p> <p>Inclusion in the development agenda</p> <p>Development of calesa as tourist attraction</p>
Stakeholder network	<p>Presence of an industry association</p> <p>Presence of local businesses that support the calesa (provision of designated parking places in private properties)</p> <p>Linkages with national government agencies</p>
Policy recommendations	<p>Need for additional human resource development programs for cocheros</p> <p>Policy standards for animal care</p> <p>Need for designated parking space</p> <p>Need for animal care subsidy</p> <p>Need for tourism promotions of calesa heritage tours</p>

Table 10 - Emerging Themes and Categories for Tuguegarao, Cagayan

In the case of Tuguegarao, Cagayan, the economic dimension of sustainability relied on the calesa's role in the tourism value chain as a tourist attraction and preferred mode of transport for tourists and locals as well. However, key informants asserted that the calesa was negatively affected by the pandemic, hence the need to further strengthen tourism promotions in support of its calesa heritage tour offerings. The cultural dimension is focused on the historical significance of the calesa among the locals and the presence of mechanisms which transfer calesa appreciation among the younger generations to ensure its sustainability.

While there are similarities with the other cities, what is outstanding about the case of Tuguegarao in terms of institutional mechanisms are the practices such as tax exemption for cocheros and the presence of coordinative mechanisms within the LGU in support of the calesa, which is not usually observed in the other cases. The political will of the local leaders as in the case of the local DMO is vital in ensuring that programs are prioritised and implemented. Further, in the case of Tuguegarao, it was revealed that calesas enjoy support from private businesses in the community such as SM Tuguegarao and Robinsons Tuguegarao, shopping centres which provide designated parking spaces for calesas in the absence of a public transport terminal for them.

For policy recommendations, identified necessities included the need for an additional human resource development program for cocheros, policy standards for animal care and need for animal care subsidy, among others.

The research included a cartographic representation of a typical calesa tour route in Tuguegarao, Cagayan. The calesa tour in Tuguegarao spans a distance of 4.2 kilometres and covers seven tourism sites.

Tuguegarao City Calesa Tour

Tuguegarao City Calesa Tour Route

- A** SM City Tuguegarao
- B** University of Saint Louis
- C** Provincial Police Office
- D** Homo, Tuguegarao
- E** Cagayan Museum and Historical Research Center
- F** Rizal Park
- G** St. Peter Metropolitan Cathedral

This map shows the Tuguegarao City Calesa Tour Route within the city proper. The route takes approximately 30 minutes to 45 minutes to complete. This route is 4.2 kilometers in length.

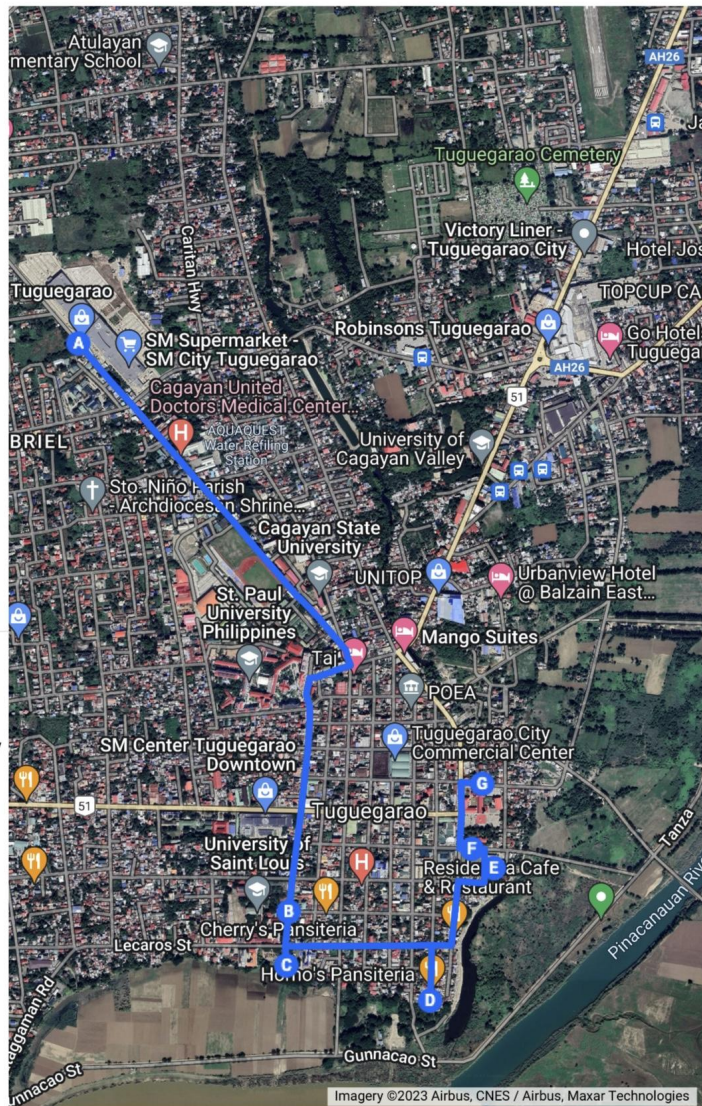


Figure 8 - Tuguegarao calesa tour route (Pangilinan, 2023)

CASE 5 - SAN FERNANDO, PAMPANGA

The following themes and categories are the result of insights and experiences of the researcher as program manager for the city of San Fernando, Pampanga:

THEMES	CATEGORIES
Economic Dimension	Calesa as part of tourism value chain Calesa as a cultural industry Calesa as a source of livelihood

	Calesa as an everyday transportation
Cultural Dimension	Calesa as a cultural icon Calesa as part of local history Intergenerational transfer of appreciation and awareness
Environmental Dimension	Eco-friendly form of transport
Institutional mechanisms	Presence of a designated management team and a regular calesa conservation program Provision of assistance to the calesas such as animal care, provision of horses
Political will of local leaders	Provision of designated terminal at the public market
Stakeholder network	Presence of an industry association Presence of businesses that support calesas Presence of private sector calesa preservation advocates
Policy recommendations	Need for ordinances to institutionalise calesa preservation and animal care standards

Table 11 - Emerging Themes and Categories for San Fernando, Pampanga

The calesa in the City of San Fernando has survived through the years because of the congruence of economic, cultural, and environmental dimensions. As early as 2006, following the example of heritage cities like Vigan, the local government had embarked on utilising the calesa as part of heritage tourism in addition to being local modes of everyday transport for residents. As a cultural icon, the calesa is celebrated through the Calesa Day and highlighted during other major festivals and events of the city such as the Giant Lantern Festival. The City is also known to organise free calesa tours for locals and tourists to popularise the calesa.

The City Tourism Office regularly organises training for the cocheros, some of whom have been accredited as community cultural tour guides by the Department of Tourism. The cocheros are annually given sets of uniforms and grooming kits by the LGU, enjoy exemption from paying their calesa permits, and receive assistance for animal care such as free check ups for the horses, free vaccinations, free vitamins

for animals, and since 2019, the City gives about 13 new horses every year as assistance to the calesa industry. Recently, with a new City Mayor, the calesas were given a designated terminal at the City’s public market.

In terms of stakeholder network, there is a CSFP Calesa Association which is an accredited transport sector association by the LGU and is represented in several local special bodies such as the Tourism Council. In addition, the calesa enjoys the support of the private sector with individual advocates such as Zab Jimenez who organised a fund drive to sustain the horses and the families of calesa operators during the onset of the pandemic, with support from the tourism office. Jimenez also wrote a children’s book about the calesa which was translated into a theatre performance by the local youth theatre group Teatro Fernandino.

Businesses such as the shopping centre SM San Fernando Downtown and real estate developer Megaworld Capital Town Pampanga provide the calesas with additional designated parking spaces. In the case of Capital Town Pampanga, a multi stakeholder collaboration led to the launch of the Christmas Calesa program in which the calesas were dressed up during the Christmas holidays and gave an additional income to the calesa operators beginning in 2022.

While much has been accomplished in the city, there remains a need for ordinances to strengthen further the institutional mechanisms regarding the calesa, especially its conservation, and develop ethical standards for animal care.

4.4 Comparison of the multiple cases

To summarise the similarities and differences across the cases in this research in terms of the components of sustainability, the researcher prepared the following table:

Table 12 - Comparisons based on sustainability components

Case	Economic dimension	Cultural dimension	Environmental dimension
Cabagan, Isabela	Calesa as a preferred	Calesa as a cultural icon	Eco-friendly practices

	<p>mode of transportation Calesa festival as a major tourist attraction Calesa as a cost-efficient transportation Calesa as a source of livelihood Horse manure fertiliser as additional source of income Calesa as part of tourism value chain Negative effects of the pandemic on the calesa</p>	<p>(i.e. represents the people) Calesa as a cultural property Art activities that include the calesa Calesa promotes social cohesion</p> <p>Challenges to cultural sustainability (perceived lack of dignity of labour of the profession; intergenerational transfer of calesa appreciation and awareness)</p>	<p>Horse manure as fertiliser</p>
Vigan, Ilocos Sur	<p>Calesa as an economic driver Tourism development and promotion (Calesa as a primary tourist attraction) Calesa as a source of livelihood (including motivations to become calesa professional) Calesa as taxpayers Horse manure fertiliser as added income Calesa value chain linkages (presence of calesa makers outside the city, linkages with other tourist attractions)</p>	<p>Transmission of culture through the calesa Calesa as a cultural icon (presence of calesa events, calesa as a tourism trademark, calesa as cultural property)</p>	<p>Eco-friendly characteristics (calesa does not pollute, calesa helps maintain cleanliness, horse manure as fertiliser)</p>
Laoag, Ilocos Norte	<p>Calesa as part of tourism value chain (tourism itinerary, tourist attraction) Cochero doubles as calesa repair technician for additional income Calesa as a source of income Tourism marketing and promotions</p>	<p>Calesa as a cultural icon (featured during city events or festivals, part of cultural heritage of the city, part of history) Intergenerational transfer of calesa awareness and appreciation (especially among children) Calesa aesthetics (uniqueness of calesa design)</p>	<p>Eco-friendly characteristics (calesa has less carbon footprint, horse manure as fertiliser, calesa does not use gas)</p>
Tuguegarao, Cagayan	<p>Calesa as part of tourism value chain (tourist attraction, preferred tourist transport) Calesa as cheaper mode of transport for the riding public Tourism development and promotions Calesa as a source of livelihood Horse manure fertiliser as additional income source Negative effect of the pandemic on the calesa</p>	<p>Calesa as a cultural icon (part of local history and culture) Calesa as historic form of transport Intergenerational transfer of appreciation and awareness</p>	<p>Eco-friendly practices (calesa does not need fuel, horse manure as fertiliser, horses do not pollute)</p>

San Fernando, Pampanga	Calesa as part of tourism value chain Calesa as a cultural industry Calesa as a source of livelihood Calesa as an everyday transportation	Calesa as a cultural icon Calesa as part of local history Intergenerational transfer of appreciation and awareness	Eco-friendly form of transport
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Across the select cities, the economic dimensions of the calesa are reinforced as a source of livelihood and as a part of the tourism value chain. In all of the cases, what used to be just an everyday form of transportation was given added value as a tourist attraction. However, in the case of Cabagan and Tuguegarao, the negative effects of the pandemic were particularly asserted while the numbers show us that all cities experienced a decline after the Covid-19 pandemic hit the world, hence the need to further strengthen tourism promotions for the industry to recover. Only Vigan is able to expand the multiplier effect of the calesa in tourism, with the presence of calesa makers in the province of Ilocos Sur, while the potential exists in San Fernando where calesa makers are still present and in Laoag where the cocheros are able to do calesa repairs as well. In the cases of Tuguegarao and Cabagan, the calesa is perceived to be more economical as a choice of transportation because of lower fares.

The cases revealed that the environmental component of the calesa's sustainability is derived from its perceived eco-friendly characteristics in relation to gas-emitting transportation such as the tricycles. In most of the cases, the horses are fed locally-grown grass and their manure is used as fertiliser, the sale of which can generate additional income for the calesa operators and potentially strengthen the linkages with other sites and attractions such as gardens and parks that might need the product.

The cultural dimensions of sustainability of the calesa include the perception that the calesa is a cultural icon in the select cities. As such, it is considered integral to the cultural heritage and deeply rooted in the local histories. One common attribute that is present among the cases is the presence of community festivals and events that celebrate the calesa and promote opportunities for a deeper appreciation of the tradition, such as the Viva Vigan Festival in Vigan, the KKK Festival in Cabagan, the

calesa parades in Laoag and Tuguegarao, and Aldo ning Calesa in San Fernando. These provide venues for the younger generation to learn and appreciate the calesa as part of their local culture.

In terms of cultural differences on the perceptions of cocheros regarding their choice of profession, there are contrasting opinions. In Cabagan and Tuguegarao, the cocheros perceive their livelihood as a result of the lack of higher educational opportunities. Meanwhile, the cocheros in Vigan and Laoag perceive the profession as a way in which they can share the sense of pride about their hometown. These motivations can be further explored in future research.

In terms of calesa designs, only Laoag asserted that their calesa looks uniquely different from the others, an observation that is shared by the researcher. The aesthetic differences extend to the carriage structure and design, materials used, and even accessories for the horses. For reference, these are photographs of different calesas found in the selected cities.



Figure 9 - A calesa in Cabagan, Isabela (Pangilinan, 2023).



Figure 10 - A calesa in Tuguegarao, Cagayan (Perez, 2023).



Figure 11 - A calesa in Vigan, Ilocos Sur (Perez, 2023)



Figure 12 - A calesa in San Fernando, Pampanga (Pangilinan, 2023)



Figure 13 - Rear view of a Laoag Calesa (Perez, 2023)



Figure 14 - Rear view of a Vigan Calesa (Perez, 2023).

Meanwhile, the table below summarises the similarities and differences between institutional mechanisms, stakeholder networks, and policy recommendations across the select cities in this study.

Table 13 - Summary of institutional mechanisms, stakeholder network, and policy recommendations

Case	Institutional Mechanisms	Stakeholder Network	Political will of local leaders	Policy Recommendations
Cabagan, Isabela	Having a designated manager for the program Calesa-friendly policies Human resource development for the calesas	Linkages with national government agencies Linkages with calesa association Presence of industry association	Prioritisation of the calesa program by the Mayor Inclusion of the calesa in the local government's development program	Policies for animal care Policies for post pandemic recovery Programs for maintenance of horse carriage Policies for calesa operations (Designated public spaces for the calesa and regulated fare matrix) Other programs and policies to sustain the calesa
Vigan, Ilocos Sur	Presence of	Presence of calesa		Additional

	designated manager for the calesa program Policy support for the calesa (ordinances, programs, regulations about the calesa, animal care policies, designated public places for the calesa)	makers Presence of an industry association Linkages with other tourist attractions		assistance for the calesas (request for calesa repair and purchase of horse)
Laoag, Ilocos Norte	Presence of a designated team for calesa management Plans to provide designated parking place and resting place for calesas Awareness and compliance to regulations (traffic rules, permits to operate) Human resource development for calesas (trainings, financial assistance) Limited availability of animal care services from the LGU	Presence of local businesses that support the calesa (provision of designated parking places) Presence of an industry association Linkages with other agencies		Need for calesa policies (calesa heritage preservation, protection from competitors like tricycles, schedules, fare matrix) Need for animal care services Need for additional assistance from the LGU
Tuguegarao, Cagayan	Presence of a designated management team Human resource development for calesas (trainings for cocheros) Provision of animal care services by LGUs Provision of assistance for cocheros by the LGU (tax exemption) Presence of coordinative mechanisms within the LGU and their attached agencies like PNP	Presence of an industry association Presence of local businesses that support the calesa (provision of designated parking places in private properties) Linkages with national government agencies	Prioritisation of calesa programs Inclusion in the development agenda Development of calesa as tourist attraction	Need for additional human resource development programs for cocheros Policy standards for animal care Need for designated parking space Need for animal care subsidy Need for tourism promotions of calesa heritage tours
San Fernando, Pampanga	Presence of a designated management team and a regular calesa conservation program	Presence of an industry association Presence of businesses that support calesas Presence of private sector calesa	Provision of designated terminal at the public market	Need for ordinances to institutionalise calesa preservation and animal care standards

	Provision of assistance to the calesas such as animal care, provision of horses	preservation advocates		
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Comparing the results across the selected cities reveal that a key attribute that aids in sustaining the calesa is the presence of institutional mechanisms such as the designated program managers in charge of the calesa programs, in most instances the local tourism offices or DMOs. This acknowledges the tourism value of the calesa. The City of Vigan has the most established programs and policies, as evidenced by its local ordinances and track record as a UNESCO World Heritage Site, while the other cities have more recent programs regarding calesa heritage tours. While the rest of the cases show that political will of local leaders is eminent, there is still the need to institutionalise programs by supporting them with policies such as local legislations to ensure their continuity should there be a change in the administration. Moreover, most of the cities have programs on human resource development for the calesas such as tourism-related training programs, notably on community cultural guiding as in Vigan and San Fernando, and Filipino Brand of Service Excellence training in Cabagan, Tuguegarao, and Laoag.

All of the cities in the study have calesa industry associations which are recognised as stakeholders in the community. The associations' engagement with local governments vary, from being beneficiaries to various kinds of assistance, to ensuring compliance to local legislations and traffic regulations. Except for Vigan in which the cocheros need to pay for their licence and calesa permits, most of the cities heavily subsidise the cost of permits and licences in favour of the members of the calesa association. Another important stakeholder in the community are the businesses that support the calesa by providing designated spaces for them, especially in cases where the city is not able to provide them with publicly designated ones, as typified by Tuguegarao, San Fernando, and Laoag. This kind of stakeholder support helps sustain the calesa especially in commercial areas where tourists tend to converge like the shopping centres. All of the cities in the study noted the presence of linkages with the national government agencies such as the DOLE which gave financial assistance to the calesas during the pandemic. However, a point of contention is the lack of coordination with the Department of Tourism at the

national level when it comes to the implementation of the DOT guidelines on calesa accreditation or the lack of DOT's action to implement such guidelines at the local level. In the case of the ordinance in Vigan, the city resorted to formulating local guidelines that are more comprehensive than the national standards, except for the maximum capacity of 4 persons per carriage versus the maximum of 2 persons per carriage espoused by the DOT.

Designated public parking places are limited for the calesas, except in the case of Vigan which has institutionalised permanent terminals for them. Currently, most calesas in the Philippines rely on the commercial spaces given to them by private establishments which they use as their terminals. The need for local ordinances to designate parking spaces is among the most prominent policy recommendations in most of the cities in the study.



Figure 15 - Calesa parking area at Plaza Burgos as designated by City Ordinance no. 08 series of 2013, indicating the fare for the calesa. (Perez, 2023)

Regarding animal care practices for the horses, the results reveal that similar routines are practised by calesa operators across cities in feeding the horses (mostly rice bran and grass), except in San Fernando which adds molasses to the diet of the

horses. Historically, San Fernando’s economy was based on sugar production which explains the availability of this product for horse nutrition. Relative to the actual work hours of the horses, horses in Laoag work the least at an average of four hours per day while the rest of the horses in other cities work for an average of 6 to 8 hours per day. Therefore, an important aspect that needs to be addressed by policies is animal care standards. As revealed in the research, there is no single standard in the Philippines for the care of horses, save for the outdated, generalised yet vague provision by the DOT in its accreditation guidelines that the “horse shall be in good physical condition” (DOT, 2000). The said guideline was formulated in the year 2000 which is more than two decades ago and has not been revised since. In the case of Vigan, the local ordinance requires regular physical check up for the horses by the City Veterinarian and the issuance of the medical certificate of the horse (Vigan LGU, 2013). This example is a good starting point in establishing future guidelines for calesa operations in the whole Philippines.

Additional policy recommendations identified by the cities include the need for post pandemic recovery assistance, programs for the maintenance of calesas or purchase of horses, policies for calesa operations such as designated spaces, fare matrix, or schedules, and programs for tourism promotion of the calesa tours.

4.5 Direct observation versus Observation by others

Lastly, this section summarises the direct observations by the researcher and the external observations made by Perez (2023) based on field notes.

Direct observation	Observation by others (Perez, 2023)
<p>Vigan remains to be the standard for calesas in the Philippine setting, following its success in promoting the city as a heritage tourism destination in which the calesa plays an iconic role.</p> <p>Other cities like Laoag and Tuguegarao, which share historical ties with Vigan, are now slowly catching up on the calesa tourism bandwagon especially in this post pandemic recovery period. With the decline</p>	<p>“In urbanised places like Tuguegarao and Laoag, there are fewer Kalesas in use. They almost seemed misplaced already because the development and congestion in the business districts and centres does not leave enough space to allow easy use and access to kalesas. They had to negotiate and compete with modern modes of transportation like cars, buses, jeepneys,</p>

<p>in the number of calesas in the two cities due to the pandemic, the tourism component comes to fore as a potential source for additional income of calesa operators, similar to the example in San Fernando. When tourism bounces back, it can significantly contribute to the economic sustainability of the calesa.</p>	<p>trikes and pedestrians for road space and for paying passengers, making it more impractical to choose calesa as a mode of transport. However, the presence of more tourists and tourist destinations where they can take tourists using their kalesas help keep them viable attractions for the time being.</p> <p>Vigan, however, is on a different level. Though in a city setting, policy and government intervention like training, allocation of permanent parking spaces, routes and terminals have helped sustain the calesa as a viable attraction, ensuring its number and continued use for many years to come.”</p>
<p>Coming from San Fernando, I was keen to observe that urban areas like ours charge more expensively for the calesa fare, as in the Capital Town where calesa rides cost 50 pesos per person, compared to 10 pesos per person in cities like Cabagan. Up north where fuel prices are higher, the calesa is a more viable option as a mode of transport.</p>	<p>“The lack of access to certain developments in rural areas helped sustain the calesa as an effect. Take gas stations for example. In the smaller municipalities, there are very few gasoline stations, thereby highlighting the practicality of the calesa as a cheaper option than cars or trikes that utilise fuel. The high prices of fuel and increasing fare makes the calesa a more attractive and practical option for everyday transportation.</p> <p>The 10 Pesos per person calesa fare had remained mostly constant throughout the years despite the many fuel price hikes endured by commuters, making the calesa a time tested option for affordable transportation compared to the tricycles and other motorised modes of transportation, wherein the average fare is 30 to 50 pesos.”</p>
<p>The image of the calesa in my head is that of the beautiful two-wheeled carriages drawn by horses I grew up with in my hometown or those that I used to ride as a college student in Vigan. I visited Tuguegarao in 2019 and I was surprised to see that their calesas looked different and sometimes used stainless metal instead of wood panels. The traditional calesa I know are heavily accessorised, with matching ornate gas lamps, a brass bell, and</p>	<p>“The design evolution of the Kalesa also played an important role in the sustainability of the calesa. In Laoag and Vigan, where the design is more traditional, elaborate and more aesthetic, the challenge is in finding the craftsmen and the right materials to maintain the looks and functionality of their kalesas. It is also more expensive for them to purchase new ones or to repair broken</p>

<p>well-groomed horse, like what we have in San Fernando. The ones in Cabagan use the same tires as cars and have bigger carriages to accommodate more passengers. The recent fieldwork was a rediscovery of how similar traditions can vary at the same time, in terms of design and their function as well.</p>	<p>ones. On the other hand, in the municipal areas, there are more kalesas because they have adapted to what is readily available materials, more durable, easier to fabricate and a lot cheaper like the use of recycled car tires, welded iron bars and stainless steel.”</p>
<p>The horses in Vigan and Laoag looked healthier than those in Cabagan and Tuguegarao. The load is much heavier in Cabagan and Tuguegarao, where a calesa is designed to carry up to 8 passengers, compared to Vigan’s maximum of 4. Since Tuguegarao is highly urbanised, there are fewer open fields left where horses can graze for grass. There are more challenges for horses in city settings because of more traffic and more pollution.</p>	<p>“As to the horses, it was observed that in rural areas, their horses are healthier and well maintained. According to some of the respondents, they have many open fields where they can source natural grasses to feed their animals. In Tuguegarao, urbanisation has made it more challenging for kutcheros to find natural grasses for their animals. Also, the roads are less stressful in the rural areas because there are more open spaces and lesser cars and pedestrians, lesser pollutants and cooler temperatures due to more trees and natural plants in the area. In the city areas, the horses are exposed to constant pollution, noises, increased temperatures and the hazards of traffic congestion.”</p>
<p>There is a need to encourage younger persons to pursue calesa operations as a livelihood and source of income. I was particularly inspired by the example in Laoag City in which a high school student serves as an apprentice to a seasoned cochero, which is one way in which the sustainability of the calesa can be ensured.</p>	<p>“There are more elderly kutcheros than younger ones. The lack of interest in learning the skill of handling horses and driving the calesa among the younger generations is a constant threat to the sustainability of the calesa.”</p>
<p>There are a lot of paratexts about the calesa in Vigan and Cabagan, like the calesa designs in the street lamps along the bridge in Vigan and the posters drawn by students in Cabagan. In San Fernando, a recent beauty pageant used the calesa as a backdrop for the official pictorials and a children’s storybook about the calesa was written by a heritage advocate. How locals deeply value the calesa as part of their cultural heritage and pass it on to the next generations is vital to the sustainability of the calesa.</p>	<p>“On a cultural note, how deeply the locals see the calesa as part of their history and their heritage plays an important role in how sustainable the calesa becomes. In Cabagan, you can see the calesa in their art works, crafts, posters, festivals and parks. In Vigan, the calesa is incorporated in their street lights designs. There is continuity of generational awareness and local pride which boosts support for the calesa.</p>

	<p>In contrast, in other areas like Laoag and Tuguegarao, the calesa is becoming a relic, a museum piece. The lack of enthusiasm and attention given to the calesa and the cocheros contributed greatly to their decline.”</p>
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Table 14 - Direct observation vs. Observation by others

Based on the observations, similar themes also emerge regarding the components of calesa sustainability such as the economic, cultural, and environmental dimensions. Observations were made on the physical condition of horses, working hazards faced by the horses, and calesa aesthetics which have implications on policy recommendations to improve sustainability. The observations made the researchers on the calesa aesthetics are vivid and may open opportunities for further research in the future.

5. CONCLUSION AND RECOMMENDATION

This research investigated the economic, cultural, and environmental dimensions that contribute to the sustainability of the calesa in select cities in the Philippines, current practices on animal care for horses, and similarities and differences between and among the cities in reference to the factors that contribute to the sustainability of the calesa.

Based on the results, horse drawn carriages are sustainable as tourist attractions in select towns and cities in the Philippines. The sustainability of horse drawn carriages is attributed to their economic, ecological and cultural contributions to the community.

Each city has its own calesa story. While the cases are diverse, common narratives can be found on the economic, cultural, and environmental dimensions that contribute to the calesa’s sustainability as a tourist attraction as seen in the model in Figure 16. The economic, cultural, and environmental dimensions can be sources of policy recommendations to further strengthen calesa sustainability. With political will of local leaders, such policies can be formalised and become part of the institutional mechanisms present in support of calesa sustainability.

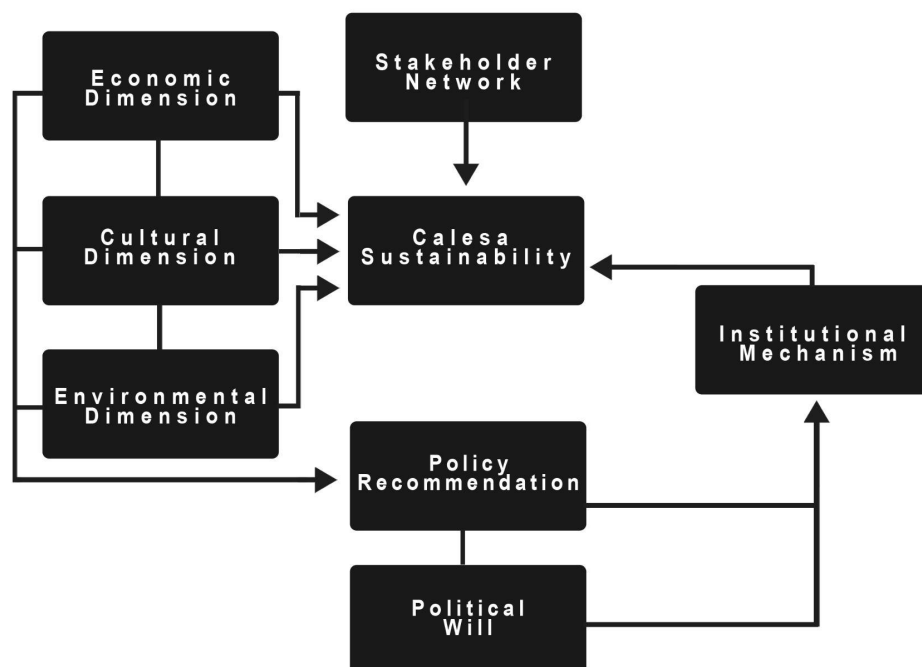


Figure - Conceptual Framework for Calesa Sustainability in Select Philippine Cities (Pangilinan Perez, 2023)

Economically, the calesa in the Philippines provides livelihood to calesa operators and their families, can be a cheaper alternative compared to other forms of transportation, and is an integral part of the tourism value chain in the cities which have this tradition. Tourism helps the calesa survive and, in some cases like Vigan, thrive, especially as the current post pandemic recovery period.

The calesa value chain has not been fully mapped in this study but can be another topic for future exploration, focusing on the economic sustainability of the calesa industry. It will be beneficial to study the forward and backward linkages in the value chain and determine the extent of its multiplier effect, aside from the calesa operators themselves. So far, calesa makers have been mentioned in Ilocos Sur and Pampanga, but not within the main cities such as Vigan and San Fernando. The presence of skilled workers who can produce and maintain calesas is part of the multiplier effect of the calesa as a tourist attraction.

The cultural dimensions that lead to calesa sustainability include the recognition of the calesa as a cultural icon and intrinsic part of local history, and provides for the intergenerational transfer of calesa awareness and appreciation. The cities and towns where the calesa is a tourist attraction have festivals in which the calesa is celebrated or elevated as a vital part of the cultural heritage in the communities and these programs.

Environmentally, the calesa does less harm to the ecology when compared to tricycles because it causes less damage and less pollution. Another eco-friendly practice among calesas in the Philippines is that horse manure is processed into fertiliser which can be an added income for the cocheros.

There is no single standard for the procedures regarding animal care and maintenance of horses. Each of the cases illustrated the availability of different health-related services for the care of the horses in varying degrees of support that comes with local government subsidy. Moving forward, the researcher recommends a separate study to formulate recommendations for the improvement of horse care practices and propose a manual to standardise the practices for the care of calesa

horses in the Philippines to address issues and challenges on the physical conditions and ethical considerations of the animals.

There is a strong disconnect between national government policies on the calesa and the local implementation. As seen in the study, the guidelines set by the Department of Tourism for the accreditation of calesas as tourist transport are not being implemented at the local levels. In turn, in terms of institutionalised policies regarding the calesa, only Vigan City has an ordinance that has the most comprehensive set of policies on calesa standards and regulations which have been tested through time. There is a need for both the national government and the local government to formulate more comprehensive and practical policies in support of the calesa which can be implemented and monitored at both levels. In terms of institutional mechanisms, an important factor is the presence of the local tourism office that manages the implementation of policies and programs that sustain the calesa.

The presence of stakeholders in the local communities helps to bolster calesa sustainability, especially in addressing gaps that are not fulfilled by the local governments. A further stakeholder analysis for the calesa industry is recommended for future research.

There are different levels of organisation and varied structures for the organisation of the cocheros across the select cities, ranging from workers association to transport association, to proposed cooperatives. The organisation of calesa associations is important because it gives the sector a legal and juridical personality and strengthens their representation, especially when dealing with government agencies. Such organisations may further be maximised to provide mutual aid among the members, access assistance from other government agencies and private institutions, pursue human resource development of members, and promote dignity of labor for the cocheros as professionals.

There is no single design that defines how the calesa looks like in the Philippines. Each city that was visited has their own variation of the calesa, differing in terms of the design elements and aesthetics, materials used, accessories, and even

passenger capacity. One commonality is the term calesa or kalesa, which generally refers to a horse-drawn carriage with two wheels. It was also revealed that most of the cities pay careful attention to how the calesas are made more attractive through activities like horse parades, calesa painting competitions, calesa decorations, and the like, adding to the aesthetic appeal. A separate study on calesa aesthetic variations across the different cities is recommended.

Lastly, reflecting on the best practices in the field and looking at the opportunities for the select cities to learn from each other, the researcher calls for the creation of a Philippine Calesa Network among the cities which have sustained this cultural tradition as a venue for the exchange of ideas and practices.

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UNIVERSITAT ROVIRA I VIRGILI

Script prior to interview:

I'd like to thank you once again for being willing to participate in this interview. Your responses will help the researchers from the Universitat Rovira i Virgili gather information on sustainability of the kalesa as a tourist attraction in your town or city. By completing the interview, you allow the researchers to use your responses for policy research and oral history.

Do you agree and give consent to participating in this interview? ___Yes ___No

If yes: Thank you!

If not: Thank you for letting me know. And thank you for your time as well. [End interview]

Are you ok with me recording (or not) our conversation today? ___Yes ___No

If yes: Thank you! Please let me know if at any point you want me to turn off the recorder or keep something you said off the record.

If not: Thank you for letting me know. I will only take notes of our conversation. Before we begin the interview, do you have any questions? [Discuss questions] If any questions (or other questions) arise at any point in this study, you can feel free to ask them at any time. I would be more than happy to answer your questions.

Respondent Background

1. How long have you been in your present position? How long did you serve in your previous position? (tourism officer); How long have you been in your present livelihood? (kalesa drivers)
2. Briefly describe your role as it relates to the management or promotion of the kalesa. (tourism officers) Briefly describe your role as it relates to the operation of the kalesa. (kalesa drivers)

Kalesa in everyday life or as a tourist attraction

1. Do you consider the kalesa as a tourist attraction in your community? Probe: Why or why not?

Kalesa sustainability

1. How does the kalesa contribute in terms of the local economy?
2. How does the kalesa contribute in terms of local culture?
3. How does the kalesa contribute in terms of the environment?

Institutional and Policy Perspective

1. Do you think policies are important to sustain the kalesa? Probe: Why or why not?
2. Is the Local Government doing enough or not regarding policies on the kalesa? Probe: What examples can you think of to support this view? Probe: What new policies do you have in mind to support or sustain the kalesa in your locality?

Benefits and Opportunities

1. Do you consider your livelihood (kalesa drivers) as part of the heritage of the locality? Probe: Why?
2. Has the Local Government done enough to support your livelihood? Probe: What examples can you think of to support this view?
3. Before COVID happened, were you getting income from tourism? Probe: Was it substantial? After COVID happened, are you getting income from tourism?

Challenges and Threats

1. Are there any problems that the kalesa faces in your town? Probe: What examples can you think of?
2. Do you think that the kalesa tradition will not survive if problems are not addressed? Probe: What possible solutions can you think of to prevent this?

Animal care

1. Does the local government have specific programs or policies for the care of horses used by kalesa? Probe: What specific examples can you think of?
2. How do you take care of your horses (for kalesa drivers)?
3. Is there any support that you would like to receive from the local government to help you care for the horses better? Probe: What form of support will you need?

Wrap-up

1. Is there anything you would like to add or want us to know?

Script after interview:

I'd like to thank you once again for being willing to participate in this interview. Please contact us if you have any additional comments or concerns.

Annex 2: Informed Consent Forms

CERTIFICATE OF CONSENT

I have been invited to participate in a study about Sustainability of horse-drawn carriages as tourist attractions, case studies of select Philippine cities.

I have read the above-mentioned information, or it has been read to me. I have had the opportunity to ask questions. I am giving my consent voluntarily to be a participant in this study.

Print Name of Participant: CRISTIAN PAUL MATEO

Signature of Participant: 

Date: 05/11/23
Day/Month/Year

STATEMENT BY THE RESEARCHER/PERSON TAKING CONSENT

I have accurately read out the information sheet to the potential participants, and to the best of my ability made sure that the participant fully understands what s/he is being asked to do in the research project.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participants.

Print Name of Researcher/person taking the consent:

Chiny Pangilinan

Signature of Researcher/person taking the consent:



Date: 05/11/2023
Day/Month/Year

CERTIFICATE OF CONSENT

I have been invited to participate in a study about Sustainability of horse-drawn carriages as tourist attractions, case studies of select Philippine cities.

I have read the above-mentioned information, or it has been read to me. I have had the opportunity to ask questions. I am giving my consent voluntarily to be a participant in this study.

Print Name of Participant: BRADLEY S. DELA CRUZ

Signature of Participant: [Signature]

Date: 5/11/23

Day/Month/Year

STATEMENT BY THE RESEARCHER/PERSON TAKING CONSENT

I have accurately read out the information sheet to the potential participants, and to the best of my ability made sure that the participant fully understands what s/he is being asked to do in the research project.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participants.

Print Name of Researcher/person taking the consent:

MLCJ Ghiny Pangilinan

Signature of Researcher/person taking the consent:

[Signature]

Date: 05/11/2023

Day/Month/Year

CERTIFICATE OF CONSENT

I have been invited to participate in a study about Sustainability of horse-drawn carriages as tourist attractions, case studies of select Philippine cities.

I have read the above-mentioned information, or it has been read to me. I have had the opportunity to ask questions. I am giving my consent voluntarily to be a participant in this study.

Print Name of Participant: Carl Gregan M. Pastor

Signature of Participant: [Signature]

Date: 05/11/23

Day/Month/Year

STATEMENT BY THE RESEARCHER/PERSON TAKING CONSENT

I have accurately read out the information sheet to the potential participants, and to the best of my ability made sure that the participant fully understands what s/he is being asked to do in the research project.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participants.

Print Name of Researcher/person taking the consent:

Ching Pansilinan

Signature of Researcher/person taking the consent:

[Signature]

Date: 05/11/2023

Day/Month/Year



CERTIFICATE OF CONSENT

I have been invited to participate in a study about Sustainability of horse-drawn carriages as tourist attractions, case studies of select Philippine cities.

I have read the above-mentioned information, or it has been read to me. I have had the opportunity to ask questions. I am giving my consent voluntarily to be a participant in this study.

Print Name of Participant: GINA T. ARDUILL

Signature of Participant: 

Date: 5/9/2023

Day/Month/Year

STATEMENT BY THE RESEARCHER/PERSON TAKING CONSENT

I have accurately read out the information sheet to the potential participants, and to the best of my ability made sure that the participant fully understands what s/he is being asked to do in the research project.

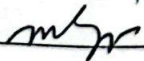
I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participants.

Print Name of Researcher/person taking the consent:

MICJade Pomgilihan

Signature of Researcher/person taking the consent:



Date: 05/09/2023

Day/Month/Year



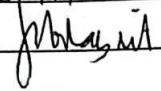
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CERTIFICATE OF CONSENT

I have been invited to participate in a study about Sustainability of horse-drawn carriages as tourist attractions, case studies of select Philippine cities.

I have read the above-mentioned information, or it has been read to me. I have had the opportunity to ask questions. I am giving my consent voluntarily to be a participant in this study.

Print Name of Participant: Joylyn B. bayot

Signature of Participant: 

Date: May 9, 2023

Day/Month/Year

STATEMENT BY THE RESEARCHER/PERSON TAKING CONSENT

I have accurately read out the information sheet to the potential participants, and to the best of my ability made sure that the participant fully understands what s/he is being asked to do in the research project.


I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participants.

Print Name of Researcher/person taking the consent:

MCA Panghuan

Signature of Researcher/person taking the consent:



Date: 05 / 09 / 2023

Day/Month/Year

CERTIFICATE OF CONSENT

I have been invited to participate in a study about Sustainability of horse-drawn carriages as tourist attractions, case studies of select Philippine cities.

I have read the above-mentioned information, or it has been read to me. I have had the opportunity to ask questions. I am giving my consent voluntarily to be a participant in this study.

Print Name of Participant: Berto Alesio

Signature of Participant: [Signature]

Date: _____

Day/Month/Year

STATEMENT BY THE RESEARCHER/PERSON TAKING CONSENT

I have accurately read out the information sheet to the potential participants, and to the best of my ability made sure that the participant fully understands what s/he is being asked to do in the research project.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participants.

Print Name of Researcher/person taking the consent:
MLCJ Pangilinan

Signature of Researcher/person taking the consent:
[Signature]

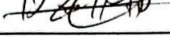
Date: 09 May 2023
Day/Month/Year

CERTIFICATE OF CONSENT

I have been invited to participate in a study about Sustainability of horse-drawn carriages as tourist attractions, case studies of select Philippine cities.

I have read the above-mentioned information, or it has been read to me. I have had the opportunity to ask questions. I am giving my consent voluntarily to be a participant in this study.

Print Name of Participant: DIONISIO GALIETO JR.

Signature of Participant: 

Date: _____

Day/Month/Year

STATEMENT BY THE RESEARCHER/PERSON TAKING CONSENT

I have accurately read out the information sheet to the potential participants, and to the best of my ability made sure that the participant fully understands what s/he is being asked to do in the research project.

I confirm that the participant was given an opportunity to ask questions about the study, and all the questions asked by the participant have been answered correctly and to the best of my ability. I confirm that the individual has not been coerced into giving consent, and the consent has been given freely and voluntarily.

A copy of this ICF has been provided to the participants.

Print Name of Researcher/person taking the consent:

MLG Pangilinan

Signature of Researcher/person taking the consent:



Date: 05/11/2023

Day/Month/Year

Annex 3: Interview Guide with Translation



UNIVERSITAT ROVIRA I VIRGILI

Script prior to interview:

Maibaga sakbay nga agdamag:

I'd like to thank you once again for being willing to participate in this interview. Your responses will help the researchers from the Universitat Rovira i Virgili gather information on sustainability of the kalesa as a tourist attraction in your town or city. By completing the interview, you allow the researchers to use your responses for policy research and oral history.

Agyaman kami kanyayo ti panag partisipar yo ken panagsumbat yo kadagitoy nga saludsud. Dagiti sumbat yo ket dakkel nga tulong kadakami nga managsukisok agappo ti Universitat Rovira i Virgili nga agkolekta ti impormasyon gapo ti panagsustinar ti kalesa kas maysa nga atraksyon kadagiti turista dita ili o siyudad yo. Ti panagsumbat yo kadagitoy nga damdamag ket panag ited yo metten ti pammalubos yo kadakami nga managsukisok nga usaren dagita sumbat yo ti panag aramid mi ti polisiya ken pakasaritaan panggep ti kalesa.

Do you agree and give consent to participating in this interview?

Ited yo ba ti pammalubos yo ti panag partisipar yo ditoy nga damdamag?

___Yes (Wen) ___No (Haan)

If yes: Thank you!

Nu wen, agyaman kami unay!

If not: Thank you for letting me know. And thank you for your time as well. [End interview]

Nu haan, agyaman kami ti panangibaga yo. Agyaman kami met iti oras yo. (Agpatinggan ti damdamag)

Are you ok with me recording (or not) our conversation today? ___Yes ___No

Mabalin ba nga agala ti "recording" (o haan) ti saritaan tayo tatta? ___ Wen ___ Haan

If yes: Thank you! Please let me know if at any point you want me to turn off the recorder or keep something you said off the record.

Nu wen, agyaman kami. Pakibaga lattan nu kayat yo nga italna ti "recording" o nu ada ti kayat yo nga ikaten iti "recording".

If not: Thank you for letting me know. I will only take notes of our conversation. Before we begin the interview, do you have any questions? [Discuss questions] If any questions (or other questions) arise at any point in this study, you can feel free to ask them at any time. I would be more than happy to answer your questions.

Nu haan, agyaman kami ti panangibaga yo. Isurat ko lattan ti saritaan tayo. Bago tayo agrugi, ada ba ti kayat yo nga damagen umuna? (Sumbatam ti damag da) Nu ada ti kayat yo nga idamag tun habang agsasarita tayo, han kayo mabain nga agdamag latta. Maragsakan kami nga sumbatan dagiti saludsud yo.

Respondent Background

"Background" iti Respondente

1. How long have you been in your *present livelihood*? (*kalesa drivers*)

Mano tawen yon nga agratrabaho nga kutsero?

2. Briefly describe your role as it relates to the operation of the kalesa. (*kalesa drivers*)

Iladawan yo man nu anya iti "role" yo ti operasyon na jay panagpataray ti kalesa.

Kalesa in everyday life or as a tourist attraction

Operasyon ti Kalesa ti inaldaw aldaw nga panagbiag o kas maysa nga atraksyon kadagiti turista

1. Do you consider the kalesa as a tourist attraction in your community? Probe: Why or why not?

Ikonkonsideram ba nga atraksyon kadagiti turista iti kalesa dita ili yo? Damagem nu apay o nu apay nga haan.

Kalesa sustainability

Panagsustenar iti Kalesa

1. How does the kalesa contribute in terms of the local economy?

Kasatno nga makatulong ti kalesa iti ekonomiya ti lokal nga komunidad yo?

2. How does the kalesa contribute in terms of local culture?

Kasatno nga makatulong ti kalesa iti lokal nga kultura yo?

3. How does the kalesa contribute in terms of the environment?

Kastano nga makatulong ti kalasa iti aglawlaw yo?

Institutional and Policy Perspective

Institusyunal ken Polisiya nga Banag

1. Do you think policies are important to sustain the kalesa? Probe: Why or why not?

Maibagam ba nga importante dagiti polisiya tatnu masustenar dagiti kalesa? Damagem nu apay o apay nga haan.

2. Is the Local Government doing enough or not regarding policies on the kalesa? Probe: What examples can you think of to support this view? Probe: What new policies do you have in mind to support or sustain the kalesa in your locality?

Ada ba ti naan-anay nga polisiya iti lokal nga gobyerno yo para kadagiti kalesa? Agited ti pagkitaan iti kastuy nga polisiya. Ada ba ti kayat yo nga polisiya kuma tatno makatulong iti pagsustenar kadagiti kalesa dita ili yo?

Benefits and Opportunities

Pagsayaatan ken Oportunidad

1. Do you consider your livelihood (kalesa drivers) as part of the heritage of the locality? Probe: Why?

Maibagam ba nga dayta trabahom kas maysa nga kutsero ket parte ti "heritage" o panagyaman iti lokal yo? Apay?

2. Has the Local Government done enough to support your livelihood? Probe: What examples can you think of to support this view?

Ada ba ti usto nga naaramid iti lokal nga gobyerno yo tatno masuportaanan iti trabaho yo? Anya dagitoy?

3. Before COVID happened, were you getting income from tourism? Probe: Was it substantial? After COVID happened, are you getting income from tourism?

Bago iti Pandemya ti COVID, ada ba ti kita iti turismo? Umanay ba daytoy nga pagbiagan? Kalpasan na iti COVID, ada ba latta ti kita iti turismo?

Challenges and Threats

Problema ken "Threats"

1. Are there any problems that the kalesa faces in your town? Probe: What examples can you think of?

Ada ba ti problema dagiti kalesa ken kutsero dita ili yo? Anya dagitoy?

2. Do you think that the kalesa tradition will not survive if problems are not addressed? Probe: What possible solutions can you think of to prevent this?

Maibagam ba nga matay ti tradisyon iti kalesa nu haan nga masolusyunan dagitoy nga problema? Anya pay ti mapanunot yo nga solusyon kadagitoy nga problema?

Animal care

Panagtaraken Kadagiti Kabalyo

1. Does the local government have specific programs or policies for the care of horses used by kalesa? Probe: What specific examples can you think of?

Ada ba ti programa o polisiya iti lokal nga gobyerno yo para iti panagtaraken kadagiti kabalyo yo nga us-usaren yo para kadagita kalesa yo? Anya dagitoy?

2. How do you take care of your horses (for kalesa drivers)?

Bilang Kutsero, anya dagiti ar-aramiden yo nga panagtartaraken para kadagiti kabalyo yo?

3. Is there any support that you would like to receive from the local government to help you care for the horses better? Probe: What form of support will you need?

Ada ba ti suporta nga kayat yo nga maited kuma ti lokal nga gobyerno yo tatnu matulungan kayo ti panagtaraken yo kadagiti kabalyo yo? Anya dagitoy nga suporta?

Wrap-up

Panaglipas

1. Is there anything you would like to add or want us to know?

Ada pay ba ti sabali nga banbanag nga kayat yo nga ipaka amo kanyami?

Script after interview:

Maibaga malpas iti Damdamag

I'd like to thank you once again for being willing to participate in this interview. Please contact us if you have any additional comments or concerns.

Agyaman kami manen un-unay iti panag partisipar yo ken panagsumbat yo kadagiti damdamag mi. Nu ada pay ti kayat yun tu nga ibaga o inayon nga komento, tawagan dakami laeng.

Annex 4 - Key Informant Interviews (Destination Management Organisations)

Interview with Ms. Joylyn Bulan Dayrit, Tourism Officer of the Municipality of Cabagan, Isabela, Philippines on May 09, 2023

Interviewer: It's good to meet you and thank you for giving time today to help me with my thesis work for my masters.

Interviewer: So by completing the interview, actually allow me to use your responses for qualitative research. I'd like to ask if you're giving me your consent for the interview?

Respondent: Yes.

Interviewer: And for you okay with me recording our conversation?

Respondent: Yes po.

Interviewer: So first of all I'd like to ask a little about your background. How long have you been in your line of work as a tourism officer for the city– for the town?

Respondent: As a tourism officer, last year ma'am, August 25. But as a designated tourism officer, January 2019.

Interviewer: So you've been in a tourism office for close to 5 years.

Respondent: Yes, closer to 5 years.

Interviewer: In your previous– prior to that what was your position? Were you working in a local government?

Respondent: Yes, I was assigned in the legislative office of the Vice Mayor of Isabela.

Interviewer: So how long have you been in government service in the town?

Respondent: I think it's almost a decade now because I was employed by the year of 2013.

Interviewer: That's good. So it means you're familiar with the policy of the municipality towards the Calesa.

Respondent: Calesa yes

Interviewer: Can you describe your role as a tourism officer in the management or promotion of the Kalesa exclusively in your town.

Respondent: The mayor, our LCE has been promoting Kalesa.... Nilalabas nila yung mga ayuda. Though of course first is distributing assistance... We have Kalesa festival, we have the KKK. KKK stands for Kalesa, Kabayo, Kutsero. I have the album featuring the festival for the past years.

Interviewer: How long have you been doing the festival?

Respondent: Actually wala pa ako non but in our record, the festival was established in the year 2012.

Interviewer: And it's been continuing ever since?

Respondent: Yes po. Except nung pandemic.

Interviewer: Oo, nag stop siya. So this is have you had a Kalesa festival?

Respondent: Yes ma'am, with kalesa festival. And we've featured a modern proto-type of kalesa... Pwede mong makita or tignan sa facebook ng picture ng modern type of kalesa na feature noong 2023 KKK festival.

Interviewer: So you are— you will— when you describe the Kalesa in promotion

Respondent: Promotion, yes ma'am. We also— the LCE also has given financial assistance. Especially during the pandemic. And we also ask for the assistance of DOLE. Actually the DOLE meron ng cost dyan ng assistance na binigay pero kami yung nag process so para makatanggap ulit ng projects during the pandemic.

Interviewer: In Cabagan do you consider Kalesa as a daily mode of transportation? And has a tourism attraction?

Respondent: As a transportation, yes ma'am. But as a tourism, 'di pa kase ganon kalakas ang tourism industry in Cabagan parang we're still in the process of starting developing our tourism attractions. So unti unti po pinapasok yung Kalesa to a tourism industry and one way to do that is almost 13 or 15 members in the Kalesa and other than DOT Filipino Brand of Service Excellence training is to capacitate them and prepare them for the future, past or ano mang tourism activities.

Interviewer: Would you have any historical data on how the Kalesa started in Cabagan?

Respondent: I think yung mga ninuno ninuna– naririnig ko lang po ito ma’am since the Spanish year kase and we honored Cabagan so noong dumating yung mga spanish so maybe that's the start siguro.

Interviewer: So in terms of Kalesa sustainability how does the Calesa contribute in your local economy?

Respondent: First of course as a mode of transportation and it is cost efficient. And another that– another one is may mga mangilan-ngilan na pumupunta dito na mas prefer ang Calesa over tricycle pag namamasyal sila ng Cabagan. And then the Kalesa festival itself talagang dinudumog po siya tuwing pista. That's one to the people forward to.

Interviewer: Do you have any record on how many guest do you have during the Kalesa festival?

Respondent: Tourist arrival– As a whole na po kase ma’am yung tourist arrival namin. Bibigay ko na lang po. Pasensya na ma’am.

Interviewer: Okay lang tas hingi na lang din ako

Respondent: Sige po ma’am. Sige po

Interviewer: SGLG?

Respondent: Ano na lang ma’am to follow na lang yung bilang kase

Interviewer: Total na lang siguro for one 1 year.

Respondent: Ah okay sige po

Interviewer: How many years you have it? Do you have any data before and after the pandemic?

Respondent: So total 2,779

Interviewer: Year 20??? 2016?? 2019?

Respondent: 2019 pre-pandemic

Interviewer: So its both an economic driver yung festival at the same time yung livelihood for the kutseros? In terms in local culture, how does it contribute to Calesa?

Respondent: I think the Calesa itself describes how we Cabagenos are working yung mga kutseros namin they– the horse represents the towns continues development, the carriage itself symbolizes the simple way of living of Cabagenos

Interviewer: So meron talagang meanings pala no like the symbolisms. Is it considered as a cultural icon?

Respondent: Yes ma'am it is considered and its one of the cultural properties and submitted to Philippine Registry of Cultural Properties.

Interviewer: In terms of the environment, what are the contributions of the kalesa?

Respondent: Aside from there's no pollution

Interviewer: Yeah no pollution

Respondent: Of course yung ano po yung horse manure din binibigay dito ay kinocollect ng mga kutseros tapos dinadala sa LGUs tapos binayaran sila. And ginagamit yung manure for the compost fertilizer??

Interviewer: Okay parang fertilizer

Respondent: Yes fertilizer

Interviewer: So LGU assisted them?

Respondent: Yes po ginagamit ni MENRO

Interviewer: Parang you have a support ecosystem that support the Calesa. So I think you already launch the some of the policies– do you think that they are important sa Calesa?

Respondent: Yes maam they are important and for sustainability kase since pandemic maam napansin namin na medyo humina po yung livelihood ng– what I mean nung nag pandemic maraming nag stop na kalesa and they venture in to other like hauling mga ganon. Hindi na nila ginagamit na transportation so mas gusto na nilang mag haul ng mga gamit, yung mga pinaglumaang hollow blocks mga ganon. Just to support their livelihood

Interviewer: Is the local government doing enough– what's your assessment, are you doing enough to or they have enough programs and policies to support the Calesa?

Respondent: sa masasabi ko maam siguro for the past years kulang kaya today we are trying to make programs and activities for the kalesa to continuously preserved, conserved and help them to the way that they can also provide for their family and as a tourism support din sa kanila and we have a program recently na ano na pirmahan ni Mayor professionalization of kalesa kabayo and kutsero

Interviewer: okay

Repondent: oo kalaseru the kutseros iniba lang

Interviewer: Okay

Respondent: so ang project na ito see the provisions of uniforms, IDs, registration free and confirmation of free and annual check up

Interviewer: Oh that's nice

Respondent: For official members

Interviewer: Both the horse and the driver?

Respondent: Yes

Interviewer: Can I have a copy of that after?

Respondent: Yes po

Interviewer: So ahm this is the part of the new policies

Respondent: Yes po

Interviewer: That you are–

Respondent: for 2023

Interviewer: That's good.. What are the problems that are you faced by the Calesa in Cabagan or in general?

Respondent: In general...

Interviewer: Yah

Respondent: I think they need more training. Training in terms of with tourism activities po. Kasi Mayor wants to included tourism program. So walang training mga

kalesa lalo na po yung mga kutseros natin hindi sila ganon ka— hindi sila college graduate or I think sa educational attainment.

Interviewer: Do you have like caretakers? For the Calesa? Or how much yung pamasaha?

Respondent: Yes I think 10 pesos? 10 20? 10 pesos...

Interviewer: Talaga? Pag tourism activity?

Respondent: no specific...

Interviewer: no specific

Respondent: kasi po wala pa po kami ginawang ano na package po

Interviewer: Okay. 10 pesos is how many kilometers?

Respondent: Within ano lang po 10 po

Interviewer: So yung mga kalesa pala there's a specific a kilometro?

Respondent: Yes ma'am. Usually pero—

Interviewer: yung ramp nila?

Respondent: yung ramp nila oo

Interviewer: Siguro later I'll ask you data

Respondent: Yes po opo

Interviewer: para yung usual na route no like if I were a tourist tapos kung saan niya ako dadalhin within the sentro.

Interviewer: Do you think that the calesa tourism will not survive if the problems are not addressed?

Respondent: I think ma'am kasi in the future baka mamaya ibenta lang nila yung kalesa nila or yung kabayo nila I should say the LGUs need to help for calesa sustainability.

Interviewer: For the animal care naman this time. What are the specific programs that you have?

Respondent: I want– ayan po ang aking advocacy

Respondent & Interviewer : animal care

Interviewer: But yung check up ng– yung annual check ng horses, do you do that?

Respondent: hindi pa po.

Interviewer: Ahh so yung kanina na annual check up is for the kutsero

Respondent: Opo for the kutsero.

Interviewer: Okay

Respondent: Yung sa animal naman po wala. But yung sa state university yung isang college nag ano na siya nag sabi sila na pwede na

Respondent & Interviewer: potential partner sila

Respondent: hinihintay lang po namin yung updates nila

Interviewer: Is there anything that you'd like to add to our conversation? That I might have missed about what you're doing about the calesa?

Interviewer: Want to share?

Respondent: Aside from the kalesa festival. We also have yung mga ano po ahm yung mga art activities po and involve din po yung mga calesas. Yung mga films na iniinterview ng mga calesa na fineature po.

Interviewer: As so documented?

Respondent: Opo

Interviewer: Okay. how do you see yourself being support to the next generation for the observation of the calesa? Do you have a school activities that are using of calesa?

Respondent: As of today, we have not yet _____. Since nasabi niyo na po in the future we siguro– can make a CDP regarding for the school based activities for children

Interviewer: But yung KKK thats those are particularly?

Respondent: Yes po ma'am. Nanunuod din po sila and then all the barangays should participating in decorating making it colorful

Interviewer: Other things pala, if you are a tourist and you're in Cabagan– around cabagan riding a kalesa what spots will you take them?

Respondent: On the St. Paul the Apostle Church

Interviewer: Okay

Repondent: Then aside from that we also have this town hall because its a former fort in Cabagan

Interviewer & Respondent: For the Cabagan?

Respondent: Yes. Marami pa siya pero I think kaya ng kalesa the bridge connecting Cabagan and Sta. Maria

Interviewer: Oh yah, Actually that's really possible–

Respondent: And then the last stopover is the pansit pansitan

Interviewer: You have pansit__ alright sige. Thank you for that. Thank you for participating in this interview. I will request some that information

Respondent: Yes ma'am. I'll emailed them

Interviewer: Thank you so much for this!

Annex 5: Key Informant Interviews (Destination Management Organisations)

Interview with Mr. Edgar Dela Cruz, Tourism Officer of the City of Vigan, Ilocos Sur, Philippines on May 11, 2023

Interviewer: First, thank you for allowing me to record this interview for the calesa-. So first of all I want to ask about your background and how long you have been in your position as tourism officer?

Respondent: Okay, I have been the tourism officer in Vigan since 1999. So I was designated at 29. When I designated as a-

Interviewer: As a department head?

Respondent: Yes, department head.

Interviewer: Can you describe your role as it relates to management for promotion of calesa within Vigan?

Respondent: When a- Prior to my before I was promoted as a tourism officer in Vigan when I was still a student, I saw the potential of the calesa before it was a transportation especially for the tourist e. Then when I was a- when I returned we promoted calesa as a tourist transport. . We made the routes where the tourists will go. Then we had ordinances regulating calesa.

Interviewer: So in your community do you consider calesa a really mode of transport or as a tourist attraction or both?

Respondent: Actually tourist attraction, I guess. Kase is a mode of transportation to the tourist now unlike before the locals are also using calesa as transportation. Today is purely more tourist attraction.

Interviewer: In terms of sustainability, how does the calesa contribute in the local economy of Vigan?

Respondent: Well, due to impacts of tourist and they earn much. They contributed in the economy- indirect actually. Nagbabayad din sila ng mga tax

Interviewer: Taxes. Do have any idea how many families will benefits in terms of their livelihood to the kalesa in the city?

Respondent: More than a hundred actually. We made the register the calesa actually- 120 yung sinabi ko sayo non? Now is more than 160.

Interviewer: Wow! So its after the pandemic or– when do you have much a–

Respondent: Hindi kasama yung noon–

Interviewer: How about it terms of local culture? How does the calesa contribute to the culture of Biguenos?

Respondent: Well the kutseros works a tour guide already. They impart the local culture to their guest.

Interviewer: How about the status of the calesa as a community icon? Can you share some about– because we saw along the roads there are some calesa decors for example.

Respondent: That's part of their– before meron pang lamp.

Interviewer: Yah

Respondent: Wala na kase, pero ngayon naubos na–

Interviewer: Ah okay, how about the– in terms of the environment what do you think the contribution of the calesa?

Respondent: Well, they have almost. Walang pollution. Ano lang sakanila yung kalat pero naano naman nila agad. Ang usapan nila kung hindi man napansin nung kutsero yung kasunod sila magliligpit

Interviewer: Sa horse manure meron bang program that would– like a paano ginagawa nila to make it fertilize or something?

Respondent: Oo. Iniipon yon at dinadala sa–

Interviewer: Ah okay. You have experience in management of the calesa. Do you think that policies are important to sustain the tradition?

Respondent: Yes it's important

Interviewer: Why?

Respondent: Para meron tayong–

Interviewer: Here in Vigan, has the local government done enough? Or do you think that the policy in support of the calesa be more?

Respondent: Yes, enough naman.

Interviewer: Can you share some policy that may apply to the calesa?

Respondent: Yung parang grades nila–

Interviewer: Performing grades nila?

Respondent: Oo, performing grades. Tapos yung capacity nila.

Interviewer: The calesa capacity.

Respondent: Dapat hindi mag eexceed.

Interviewer: Okay, so how many are allowed?

Respondent: Maximum of 4 pax.

Interviewer: Maximum of 4. Sa fare matrix once na–

Respondent: 200 per hour.

Interviewer: Per hour. So for an hour rotation?

Respondent: Yes

Interviewer: How much is the registration for the calesa?

Respondent 2: 600

Interviewer: In terms of challenges and threats, do you think that calesa faces any problems?

Respondent: Wala naman. Kase meron pa naman mga gumagawa pag may nasisira.

Interviewer: In terms of the calesa repair where do you get the calesa's– yung mga gumagawa? How many calesa makers do you have?

Respondent: As far as I know mga tatlo sila.

Interviewer: In the city?

Respondent? No yung iba nasa–

Interviewer: In province?

Respondent: Other– No in Capital.

Interviewer: For the vanishing.

Respondent: –Yung mga kalesa namin. Yun din ang gagamitin.

Interviewer: So in terms of the number on how you get started– how many calesas then and now how many are there?

Respondent: 150

Interviewer: Before? 2002?

Respondent: Yes

Interviewer: 2023 how many–

Respondent: Umabot sila ng mga 190

Interviewer: Ah okay.

Respondent: Yung iba kase

Interviewer: So in terms of animal care does the local government have specific programs and policy?

Respondent: Yes.

Interviewer: Can you share some?

Respondent: Well they can go to the city vet for regular checks– for the animal checks are required to register or renewal of license

Interviewer: In terms of the festivals or events of the calesa do you recite some what have you been–

Respondent: Well, actually eto lang yung last event– yung iba calesa contest. We have the Viva Vigan Festival.

Interviewer: Other gatherings within calesa? Like calesa day?

Respondent: The calesa association is accredited as an NGO partner and gets to participate.

Interviewer: Do you have any general assembly of the kutseros?

Respondent: Oo meron

Interviewer: Does the organization support?

Respondent: Yes

Interviewer: So they can participated by–

Respondent: Yes

Interviewer: Do you want to share or add insights siguro on how to make the calesa program to be successful?

Respondent: Sa dami ng bumibisita mas na– calesa as a material tour actually– Ang haba ng pila hanggang doon.

Interviewer: Sila na mismo gumagawa no?

Respondent: Oo

Interviewer: Walang mga incidents dito na nag collapse yung kabayo? Mga ganon.

Respondent: Meron naman pero naano naman.

Interviewer: So they are able to respond when problems arise and they can provide mga animal care no?

Respondent: Oo

Interviewer: So thank you so much!

Annex 6: Key Informant Interviews (Destination Management Organisations)

Interview with Ms. Kate Macugay and Mr. Bradley, Tourism Officers of Laoag City, Ilocos Norte, Philippines on May 10, 2023

Interviewer: Good day. By completing the interview you're allowing me to use your responses for research. I just would like to ask again if you agree and have consent to participating in this interview.

Respondent: Yes, ma'am

Interviewer: Thank you for letting me know and thank you for your time as well.

Interviewer: First of all I'd like to ask you how long have you been in your present position and kindly describe what are the activities that you do in relation to the calesa tour here in Laoag

Respondent: I've been here— I started last October lang 2022 and we are on the process of ongoing preparation for resolution for the calesa no but for the meantime we've engaged with for the Christmas Program we've engaged in the lighting of the calesa for their benefit, giving them prizes and showcasing the importance of calesa to the residence of Laoag City as well as the tourist and during the Pamulinawen Festival also we've enjoyed the calesa during the festive-festival

Interviewer: When is Pamulinawen happening?

Respondent: February

Interviewer: Oh February. This year you resumed your festival

Respondent: Yes ma'am

Interviewer: That's a yearly festival

Respondent: Yearly festival po

Interviewer: Okay. How about you Brandy can share like a— you can share like your background and how you've tell with the calesas to the youth

Respondent 2: I started with the city government last January 2023

Interviewer: This year?

Respondent 2: This year lang so 4 months pa lang ako and with the regards to calesa yun nga hindi pa na start yung program sa Pamulinawen we engaged the calesa to our government activities they have the calesa parade and as mentioned by Kate we have that resolution or we are still on the process of that resolution.

Interviewer: That's good. Thank you for sharing. How about when you were in the travel agency business did you have any dealings with the calesa?

Respondent 2: Yes we have. Mostly we engaged with the calesa as part of our itinerary

Interviewer: So you put the calesa tour as

Respondent: Itinerary– in our itineraries, like we use the calesa night tour or we rent the calesa as part of the tour itself. They will ride the calesa to certain point and drop off the guest to another

Interviewer: So it's like both a tourist attraction and tourist transport?

Respondent 2: yes

Interviewer: Thank you for that. So in Laoag will you consider the calesa to be part of the everyday life of the people? Or is it merely a tourist attraction or both?

Respondent: both it's– some kids here wants to ride the calesa so it's park in front of the puregold Laoag pero wala pa kasing permanent parking are po ng kalesa so we're figuring that out and also a tourist attraction kase it's in the heart of the city– located at the heart of the city yung parking area nila kaya maraming turista din nag aano riding the calesa.

Interviewer: How about you Brandy what do you think?

Respondent 2: Yes like in Vigan it's like a both of them po transportation and a tourist attraction as well. Yun nga the calesas are part– is part of the heritage of the Laoag. And walang definite na year na nag umpisa yung kalesa dito sa Laoag but ang ano is it is passed to generations

Interviewer: Okay. Thank you for those insights no. Let's talk about the sustainability of the kalesa this time. So I would like to ask you, how does kalesa contribute in terms of the local economy?

Respondent: Actually ma'am konti na lang sila ngayon so they contributing little to the economy as of now. So we are figure out of way upgraded the kalesa kase 20 plus na lang sila out of 17? 17 plus because of the pandemic. And people here tend

to go or tend to use more tricycle than a kalesa. More on tourist and children lang talaga yung gusto ng kalesa ngayon so they have little contribution to the economy.

Interviewer: Okay. How about you, Bradley?

Respondent 2: As a second a– Kase ano e tricycle na kasi yung pinaka mabilis na pagpunta sa isang destination or sa isang place dito sa Laoag. And maliit ang community ng Laoag unlike sa Vigan na every where you are makikita mo talaga yung mga kalesa.

Interviewer: Yah, parang I observe that like when I came here last night and then this morning I have not seen a kalesa yet but I think they maybe there's a specific area where they stay.

Respondent 2: Or a specific–

Interviewer and Respondent 2: Time..

Respondent 2: If they have a specific time to park their kalesa for the operations most like mga 2 to 6.

Interviewer: Ah okay. So in the morning medyo wala?

Respondent 2: Wala. Kase medyo maiinit and konti lang yung pumupunta dito sa centro or ang mga turista is not likely to stay much longer dito sa Laoag parang pass by lang siya. To they will ano lang visit the—, the center, the cathedral, and the sun views. So other than that pupunta na sila sa–

Interviewer: Siguro they also request for your tourist stacks for visitor arrivals–

Respondent: Before the pandemic wala kasi kami nadatnan–

Interviewer: Ah so yung latest na lang. Parang sa SGLG– So how about the– how the kalesa contribute in terms of culture?

Respondent: It contribute a lot to the culture ma'am because kalesa is a cultural heritage of Laoag Ciy so yung mga structure ng kalesa is different to other kalesa is everywhere so our kalesa are contributes to the heritage based on its feature, based on its historical–. Yun lang po

Interviewer: Thats okay. So how about you, Bradley? What do you think?

Respondent 2: Contribute to?

Interviewer: Culture

Respondent 2: If you haven't to see our arc— our welcome arc, we have that kalesa na material na nakalagayy yung kalesa sa— so we promote kalesa in such a way that we promote also our cultural heritage of Laoag and its diverse attributes to the heritage of the city. Sabi nga ni Kate, kakaiba yung kalesa namin unlike sa Vigan. Ang Vigan kase sa harap sa dati— ang turista or ang isang tao sa harap siya sa aakyat pero sa amin sa likod. If you haven't to— so yun yung difference ng Laoag kalesa to Vigan kalesa or any kalesa.

Interviewer: Yah. I haven't seen the Laoag kalesa—

Respondent 2: Yah, kanina we have a photoshoot with our candidates for Ilocos Norte at we show to the—

Interviewer: Sige. So now naman I would like to ask, how does the kalesa contribute to the environment?

Respondent: The kalesa contributes to the environment because its doesn't use of fuel so its really good to— and its eco friendly and we have like the kalesa— parang pang fertilizer

Interviewer: For the manure?

Respondent: Yah. So di naman sila nagdudulot sa environment and our kalesa is they ano— they have well— kalesa ay kabayos so its contribute to the—

Interviewer: They look really nice. And if you want to add in terms of the environment in the kalesa

Respondent 2: As Kate said, yun nga environmental friendly but still konti lang yung kalesa.

Interviewer: Okay sige. Do you think policy is important to sustain the kalesa? Why yes and why not?

Respondent: We are on going— we are preparing a resolution indicating that the kalesa is to be preserve so that kalesa is unting unti na sila nawawala e parang from 70 plus to 20 plus na lang because of the pandemic then most of them are also old kutseros- the kutseros are also old so if they do not passed down the ano policy of preservation they do not pass down their parang ano for the kalesa, mawawala na talaga so policy and the solution are really important to preservation the kalesa.

Interviewer: That's very well said. Sige, Bradley what do you think or is the local government doing enough regarding to the policy or what new policy they have in mind to support the kalesa? Besides their solution. Qualities and programs..

Respondent 2: Programs. Program lang na naiisip ko, we- wala pa kasi draft of the resolution. I guess.

Interviewer: Hindi. In terms of programming. Because you are already doing the- But in terms in the program that offices their implemented or what programs would you like to introduce?

Respondent 2: The likely- of the kalesa as well kase medyo hindi- old na kase yung mga kutseros wala na yung mga bata. Kahit bata pa- bata pa yung kutsero kanina so pero most of them are old na so napapabayaang na yung- ng kalesa. So may mga programs na maintenance, the preservation of siguro or program regards with the yung kabayo. Ano pa ba..

Respondent: Pero kase may balak si ma'am- pagawan ng parang spot nila where they can have pag inuman and they they have a resting place.

Respondent 2: Rest place..

Respondent: Yes, rest place. Tas their- she's thinking of a tour or kalesa tour just like Vigan po around the city.

Interviewer: So kalesa tour package?

Respondent: Yes po

Interviewer: In terms of challenges and threats, are there any problems that the kalesa are facing in your city? What examples you may give. In terms of problems

Respondent: Problem.. So

Interviewer: You mentioned kanina yung declining

Respondent: Tsaka yung place kung saan sila naka park before yung pandemic and before- other place is beside the market pero nawala yon ma'am inagawan ng tricycle. So their coordinating the puregold na nakiusap sila na dun na lang sila and we're figuring out to put them back to their place as part of the resolution

Interviewer: How about you Bradley?

Respondent 2: problems?

Interviewer: Problems beside that

Respondent 2: _____

Interviewer: It's okay

Respondent 2: okay na yung mga sinabi niya

Interviewer: Osige. So, do you think that the calesa tradition will not survive if you don't solve these problems?

Respondent 2: yes*

Interviewer: So Possibly?

Respondent 2: Possibly.

Interviewer: So that's really a major threat no. so on the other side what possible solution can you think of? Maybe yung namention kanina no? Like.. Resolutions

Interviewer & Respondent 2: Like programs, policies

Respondent 2: And regarding on how to sustain and on how to introduce the kalesa

Interviewer: So in terms of the animal care, lets go to the animal care this time. Does the local government has specific programs regarding for the care for the—

Respondent: I'm not really sure

Interviewer: May I know if they do animal check ups or vitamins to the kalesa and the kabayo ganon.

Respondent 2: Regarding to that, I think wala pa. Wala pa this time kase wala pa yung the resolution. Siguro the— kung andyan na yung resolution or program

Interviewer: They include that

Respondent 2: Yeah, they can include that.

Interviewer: Okay, thank you. So is there anything you would like to add that I have missed with your— about the kalesa?

Respondent: Wala na.

Interviewer: Okay. Thank you so much and that is the last question. Thank you so much for spending your time today, thank you.

Respondent & Respondent 2: Yes, thank you.

Annex 7: Key Informant Interviews (Destination Management Organisations)

Interview with Ms. Gina Adducul, Tourism Officer of Tuguegarao City, Cagayan, Philippines on May 09, 2023

Interviewer: I'd like to ask po Ms Gina, how long have you been present– how long have you been in your present position as tourism officer of the city?

Respondent: I've been designated as tourism officer in 2019, August 1.

Interviewer: Prior to that po you were already with the city government?

Respondent: Yes, I have been with the city government for 31 years now. Yeah... and then

Interviewer: Ano po yung–

Respondent: As a cashier and then they put me on the department and then officially in the tourism office

Interviewer: That's very interesting to know and I'm glad that you're able to make a shift or career but still continuing to serve the city government in your new position.

Interviewer: In terms of your role as a tourism officer how will you describe your role relative to the management and the promotion of the kalesa

Respondent: Prior– no. Early on doon sa designation ko as a tourism officer, I grouped all the kalesas and I formed them in an association para buo yung kanilang organization and the we also elected officers for them and we also plan to make it an ordinance for the kalesas to be a tourist transport. Yes oo. I talk to some councilors specially the committee head of culture and arts to move for the passing of the ordinance

Interviewer: Oh so you're lobbying for that ordinance?

Respondent: Yes

Interviewer: How about po for the in promoting the kalesa as a tourist transport or tourist attraction

Respondent: Actually we are now– we are now tapping the kalesas– ah ahm I'm sorry I forgot. We also trained about 10 of the kutseros to be our local community tour guides. So when they have– when we have visitors in Tuguegarao City and they

happen to be a good one to drive a kalesa they are not only drivers of the kalesa they are also the guide— tour guiding.

Interviewer: So you develop heritage tours?

Respondent: Yes

Interviewer: That's very interesting.

Interviewer: So kalesa is part of your everyday life in Tuguegarao and it's also— do you consider it also as a tourist attraction?

Respondent: Yes and kalesa in the early years of Tuguegarao City is to be a transport for the masa now it's now a tourist transport.

Interviewer: kailan po siya nag start as tourist transport? Was that a recent development?

Respondent: Yes. Yes, that's a recent development. Since I was designated as a tourism officer

Interviewer: Ah, so you did a really big role in promoting the kalesa as a tourist transport. In terms of kalesas sustainability po, how— how— how does the kalesa contribute to the local economy?

Respondent: Since they are considered as tourist transport they bring visitors to Tuguegarao City which help us in the economy, economic side of Tuguegarao City.

Interviewer: How about as everyday transport po?

Respondent: I think they paid kalesa lesser than the tricycle. It's more cheaper than the tricycle

Interviewer: Cheaper alternative version

Respondent: Cheaper alternative

Interviewer: How about in terms of— in terms of the culture? How does the kalesa contribute to your culture as people of Cagayan or Tuguegarao?

Respondent: Since— I think if I remember it right kalesas started in the early 1960s so culturally they are part of our— of Tuguegarao City's culture. And I think— and it used to be the kalesa— kalesa used to be from almost more than 200 to now lessen

kase medyo specially during the pandemic they cannot sustain yung pag kalesa namin so nabawasan

Interviewer: How many kalesa remains? Do you have any idea?

Respondent: 80 plus? I think 86. From more than 200 now its 86.

Interviewer: In terms of the environment how does the kalesa contribute naman po?

Respondent: Environmental friendly siya it does not consist of any gasoline or any what do you call this— destructive elements na pwedeng— fuels

Interviewer: no pollution

Respondent: no pollution yeah

Interviewer: How about the yung pong poo poo ng horse yung horse manure do you also use it as fertilizer?

Respondent: Fertilizer yes.

Interviewer: So do you think that policies are important? To sustain the kalesa

Respondent: nod

Interviewer: policies and program? Why po?

Respondent: Because we— maybe for them to have a organization—

Interviewer: leadership?... how about the programs po of the city? Do you have the kalesa or do you have like specific programs in the city like in your annual investment plan or the cultural development plan?

Respondent: Yes, yes, yes we also include them in the trainings specially yung FBSE natin. Yung sa tourism

Interviewer: yeah

Respondent: Yung Filipino Brand of Service Excellence

Interviewer: Plus yung community guiding?

Respondent: yeah

Interviewer: what– do you think that currently the local government is doing enough regarding policies and programs of the kalesa?

Respondent: Unfortunately not yet

Interviewer: Not yet. Ahm siges po what examples can you think of that yung mga current policies natin ngayon and then what new policies you also like to introduce?

Respondent: we do have plans to make a cooperative so they don't just earn from being a kutsero but also as a cooperative organization. They can have something in addition to their earnings.

Interviewer: other than that po ano pa yung existing program– do you have existing assistance sakanila?

Respondent: yes po

Interviewer: ano pa po yung mga binibigay nila?

Respondent: Mga financial assistance ganon

Interviewer: financial assistance

Respondent: Oo. mga livelihood

Interviewer: sa livelihood po ano po yung specific programs naten?

Respondent: we also provide them– we give them sari-sari store for their wives

Interviewer: okay for the family– for family

Respondent: for the family

Interviewer: family of kutsero

Interviewer: na share nga po nila na you help them to get ayuda from DOT and DOLE during the pandemic na parang naka kuha pa sila twice

Respondent: *nod*

Interviewer: Before covid po you think there was income from tourism coming– coming tourism for the kalesa before pandemic?

Respondent: Income?

Interviewer: Opo. Parang was it starting already as a tourist attraction before the pandemic?

Respondent: Yes

Interviewer: Ngayon pong bumabalik na yung tourism how do you see it now ano po yung assessment niyo? Marami bang nag aavail ng heritage tours?

Respondent: at the moment hindi pa siya ganon karami because we just launch our heritage tour in 2021 so bali our– we are still on the process of promoting our heritage tour.

Interviewer: So currently how many kalesa that are part of the heritage tours?

Respondent: 10

Interviewer: 10. Starting with 10

Respondent: and then we plan to add kore in the coming days after siguro our cultural art

Interviewer: how many– how much is the fare? Meron bang fare matrix sa mga kalesa?

Respondent: Wala bale they based it– they just based it on the matrix of tricycle but lesser than tricycle

Interviewer: how about for the heritage tours po? How much is the fare?

Respondent: Since it is a special trip for the visitor we charge it for per person 15php the kalesa can accommodate 4 maximum

Interviewer: 4 for the heritage tour

Respondent: for the heritage tour

Interviewer: Are there any problems that the kalesa faces in the city? And what examples po

Respondent: Yung terminal. They don't have permanent terminal

Interviewer: Lacks of permanent terminal

Resppondent: *nod*

Interviewer: But currently where do they usually– where do you allow them to stay?

Respondent: they have a certain area in front of the malls

Interviewer: Okay po. So kayo po yung nag assist sakanila

Respondent: Yes

Interviewer: Okay with assistance from LGU

Interviewer: Do you also assist them in coordinating them with your traffic?

Respondent: Yeah we give one meeting with the traffic enforcement, the PNP and the committee on Public Transport

Interviewer: SP community on transport? So ano po yung sa tingin niyo na– do you think if kunware we are serve the terminal problem. Do you think that the kalesa will exist as a tradition? Kahit mawala yung–

Respondent: nod*

Interviewer: what possible solutions po kaya na nakikita niyo to solve the terminal problem

Respondent: possible solution siguro kung– at the moment kase they are few and they have regular time to go out. Ayun siguro ang magiging solusyon natin just like tricycle they have like a 8 hours a day to travel a–

Interviewer: parang they have specific time?

Respondent: yes oo

Interviewer: how about the area po where they can operate? Meron bang limits?

Respondent: wala naman but on the main roads they are not allowed to _____

Interviewer: Not allowed on a national highway?

Respondent: national highway

Interviewer: how about when taking care of the kalesa and the kutsero or the kabayo? Do you have specific policies for that?

Respondent: wala po

Interviewer: If ever po ano po yung programs na naisip niyo na pwedeng iintroduce ng LGU to take care of the horses or the kutseros?

Respondent: Actually kasama naman yung mga kabayo/horses sa annual vaccination po for kabayo

Interviewer: Okay po

Respondent: sa veterinary office po namin

Interviewer: opo care of the vet

Respondent: opo of the city government

Interviewer: How about the ano po pala nabanggit po nila na you have free kalesa day registration. So is that also one of the assistance that designates to them? Hindi po sila nagbabayad ng tax?

Respondent: Hindi

Interviewer: Tax exempt

Interviewer: Meron po bang— ano po ba benefit kapag nag pa register ng kalesa for the— if they get a plate number what's the benefit?

Respondent: They can be easily monitored if ever they were encounter a parang ano siya on the road at least ma access nila kaagad yung aming opisina

Interviewer: to provide assistance po? Assistance from the tourism office

Interviewer: Is there anything that you'd like to share or add about the kalesa program that I may have missed or forgotten to ask ? Please share po

Respondent: Yun lang siguro kasi kaya po sampu pa lang yung ano namin kasi some of them are not open to the policies government. Gusto nila kase yung they do their own thing kaya hindi rin kami makapasok sakanila

Interviewer: So it also needs more support?

Respondent: so we can think of more ano siguro assistance to them.

Interviewer: from city tourism. So you can think of more programs.

Interviewer: so parang ang sinasabi po natin is if they are more organize you can provide more assistance. So you'd like to give them more assistance. But do you see a lot of potential in the kalesa?

Respondent: Yes po

Interviewer: as a heritage tourist attraction?

Interviewer: Thank you Ms Gina. Thank you po for your time and I got a lot of insight. If ever po hingi po ako data and tourist arrival po and number of kalesas whatever you can send to me I appreciate it and a little history of Tuguegarao. Thank you po!

ANNEX 8: Key Informant Interviews (Calesa Association)

Interview with Mr. Dionisio Galleto Jr., Cochero of Vigan City, Ilocos Sur, Philippines on May 09, 2023

Interviewer: Ilan taon ka na nagkakalesa? Paano ka nagsimula sa pagiging kutsero?

Respondent: 8 years na po. Dati po akong humahawak ng kabayo sa funeraria.

Interviewer: Paano ka naengganyo na maging kutsero?

Respondent: Nung pumasok po ang Vigan sa Seven Wonders na City nainspire po ako na magkalesa. Marami po tourist sites ang Vigan.

Interviewer: Paano ang mga ginagawa mo sa pag aalaga ng kabayo?

Respondent: Bale lilinisan ko po yung cuadra nya, tapos papaliguan ko at ihahanda ko na yung pagkain nya at gamit nya, para maganda at malinis. Lumalabas po ako ng 2pm hanggang 8pm.

Interviewer: May mga sumasakay ba ng kalesa na hindi turista?

Respondent: Meron din po.

Interviewer: Bilang tourist attraction ano ang masasabi mo tungkol sa kalesa?

Respondent: Parang symbol po o trademark na po ang kalesa sa tourism dito sa Vigan

Interviewer: Paano nakakatulong sa kabuhayan mo ang kalesa?

Respondent: Malaki po, doon po ako kumukuha ng pang araw araw na gastusin ng aking pamilya, tapos lahat po ng kailangan sa bahay nandun na po lahat. Sa isang araw nakaka minimum 400 pesos anggang 600 pesos

Interviewer: Paano nakakatulong ang kalesa sa kultura?

Respondent: Bale kasama na po kasi ang kalesa sa kultura namin, yung mga turista yun ang hinahanap dito sa Vigan kung ano yung mga kultura namin kagaya ng mga pagkain or pottery, heritage houses. Trademark po ito ng Vigan.

Interviewer: Sa kapaligiran, paano nakakatulong ang mga kalesa?

Respondent: lahat po ng dumi ng kabayo ay nililinis namin. Nililinis po namin yung dumi. Yung dumi po ng kabayo iniwan namin sa Hidden Garden ginagawa po nila ng pataba.

Interviewer: Importante ba yung mga sinusunod nyo na batas tungkol sa kalesa dito sa Vigan?

Respondent: Opo, kagaya po sa pagsakay ng pasahero sa kalesa, pinaka maximum po ay 4, bawal po ang excess passenger. Bawal din po ang overcharging sa pamasaher. Tsaka may sarili pong parking ang kalesa.

Interviewer: Kung may gusto ka na program or batas na bago?

Respondent: Panatiliing maayos yung parking namin dito.

Interviewer: May mga programa ba ang LGU para sa kalesa?

Respondent: Oo, yung mga free vitamins sa kabayo, noong panahon ng pandemic nagbigay po ng pagkain at allowance sa mga kabayo at kutsero.

Interviewer: May mga problema ba kinahaharap ang kalesa?

Respondent: Minsan po yung sa association, yung mga pondo namin, minsan di nagkakaayos. Kung di maayos yun baka makaapekto sa kalesa.

Interviewer: May programa ba ang LGU para sa pag aalaga ng kabayo?

Respondent: Meron. Yung sa City vet at binibisita din nila ang mga kabayo dito at nagbibigay ng vitamins tsaka mga panlinis ng parking area ng kalesa na libre kagaya ng antibacterial na panglinis. May designated parking ang kalesa sa Plaza Burgos. May mga general assembly kami atsaka Christmas party.

Interviewer: Kung may gusto ka na makuha na suporta sa LGU ano ang gusto mo?

Respondent: Pwede subsidy sa kabayo o pagsasaayos ng kalesa.

ANNEX 9: Key Informant Interviews (Calesa Association)

Interview with Mr. Melvin Canseran, Cochero of Cabagan, Isabela, Philippines on May 09, 2023

Interviewer: Ilang taon na po kayong nagkakalesa? Paano po kayo naging kutsero?

Respondent: Mga 20 years na po. Matagal tagal na rin po. Hindi po kasi ako nakapag aral, elementary lang po ang natapos ko. Naging kutsero po ako.

Interviewer: Sa pagiging kutsero po Manong sa 20 years, paano nyo po idedescribe yung role nyo bilang kutsero?

Respondent: Pangangalaga ng kabayo po

Interviewer: Meron po ba kayong kalesa association? Miyembro po ba kayo nito?

Respondent: Meron po. Miyembro po ako pero bago lang po ito. Noong 2020. Isa po ako sa pinakaseniore na kutsero.

Interviewer: Manong, yung po bang kalesa maituturing nyo sya na tourist attraction sa lugar ninyo?

Respondent: Opo, pag may bisita hinahanap po nila ang kalesa. Pag may gusto silang puntahan sa loob ng Cabagan.

Interviewer: Manong, yung po bang usual na ruta nyo? Saan po kayo pumepwesto?

Respondent: Wala po kaming permanent parking pero dito lang po usually sa tapat ng munisipyo sa may park. Bawal kasi sa palengke.

Interviewer: So manong, sa kabuhayan niyo paano nakakatulong ang kalesa?

Respondent: Nakakatulong yan talaga, dalawa ang high school ko ngayon, 200 pesos ang baon nila, kapag di ko nakuha ang 400 a day wala na kaming makain. Pero nakukuha ko yun dito lang sa park. Lalabas po ako ng 7am anggang 1pm.

Interviewer: Magkano po ang pamasaha?

Respondent: 10 pesos mula sa park hanggang palengke. Pag mas malayo 20 pesos.

Interviewer: Pag namamasada po kayo inaalala nyo po ba yung kalagayan ng kabayo?

Respondent: Oo, syempre kasi importante yun.

Interviewer: Sa kultura po ng Cabagan, paano nakakatulong ang kalesa?

Respondent: Oo syempre malaki ang tulong sa kultura. Kapag may mga dayuhan at pupunta sila dito ay pinapakita namin ang kalesa. Ipinagmamalaki po namin ang kalesa at kapag may festival ay sumasali rin po kami. Pero nung pandemic ay walang festival

Interviewer: Patungkol naman po sa environment po, paano po nakakatulong ang kalesa?

Respondent: Napapanatili po naming malinis yung kapaligiran, yung tae po ng kabayo ay binebenta po namin, ginagawa pong fertilizer. 50 pesos po ang isang sako pero kailangan binibilad.

Interviewer: Ano po ang pinapakain nyo sa kabayo?

Respondent: Yung damo po, tsaka darak. Mga grass

Interviewer: Importante po ba na may programa para mapreserba ang kalesa?

Respondent: Importante po para matuloy yung tradition.

Interviewer: Sapat na po ba yung mga program ng LGU para sa kalesa? May gusto po ba kayong idagdag?

Respondent: Sapat na po. Siguro po pwede maglagay ng batas na kailangan linisin yung daan kapag nagdumi ang kabayo. Sa mga kutsero po magkaroon ng regulasyon sa pagsisingil.

Interviewer: Kung may anak po kayo na gustong maging kutsero ipapamana nyo po ba ang pagiging kutsero?

Respondent: Papagaralin ko nalang po.

Interviewer: Sa tingin po niyo yung LGU tinutulungan yung kabuhayan nyo?

Respondent: Opo, marami po silang naitulong lalo nung pandemic. Nagbigay sila ng ayuda. Bago ang pandemic ay may tourism. Ngayon ay konti palang pero bumabalik na. Kasama po ako sa mga nagtraining sa tourism.

Interviewer: Ano po ang problema ng mga kalesa dito sa lugar nyo?

Respondent: May mga pasaway po na mga kutsero. Hindi sumusunod sa mga tamang gawain kagaya ng paglalagay ng tamang gamit para sa dumi ng kabayo at hindi sumusunod sa batas.

Interviewer: Sa pangangalaga ng kabayo, may tulong po ba ang LGU?

Respondent: Kapag may kailangan po kami sa vet ay humihingi kami ng tulong sa tourism office.

Interviewer: Paano nyo po inaalagaan ang mga kabayo?

Respondent: Pinagpapahinga po sila pagkatapos mamasada. 4 na beses po kumakain at umiinom ng tubig. Lagi po silang may damo. Baruno ang pangalan ng kabayo ko, 15 years old na sya.

Interviewer: Manong may gusto po ba kayo hingin sa LGU?

Respondent: Ang gusto ko pa ay scholarship para sa mga anak ko para makapagcollege po. Pwede din po na tumulong sila sa pag repair ng kalesa.

ANNEX 10: Key Informant Interviews (Calesa Association)

Interview with Mr. Kristian Paul Mateo, Cochero of Laoag City, Ilocos Norte, Philippines on May 11, 2023 (accompanied by his apprentice Carl Pastor)

Interviewer: Gusto ko lang itanong ilang taon kanang kutsero?

Respondent: 18 years

Interviewer: 18 years nagsimula ka?

Respondent: bata pa po ako 15 years old ako nung magsimula

Interviewer: ikaw Carl ilang taon ka nung nag start?

Respondent: 18 years old noong 2021

Interviewer: ilang taon almost 2 years as kutsero

Respondent: yes po

Interviewer: so ikaw part time mo lang ba ito? or parang working student ka anong year kana?

Respondent: Grade 12 po

Interviewer: ilang oras kang namamasada?

Respondent: mga 4 hours

Interviewer: ikaw Carl ilang oras ka namamasada?

Respondent: pareho lang po kame

Interviewer: ahh so four hours per day

Respondent: opo mam

Interviewer: paano yung pag aalaga niyo sa kabayo at kalesa?

Respondent: sa kabayo po mam pinapakain namin ng darak at damo sa kalesa naman pinupunasan at mga gamit ng kabayo

Interviewer: anong gamit ng mga kabayo?

Respondent: gaya po ng mga tali

Interviewer: anong klaseng damo yung pinapakain niyo?

Respondent: depende po kung ano yung makukuha namen

Interviewer: may mga pangalan ba yung mga damo na pinapakaen niyo?

Respondent: mais lang po

Interviewer: tapos ung iba kung ano nalang yung available no so hindi sila maselan hindi niyo ba pinapakain ng pulot?

Interviewer: walang pulot dito?

Respondent: wala

Interviewer: anong pangalan ng kabayo mo?

Respondent: Castor

Interviewer: Ikaw carl anong pangalan ng kabayo mo?

Respondent: Moro

Interviewer: Yung mga kabayo niyo nagmula ba dito sa Laoag o nabili ba dito sa Laoag?

Respondent: Hindi, Yung isa nabili namin sa Bulacan tapos yung isa sa Vigan

Interviewer: yung mismong kalesa saan ninyo galeng?

Respondent: Dito sa Laoag.

Interviewer: May pagawaan ba ng kalesa dito?

Respondent: Dati meron pero ngayon wala na

Interviewer: Kunware may sira yung kalesa saan niyo pinapagawa?

Respondent: Ako nalang mam ang gumagawa

Interviewer: Yung mga ibang kutsero ganon din? Kunware yung kalesa ng iba nasira sayo narin pinapagawa?

Respondent: opo mam

Interviewer: satingin mo ba ang kalesa tourist attraction siya?

Respondent: opo

Interviewer: bakit?

Respondent: kase po mam parang old attraction siya sa laoag mam

Interviewer: anong gusto ng mga turista kapag sumasakay sila ng kalesa? Yung sinasabi nila sainyo.

Respondent: gusto nila mam gaya ng sa bell tower tapos nagtatanong sila kung anong year natayo ang bell tower

Interviewer: halimbawa kayo kabuhayan niyo kalesa paano nakakatulong ang kalesa sa hanap buhay niyo?

Respondent: maraming natutulong samin tong kabayo mam pag may patay mam ginagamit namin mga kabayo namin

Interviewer: kunware nag aaral ako magkano pamasaha chaka ilan ang kasya

Respondent: kasya po ang anim mam

Interviewer: magkano ang bayad?

Respondent: 11 pesos mam

Interviewer: sa loob ng isang araw magkato ang kinikita niyo?

Respondent: minsan mam 500

Interviewer: kapag may turista kasama narin ba don?

Respondent: opo kasama na don mam

Interviewer: ikaw carl ano ang naitutulong sayo ng pagiging kutsero?

Respondent: dagdag baon

Interviewer: ibig sabihin nakakatulong para makapag aral ka ang pagiging kutsero

Respondent: dagdag allowance

Interviewer: sa isang araw magkano ang baon mo

Respondent: 100

Interviewer: ano ang ginagawa mo sa kinikita mo

Respondent: tinatabi po para pag may biglang babayaran may ipang bayad po

Interviewer: meron din ba mga kagaya mo na kutsero?

Respondent:wala na mam

Interviewer: ang susunod na tanong ko paano nakakatulong ang kalesa sa kultura niyo?

Respondent: dagdag turista pinupuntahan, Laoag lang ang may kalesa kagaya nito

Interviewer: Napaproud ba kayo na may kalesa kayo?

Respondent: Opo

Interviewer: Patungkol sa environment, paano nakakatulong ang kalesa?

Respondent: Nakakabawas ng polusyon, nakakabawas ng traffic, ang tae ng kabayo ay fertilizer sa halaman, hindi gumagamit ng gas ang kalesa

Interviewer: May mga batas ba kayo sinusunod para sa kalesa?

Respondent: traffic rules

Interviewer: Kumukuha ba kayo ng permit? Meron bang benepisyo?

Respondent: 350 pesos sa isang taon. May general assembly ang mga kutsero, Kalesa parade, horse race, tilbury race

Interviewer: sa tingin nyo kailangan ba ng batas or program para sa kalesa?

Respondent: Oo, kung pwedeng dapat may dress code ang mga kutsero kagaya sa Vigan.

Interviewer: Sa tingin nyo ang kabuhayan nyo bahagi ng kultura ng Laoag?

Respondent: Opo, bahagi po ng turismo.

Interviewer: Ano ang mga tulong na nakukuha nyo sa City?

Respondent: Training, tulong sa booking ng mga tours, financial assistance galing sa DOLE, food pack for the kutsero

Interviewer: Ilan ang active na kalesa?

Respondent: 25 kalesa. Yung ibang kalesa binenta na sa Batangas o Laguna.

Interviewer: Ano ang mga problema ng mga kalesa sa Laoag?

Respondent: Dapat sana may lugar kung saan pwede ang kalesa lang, kasi maselan ang mga kabayo kapag nabusinahan sila hindi namin macontrol. Sana mabigyan ng lugar o kaya schedule para sa kalesa.

Interviewer: Ang LGU ba may program para sa kabayo?

Respondent: Yung mga kabayo namin dinadala namin sa City Vet para sa check up na libre. Libre ang bakuna sa mga kabayo. Walang binibigay na vitamins sa kabayo. Pag may emergency sa kabayo ay natatawagan ang vet.

Interviewer: Paano nyo inaalagaan ang mga kabayo nyo?

Respondent: Naliligo sila ng 2x a day kasi mainit. 4 hours lang sa isang araw nagtatrabaho ang mga kabayo. Nilalagyan din sila ng sapatos. Grooming.

Interviewer: Ano ang gusto nyong programa na ibigay ng city?

Respondent: Free vitamins for horses. Pilahan or terminal para sa mga kalesa. Pagpapaayos ng kalesa o maintenance.

Interviewer: Ano ang pwedeng tulong na ibigay ng kutsero sa city?

Respondent: Magsilbi ng maayos at tapat, lalo na sa mga bisita. Magbigay ng suporta sa mga activities. Encourage youth to work. Ayaw namin mawala ang tradisyon.

Annex 11: Key Informant Interviews (Calesa Association)

Interview with Mr. Berto Asuncion, Cochero of Tuguegarao City, Cagayan, Philippines on May 09, 2023

Interviewer: Ilang taon na po kayo bilang kutsero?

Respondent: 44 years I started in 1950. Walang ibang hanapbuhay kundi maging kutsero. Hindi ako nakapagaral. Puro kalesa ang hanapbuhay.

Interviewer: Ano po ang bahagi ng pagiging kalesa driver?

Respondent: Bago kami mamasada, hahanap ng damo para kainin ng kabayo. Paliliguan ang kabayo bago mamasada. 7am to 12nn ang oras para mamasada. Lilinisin ko rin ang garahe ng kabayo bago pakainin ang kabayo.

Interviewer: Ano po ang kinakain ng kabayo nyo?

Respondent: Damo at darak, ibat ibang klase ng damo kagaya ng pakpak at maremek

Interviewer: Kinokonsider nyo po ba na tourist attraction ang kalesa?

Respondent: Meron mga pumupunta na turista sa kalesa. Sa ordinaryong araw mga estudyante ang sumasakay ng kalesa.

Interviewer: Ano po ang naitutulong ng kalesa sa hanap buhay?

Respondent: Bumubuhay sa pamilya. May isa akong anak na nakatapos sa pag aaral.

Interviewer: Sa mga taga Tuguegarao paano nakakatulong ang kalesa sa kultura?

Respondent: ipinagmamalaki ang kalesa dahil ito ang una nilang nasakyan sa Tuguegarao. Lumang sasakyan ang kalesa. Bahagi ang kalesa sa kultura ng Cagayan.

Interviewer: Sa kapaligiran ano ang naitutulong sa kalesa?

Respondent: Maganda sa kabayo walang pollution. Yung tae ng kabayo pang maceta, ginagamit na fertilizer. Kung minsan may bumibili.

Interviewer: Ano po ang tulong ng gobyerno sa kalesa?

Respondent: Noong pandemic ay dalawang beses nagbigay ng ayuda. Galing sa DOLE

Interviewer: Kailangan nyo po ba ng ayuda galing sa LGU?

Respondent: May designated area silang binibigay at hindi sila pinephase out ng LGU. Sa may SM Tuguegarao at Robinsons ang parking. Free ang registration ng mga kalesa plate. Walang bayad.

Interviewer: Sapat po ba ang kita mula sa kalesa?

Respondent: 400 pesos ang isang araw pero bumaba nung pandemic.

Interviewer: Ano po ang problema nga mga kutsero?

Respondent: Karagdagang terminal sana ang kailangan

Interviewer: Ano po ang pwedeng gawin para hindi mawala ang kalesa?

Respondent: Tulong na magkaroon ng kabayo at madagdagan ng paradahan. Makakatulong din pag dadami ang turista

Interviewer: May programa ba ang LGU para alagaan ang kabayo?

Respondent: Meron, pero kung pwede na tumulong sa check up at vitamins o kaya food subsidy ng kabayo