

**NAVIGATING THE REDEVELOPMENT DILEMMA: THE IMPACT OF
ILOILO CITY CENTRAL AND SUPER MARKET REHABILITATION
PROJECT ON AMBULANT VENDORS FROM RURAL AREAS**

DANNAH VERONICA M. BERMIL
GWYNE WINNAH B. MAGBANUA

An undergraduate research project
Presented to the Faculty of the
Division of Social Sciences
College of Arts and Sciences
University of the Philippines Visayas
Miagao, Iloilo

In partial fulfillment
Of the requirements for the degree of
Bachelor of Arts in Political Science

June 2024

ABSTRACT

This study examines the marginalization of ambulant vendors in Iloilo City's Super and Central markets during ongoing public-private partnership (PPP)-driven market rehabilitation projects. It explores factors influencing vendors' experiences and perceptions, focusing on the impact of PPP projects and the city government's response to their needs and participation in consultations. Employing a cross-sectional and exploratory approach, it used data from interviews from ambulant vendors and key informants and utilized purposive sampling and thematic analysis. Findings point to challenges encountered during redevelopment, such as sales decline and exclusion from decision-making processes. Ambulant vendors respond by diversifying products, yet they confront negative perceptions and insufficient support. Recommendations include advocating for fair operating conditions and city government assistance to ensure sustainable livelihoods. Drawing upon Urban Politics Theory and Resource Dependency Theory, the study underscores systematic marginalization and emphasizes the necessity of inclusive decision-making mechanisms to empower ambulant vendors within urban governance structures. Recognizing their agency and advocating for their rights can catalyze equitable urban development, benefiting all stakeholders. This research offers valuable insights into the intricate dynamics of urban development and the marginalized role of ambulant vendors, urging policymakers to prioritize their inclusion in future planning initiatives.