PREDICTORS OF SUSTAINABLE TOURISM PERCEPTIONS: A CASE OF THE PROVINCE OF CAVITE, PHILIPPINES

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Abstract

This paper explored how people perceive the impacts of tourism in the Province. The paper further examined by exploring the quality of tourism resources and the intensity of tourism activity, and how these affect the perception. The study was commissioned as an input for creating a tourism development plan for the province. Results of the study show that raising the quality of natural resources and increasing land transport activity leads to a higher perception of negative tourism impacts. Increasing the activities of some industries of tourism contributes to both the positive and negative impact perception. The hotel and restaurant and the human resource have a wider effect compared to other industry and tourism resource respectively.

Keywords: sustainable tourism, tourism development, tourism impact, Cavite, tourism resources, tourism activity

INTRODUCTION

The Province of Cavite has been known as the historical capital of the Philippines. The province has many significant historical sites, the most significant of which is the Aguinaldo Shrine - the site where the first Republic of the Philippines was proclaimed. The province is also famous for the City of Tagaytay, one of the most popular tourist destinations due to the cool climate and beautiful scenery. Its proximity to Metro Manila makes the province a preferred destination for excursions and short stays. The province is popular for short hikes, unique themed restaurants, retreats and conventions, wellness, and other leisure activities.

The tourism industry of the province has been developed on few areas, particularly the City of Tagaytay and the Municipality of Kawit. The island of Corregidor, the last place to fall under the Japanese forces, is well-developed. The island is geographically part of the province of Cavite, but its tourism industry is managed by Sun Cruises, a company based in Manila. Presently, there is no provincial tourism master plan. Moreover, the impact of tourism in the province has not been studied, reflecting the study of Ballantyne, Parker & Axelsen (2009). Several cities and municipalities have signified the intention of developing their tourism industry. Given these circumstances, it is imperative that development of tourism in the province is guided by the principles of sustainability.

Sustainable tourism encompasses the dimensions of economy, society, and physical environment. This means that trying to develop sustainable tourism in one area may differ greatly to another area due to the varying needs of the economy, society, and physical environment. An expert may affirm that the community is affected positively by tourism, but it is not necessarily felt by the majority in the community. Hence, it is important to determine people's perception on the impact of tourism (Mason, 2012). Kreag (2001) also pointed out that the people's perception on tourism impacts may be due to the quality of tourism resources. This means that developing tourism resources may lead to a higher perception of negative impacts. Another problem is that the impact is usually attributed to the tourism industry as a whole, without recognizing the fact that the tourism industry is a composition of several industries that are related, but is unique from each other. Thus, there is a need to determine which industry is perceived by the public to contribute more to a specific tourism impact.

Tourism development, in general, often stem from two factors: what the destination can offer, and what is the existing demand. This concept is reflected in the Tourism Development Planning Guidebook for Local Government Units (Department of Tourism, 2012). In this framework, whatever negative tourism impact that may arise from the tourism development is mitigated only after the problem has occurred. An ideal framework should incorporate sustainability component before developing tourism. For destinations with a developed tourism industry but without a tourism master plan, it is even more ideal to conduct an impact assessment. This assessment should be integrated in creating the master plan. Hence, this study was commissioned to serve as an input for the creation of the tourism master plan for the Province of Cavite.

CONCEPTUAL FRAMEWORK

This study determined the quality of tourism resources (QTR), level of tourism activity (LTA), and impacts of tourism (IOT), and how the QTR and LTA affect the IOT. The study of Notorio (2010) was used as concept for to assess the QTR, namely the natural resources (NR), cultural resources (CUR), human resources (HR), and capital resources (CAR), but has added and excluded selected variables that would apply to the study area. The assessment of LTA adapted the concept outlined in the Tourism Development Planning Guidebook for Local Government Units (Department of Tourism, 2012) and the United Nations Statistics Division (2016) which categorized the variables into hotel and restaurant industry (HRI), land transport industry (LTI), water transport industry (WTI), travel service industry (TSI), and attraction industry (AI). The IOT used the triple bottom-line concept of Kreag (2001). Lastly, the IOT variables were clustered as positive economic impact (PEcI), negative economic impact (NEcI), positive socio-cultural impact (PSCI), negative socio-cultural impact (NSCI), positive environmental impact (PEnI), and negative environmental impact (NEnI).

METHOD

The respondents of the study are the residents of the Province of Cavite. The sampling frame was sourced from the National Statistics Office (2010), where the population is 3,090,691. Krejcie & Morgan's method for sample size computation was used, generating 400 respondents. The researchers were able to distribute 721, yielding a 180.25 percent retrieval rate. Proportionate Stratified Random Sampling was used where the respondents are subdivided into seven districts, 23 cities and municipalities, and barangays.

Survey questionnaire was used incorporating the concepts. The questionnaire's content validity was examined. The questionnaire was critiqued by experts from the areas of economics, social science, and physical science. The research instrument was revised to incorporate their comments and suggestions.

Regression was used to test the hypothesis. The results were then statistically analysed using Statistical Package for Social Sciences. The results were validated by a statistician.

FINDINGS

Quality of tourism resources in the Province of Cavite

The results (Table 1) show that the natural resources (NR) were average due to the absence of rare and exceptional geological formations. The findings proves that the locals perceive that the greatest asset of the province of Cavite the unique climate of the upland areas. The finding is opposite to that of the island of Lubang whose NR are at par with that of the resources of major destinations (Notorio, 2010). However, the findings mirrors the ranking of the Philippines in terms of the quality of the natural environment, with the country ranking 92nd out of 140 countries (The World Economic Forum, 2013).

Table 1 Quality of natural resources

	WM	VI
climate	2.83	average
rivers	2.82	average
3.5 lakes, ponds, and springs	2.78	average
3.5 mountains and highlands	2.78	average
sea	2.63	average
beaches	2.61	average
forests	2.56	average
wildlife	2.46	poor
waterfalls	2.41	poor
diving spots	2.32	poor
caves and rock formations	2.28	poor
Total	2.61	average

The CUR as shown in Table 2, were rated average because of the lack of significant development. Some variables were rated good because they are anchored on the historical advantage of the province and can compete with other famous attractions in the country.

The findings differs from the island of Lubang whose cultural resources were perceived to be less adequate (Notorio, 2010).

Table 2 Quality of cultural resources

	WM	*VI*
1. churches	3.84	good
2.5 events and festivals	3.52	good
2.5 historic sites	3.52	good
4. local cuisine	3.35	average
5. way of living and traditions	3.32	average
6. folk music and dance	3.17	average
7. museums	3.08	average
Total	*3.40*	*average*

The findings of Table 3 can be attributed to the difference between rural and urban workforce. The results reflects that of the findings of Bharwani & Butt (2012) which stressed the need to improve the quality of manpower in the tourism industry. The highest rated variable, hospitality of the locals, shows that the Filipinos in general are hospitable and customer-oriented (The World Economic Forum, 2013).

Table 3 Quality of human resources

	WM	*VI*
1. hospitality of the locals	3.55	good
2. management skills of the locals	3.41	average
3. available local workforce	3.33	average
4. performing artists	3.23	average
5. visual artists	3.02	average
Total	*3.31*	*average*

The CAR was rated average due to the good development in urban areas and the poor development in many rural areas. The solid waste management is particularly needs significant improvement in the municipalities of Magallanes and Silang (Cavite Provincial Planning and Development Office, 2013). The high rating of the telecommunication is opposite to the data of The World Economic Forum (2013) where internet use, telephone, and mobile phone use is rated low.

Table 4   Quality of capital resources

		WM	VI
1.	telecommunication	3.51	good
2.	power supply	3.49	average
3.	water supply	3.45	average
4.	roads	3.35	average
5.	solid waste management	3.29	average
6.	sewerage system	3.25	average
7.	seaports	2.59	average
	Total	*3.25*	*average*

Cavite's reputation as the historical capital of the country is the reason why the cultural resources were rated the highest among the four categories of resources. Although the overall rating of the tourism resources were rated average which implies that development is still needed. Furthermore, the results implies that tourism should be developed around the highest rated variables. Although this argument opposes the view of Calabro & Spina (2013) who claims that provinces with cultural resources tend to have less and seasonal visitors.

Table 5   Overall quality of capital resources

		WM	VI
1.	CUR	3.40	average
2.	HR	3.31	average
3.	CAR	3.25	average
4.	NR	3.08	average
	Total	*3.14*	*average*

Level of tourism activity in the Province of Cavite

The HRI of the province was rated with moderate activity due to the high density of hotel and restaurants among tourist areas, especially in Tagaytay, and few hotels and restaurants among the rural and non-tourism areas. The rating was moderate despite the fact that the province has more accommodation establishments among all the provinces in the region (Department of Tourism, June 2012). The high ranking of the restaurant industry mirrors that of the Department of Tourism & USAID's (2014) report which shows that food and beverage services has the most number of establishments among registered tourism establishments within Metro Manila.

Table 6 LTA of HRI

		WM	VI
1.	Restaurants	4.12	moderate
2.	hotels and resorts	3.74	moderate
3.	bars	3.56	moderate
4.	motels, camps and other short-stay accommodations	3.44	Low
	Total	*3.72*	*Moderate*

The findings of Table 7 revealed that the tourist destinations of the province are accessed either by private or public transport, due to the few activity of the tourist transport. These findings are contradicts the high ranking of the country in LTI (The World Economic Forum, 2013).

Table 7   LTA of LTI

		WM	VI
1.	small boats	2.45	very low
2.	other tourist water transport (kayaks, rafts, etc.)	2.20	very low
3.	yachts	2.05	very low
4.	ferries	2.04	very low
	Total	*3.72*	*Very Low*

The findings of Table 8 shows that many of the municipalities and cities of the province are landlocked. Furthermore, the findings from Table 5 shows that the coastal areas lack water accessibility and support infrastructure. The findings were similar to the study of Olugu & Onukwube (2012), which revealed that Lagos, Nigeria has low tourist water transport activity.

Table 8   LTA of WTI

		WM	VI
1.	small boats	2.45	very low
2.	other tourist water transport (kayaks, rafts, etc.)	2.20	very low
3.	yachts	2.05	very low
4.	ferries	2.04	very low
	Total	*3.72*	*Very Low*

The TSI lacks tourism activity due to several reasons. The tour guides of tourists are mostly from outside the province. Also, the local tour guides also perform guiding duties outside the province. The registered travel agencies and tour operators are more in number but mostly offers services outside of Cavite. The travel agencies, tour operators and tour guides of the province have fewer accredited tour guides and travel and tour operators compared to the neighboring regions (Department of Tourism, 2009).

Table 9 LTA of TSI

		WM	VI
1.	tour guides	3.30	Low
2.	travel agencies	3.27	Low
3.	tour operators	3.24	Low
	Total	*3.27*	*Low*

Table 10 LTA of AI

		WM	VI
1.	religious and pilgrimage tourism	3.79	moderate
2.	cultural and heritage tourism	3.64	moderate
3.	nature-based tourism	3.57	moderate
4.	sports and recreation tourism	3.54	moderate

5.	medical and wellness tourism	3.47	Low
6.	business tourism including MICE	3.46	Low
7.	agritourism	3.42	Low
8.	culinary tourism	3.31	Low
9.	adventure tourism	3.30	Low
10.	water tourism	3.21	Low
	Total	*3.08*	*Low*

The overall rating of 'few' among the AI was due to the few popular tourist attractions. Among these known attractions, the most popular is Emilio Aguinaldo Shrine, and some attractions in Tagaytay. Although it can be noted that the highest rated attraction is the religious and pilgrimage sector which gives us a glimpse on the untapped tourism potential in this area. The result refutes the tourism profile of the province (Cavite Provincial Planning and Development Office, 2013) who does not highlight the churches and pilgrimage of the province. The other variables rated 'moderate' were due to the famous cultural and heritage sites (Emilio Aguinaldo Shrine), popular mountain climbing area (Mt. Pico de Loro), and the established sports and recreation industry (Carmona).

Table 11 Overall LTA

		WM	VI
1.	HRI	3.72	Moderate
2.	AI	3.48	Low
3.	TSI	3.27	Low
4.	LTI	2.77	Low
5.	WTI	2.18	Very Low
	Overall Total	*3.08*	*Low*

The findings on Table 11 is consistent with the data of the Department of Tourism & USAID (2014) and the Cavite Provincial Planning and Development Office (2013) which shows that most of the registered tourism-related establishments in the province belongs to the hotel and restaurant industry.

Impacts of tourism in the Province of Cavite

The tourism industry is generally viewed to contribute positively to the economy, particularly on the improvement on the local economy and the income. These findings reflect that of the study of De Asis, et al. (2012) whose assessment revealed that the tourism industry has high PEcI in Tagaytay. Among the variables with the highest rating were because of the direct effect to the lowest sector of the economy and the society.

Table 12 PEcI

		WM	VI
1.	improves local economy	3.01	strongly agree
2.	contributes to income and standard of living	3.00	strongly agree
3.	increases employment opportunities	2.95	agree
4.	creates new business opportunities	2.92	agree
5.5	improves transport infrastructure	2.91	agree
5.5	improves investment and development	2.91	agree
7.	improves public utilities infrastructure	2.87	agree
8.	increases opportunity for shopping	2.86	agree
9.	increases tax revenue	2.85	agree
10.	economic impact is widespread	2.84	agree
	Total	*2.91*	*Evident*

The findings on Table 13 reveals that the residents perceive an increased spending on basic commodities. This result also reflects the findings of De Asis, et al (2012) wherein the NEcI are perceived as high. Both the positive and negative impacts of tourism were rated moderately despite the few level of tourism activity. The findings implies a high multiplier effect of the tourism industry, and a lack of regulation to mitigate the NEcI.

Table 13 NEcI

	WM	VI
1. increases price of land and housing	2.83	agree
2. increases price of goods and services	2.74	agree
3. increases cost of living	2.70	agree
4. increases road maintenance and transport cost	2.68	agree
5. increases potential of imported labor	2.66	agree
6.5 increases competition for land	2.63	agree
6.5 jobs pay low wages	2.63	agree
8. creates seasonal employment	2.60	agree
9. profits are exported by non-Cavitenos	2.59	agree
10. creates high risk jobs	2.57	agree
Total	*2.66*	*Evident*

The findings suggests that tourism in the province are highly qualified for educational tours and heritage enrichment. The overall rating supports the findings of Elshiki & Kaboudi (2011) stating that tourism has a positive impact on the residents' quality of life.

Table 14 PSCI

	WM	VI
1. facilitates educational experience	3.02	strongly agree
2. improves quality of life	3.01	strongly agree
3. contributes to positive changes in values and customs	2.93	agree
4. promotes cultural exchange	2.89	agree
5. increases demand for historical and cultural exhibits	2.87	agree
6. preserves cultural identity of host population	2.85	agree
7. encourages greater tolerance for social differences	2.80	agree
8. satisfies psychological needs of people	2.79	agree
Total	*2.90*	*Evident*

Table 15 NSCI

	WM	VI
1. displaces residents for tourism development	2.51	agree
2. encourages excessive drinking and alcoholism	2.46	disagree
4. encourages excessive gambling	2.37	disagree
4. effects language and culture negatively	2.37	disagree
4. creates unwanted lifestyle changes among locals	2.37	disagree
6. exclude locals from natural resources	2.35	disagree
7.5 increases crime and drugs	2.32	disagree
7.5 increases smuggling	2.32	disagree
9.5 increases prostitution	2.31	disagree
9.5 changes values and customs negatively	2.31	disagree
Total	*2.34*	*Slightly Evident*

Table 15 shows that tourism is seen as a 'clean' and wholesome industry. This further implies that tourism in the province has been developed as a family-friendly destination. This is due to the various laws among cities and municipalities that prohibits unwholesome activities. The findings mirrors the results of Monterrubio, Gullette, Ontiveros, Fernandez, & Luque's (2012) findings which stated that tourism does not contribute to crime, prostitution or drug.

Table 16   PEnI

		WM	VI
1.	improves cleanliness	3.08	Strongly agree
2.	preserves historical sites	3.07	Strongly agree
3.	improves areas' appearance	3.06	Strongly agree
4.	protects the natural environment	3.02	Strongly agree
	Total	*3.06*	*Evident*

The findings in Table 16 shows that, despite the problems on solid waste disposal, the major attractions are kept clean and presentable. The findings further implies that the environmental management among the sites and destinations in Cavite are good. Mensah (2012) has stated that tourism has contributed to the positive image of a destination, in which case is applicable to most of the key attractions in the province.

Table 16   NEnI

		WM	VI
1.	increases air pollution	2.62	agree
2.	decreases open space	2.61	agree
3.5	increases solid waste pollution	2.59	agree
3.5	increases noise pollution	2.59	agree
5.	increases water pollution	2.55	agree
6.	natural landscape is lost to tourism development	2.49	disagree
7.	contributes to water shortage	2.46	disagree
8.	destroys flora and fauna	2.44	disagree
9.	degrades landscape and historic sites	2.43	disagree
10.	disrupts wildlife	2.41	disagree
	Total	*2.52*	*Evident*

The findings revealed that most of the environmental problems are pollution-related. The findings indicate that pollution and congestion are the first aspect to be affected in a tourism activity. The findings supports the argument that tourism contributes to traffic, noise, and littering (Monterrubio, Gullette, Ontiveros, Fernandez, & Luque, 2012).

Table 17   Overall IOT

		WM	VI
1.	PEnI	3.06	Evident
2.	PEcI	2.91	Evident
3.	PSCI	2.75	Evident
4.	NEcI	2.66	Evident
5.	NEnI	2.52	Evident
6.	NSCI	2.33	Slightly Evident

The findings on Table 18 confirms the findings of Vareiro, Remoaldo & Ribeiro (2012) wherein residents perceive lower negative impact of tourism development, especially if the destination is in its not yet fully developed. Moreover, the finding implies that the current tourism practices are more beneficial than detrimental to the economy, society, and the environment.

Effect of QTR and LTA to the IOT

The quality of CAR and HR, and the LTA of the HRI are the best predictors for the positive economic impacts. The quality of the CAR are often the benchmark for a healthy economy. The quality of HRis directly linked to the employment and income which are also benchmark for economic development. Meanwhile, the HRI, being the most in number among all the tourism-related establishments, contributes a lot to salary, tax, employment, and development.

Table 18   Regression analysis of the PEcI

predictors	unstandardized coefficients		standardized coefficients		
	b	std. error	beta	t	sig
(Constant)	.977	.079		12.366	.000
CAR	.294	.029	.381	9.967	.000
HR	.209	.029	.282	7.111	.000
HRI	.081	.017	.151	4.817	.000

The quality of HR and CAR, and the level of activity of the HRI have significant effect to the NEcI. The findings implies that the increase in prices of land, basic commodities, and cost of living is attributed to the development of CAR and the increase of the number of hotels and restaurants. Moreover, the tourism industry requires many types of skill sets that usually prompts the industry to import labor. In this case, the need to import labor contributes to the leakage.

Table 19 Regression analysis of the NEcI

predictors	unstandardized coefficients		standardized coefficients		
	b	std. error	beta	t	sig
(Constant)	1.413	.110		12.906	.000
Human Resources	.189	.041	.234	4.632	.000
Hotel and Restaurant Industry	.094	.023	.161	4.038	.000
Capital Resources	.089	.041	.106	2.189	.000

The regression model in Table 20 shows that the HR, capital resources, CAR, and the level of activity of the HRI are predictors to PSCI. The results implies good socio-cultural practices among the given predictors. The HR and CAR are benchmark for healthy society and culture respectively. Also, the recent development in the CAR of the province are geared towards improving the quality of life of the residents. Furthermore, the HRI facilitates host population and tourist interaction.

Table 20 Regression analysis of the PSCI

predictors	unstandardized coefficients		standardized coefficients		
	b	std. error	beta	t	sig
(Constant)	1.175	.092		12.705	.000
HR	.181	.038	.240	4.731	.000
CAR	.218	.034	.277	6.386	.000
CUR	.081	.034	.110	2.366	.018
HRI	.039	.020	.072	1.964	.050

The LTA on LTI, and the quality of HR and NR contributes to the NSCI, as shown in Table 21. However, the quality of AI offsets the perception of the negative impacts, because the highest rated attractions those that are cultural in nature. The negative effect of the LTI may be attributed to its contribution to traffic, especially on areas with many tourists. The negative effects of the quality of HR may be due to the many employees of tourism establishments that has to travel long distance, which prompts many to rent a boarding house. The effect of the NR implies that locals are excluded or even displaced from areas with high quality of NR. This is true especially in Tagaytay, whose prime locations are mostly privately owned.

Table 21 Regression analysis of the NSCI

predictors	unstandardized coefficients		standardized coefficients		
	b	std. error	beta	t	sig
(Constant)	1.541	.104		14.751	.000
LTI	.155	.033	.241	4.656	.000
HR	.123	.037	.151	3.319	.001
NR	.110	.034	.153	3.195	.001
AI	-.084	.036	-.139	-2.353	.019

The findings on Table 22 shows that the quality of CAR and the LTA of the HRI contributes to the PEnI. This can be attributed to the orderliness and cleanliness of the surroundings among the HRI. Furthermore, the findings suggests that the employees are well-informed and trained in making the area clean and physically appealing.

Table 22 *Regression analysis of the PEnI*

predictors	unstandardized coefficients		standardized coefficients		
	b	std. error	beta	t	sig
(Constant)	1.202	.102		11.764	.000
CAR	.363	.038	.413	9.529	.000
HR	.147	.038	.174	3.867	.000
HRI	.049	.022	.081	2.271	.023

Table 23 suggests that the NEnI are caused by the quality of the CUR and NR, and the LTA of the LTI and HRI. The higher the quality of the NR, the higher the perceived negative effect on the environment, which means that the locals perceive more pollution on areas with high value NR. Meanwhile, the AI has an inverse effect on the perceived NEnI which suggests that the attractions in the province have effective programs in managing pollution.

Table 23 *Regression analysis of the NEnI*

predictors	unstandardized coefficients		standardized coefficients		
	b	std. error	beta	t	sig
(Constant)	1.708	.121		14.089	.000
CUR	.153	.044	.175	3.516	.000
LTI	.099	.040	.138	2.470	.014
AI	-.142	.043	-.212	-3.324	.001
NR	.110	.039	.138	2.807	.005
HRI	.070	.033	.108	2.105	.036

Table 24 shows that tourism has more positive impacts than negative impacts. The findings mirrors the study of Vareiro, Remoaldo & Ribeiro (2012) which revealed that residents perceive lower negative impacts of tourism development. This also suggests the need to improve existing tourism-related policies and programs to help enhance the positive impacts, while mitigating the negative ones.

Table 24 *Model summary of the dependent variables*

dependent variables	r	r square	adjusted r square	std. error of the estimate
1. PEcI	.492	.492	.490	.5017
2. PSCI	.602	.362	.359	.573914
3. PEnI	.592	.351	.348	.648
4. NEcI	.424	.179	.176	.695
5. NSCI	.351	.123	.118	.723
6. NEni	.301	.091	.084	.8208

Table 25 shows that the HR has the widest scope and the highest cumulative impact (B = .849). However, the CAR contributes the most to the total positive impact (B = .581), while the quality of HR contributes the most to the negative impacts (B = .312). Only the AI has an inverse effect to the tourism impacts. It can also be noted that the HRI, although with only moderate impact, has a wide scope. These data can be used by the provincial and local government offices to help them focus their development based on which area of sustainability they want to focus.

Table 25 Model summary of the independent variables

				beta					
Independent Variable	peci	psci	peni	pi total	neci	nsci	neni	ni total	Overall Impact
HR	.209	.181	.147	.537	.189	.123		.312	.849
CAR	- - -	.218	.363	.581	.089	- - -	- - -	.089	.670
CUR	.294	.081	- - -	.375	- - -	- - -	.153	.153	.528
HRI	.081	.039	.049	.169	.094	- - -	.07	.164	.333
LTI	- - -	- - -	- - -	- - -	- - -	.155	.099	.254	.254
AI	- - -	- - -	- - -	- - -	- - -	-.084	-.142	-.226	-.226
NR	- - -	- - -	- - -	- - -	- - -	.110	.110	.220	.220

CONCLUSIONS AND RECOMMENDATIONS

The development needs of the tourism industry of the province of Cavite are few, but significant. Furthermore, the tourism industry of the province has yet to achieve its full potential, as evidenced by the average tourism activity and moderate tourism impacts. Presently, the tourism industry cannot compete against more established tourist destination when considering the overall quality of tourism resources. However, the province can boast of its good historical sites. The overall practices of the tourism industry is presumed to be above average, as evidenced by a higher positive impact compared to the negative impact, although these practices still be significantly improved. The tourism industry also has a significant contribution to the positive and negative economic, socio-cultural, and environmental impacts.

This researchers created sustainable tourism development plan for the province of Cavite, and highly recommends its use and implementation. The proponents also recommends creating a sustainable tourism development plan for each city and municipality. The data gathered can be isolated, recomputed and be made specific for each city and municipality. Further recommendations include a study on budget, and a marketing plan that may be applied together with the proposed tourism development plan.

ACKNOWLEDGMENT

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