

A preliminary study on productivity investments in tourism security of a multi-islands province: Community perspectives for holiday destination holistic strategy for Community-Based Tourism model of Romblon, the Philippines

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ABSTRACT

Community-based tourism is seen for having a huge impact on rural communities in the Philippines and many countries. It is generally known for its pro-poor implications that deliver socio-cultural, ecological, and economic benefits to steer a community if directed with strong policies. CBT has a great potential of elevating the said aspects of a locality for community development. Hence, the researcher attempted to comprehensively determine the perceptions of key actors in CBT with quantitative approaches to shed light on its costs and benefits in the communities of Romblon province in the Philippines. Through quota sampling, a total of 400 residents were surveyed to determine their positive and negative perceptions towards CBT.

Keywords:

*Community-Based Tourism
Community Development
Sustainable Tourism*

1. INTRODUCTION

Rural areas have been the primary settlement of about half of the Philippine population (International Fund for Agricultural Development, 2004). They are the indigents or the poor from the rural areas specifically the landless farmers, fisher folks, people in upland areas, and indigenous people (IP) for whom depends on agricultural activities for living. Nevertheless, the unique setting, outstanding features and the natural resources of these rural communities theoretically have a potential and can be harnessed for tourism purposes which could generate jobs and alternative livelihood (Gabito, 2012; Aya-Ay et al., 2020).

Community-Based Tourism (CBT), in the turn of the century, is still being encouraged as a strategy for development in several nations especially the non-Western countries (Goodwin, 2009), the strategy has been common specifically in the rural areas where conventional or traditional agricultural activities are declining (APEC Tourism Working Group, 2010). Community-based tourism (CBT) is “a type of sustainable tourism that promotes pro-poor strategies in a community setting.” CBT’s primary principle is the involvement of the local populace and promote the regulation of small tourism ventures as means of lessening poverty and delivering another or alternate revenue source for the locality. Accordingly, CBT projects also promotes and encourages regard and respect to community’s tradition, culture, and heritage with high regard to natural resources and the environment. Another definition of CBT mentions about the amount of control and the extent of benefits that go to local communities: “CBT has a high degree of control and a significant proportion of the benefits must be in the hands of members of local communities” (Gabito, 2012).

Mayaka et al. (2012) states that debates on CBT has become prominent among scholars, involving diverse grasps or understanding of what CBT necessitates and analytical evaluations to what degree to which it is oriented towards the community (Weaver, 2010). Nussbaum (2011) revealed that these assessments, rather than being a western-imposed view, could be a result of choices from the locality.

Notwithstanding such arguments, communities in countries like the Philippines and other ASEAN countries have been seen to follow and follow tourism-led opportunities for development. Undeniably, it has been proposed that tourism-led opportunities are most common to economically inadequate locales as a primary debate among scholars (Goodwin, 2009).

This study is aimed to investigate the potentiality and current status of Romblon province as a destination for community-based tourism and examine its influence on the environmental, economic, socio-cultural, politico-administrative, and citizen participatory factors that lead to community development. This study also aimed to answer the following research questions:

- a). What are the positive and negative outcomes of community-based tourism in terms of the following variables:
- Economic
 - Socio-cultural
 - Environmental
 - Politico-administrative affairs and climate
 - Citizen participation
- b). What programs could be proposed for holistic community-based tourism for the Province of Romblon?

The results of the study are significant for community-based tourism development in the Philippines, promoting interest for Tourism students and academic institutions to further explore CBT's potential. For Romblon province, this study would serve as a guide in implementing strong policies concerning sustainable tourism development as it imposes CBT initiatives and programs in Romblon that consider all tourism stakeholders including partnerships and coordination among the local government unit (LGU), tourism operators, non-government organizations (NGO), private sector, and the local community. It can assist the LGU in fostering greater community engagement that particularly emphasizes the protection of the rights of the locals and the environment. Thus, CBT can enhance the overall well-being of the local communities in Romblon province.

The scope of the study emphasized the three indicators: (a) sustainable tourism development, which was divided into economic, socio-cultural, and environmental aspects, (b) politico-administrative affairs and climate, and (c) citizen participation. These indicators are sufficient to prove the reality of CBT in Romblon. The participants were limited to 400 respondents from Romblon which were gathered by disseminating the Google Forms via online platforms (i.e., Facebook, Messenger) to examine their perspective on CBT in the province.

2. LITERATURE REVIEW

Theoretical Framework

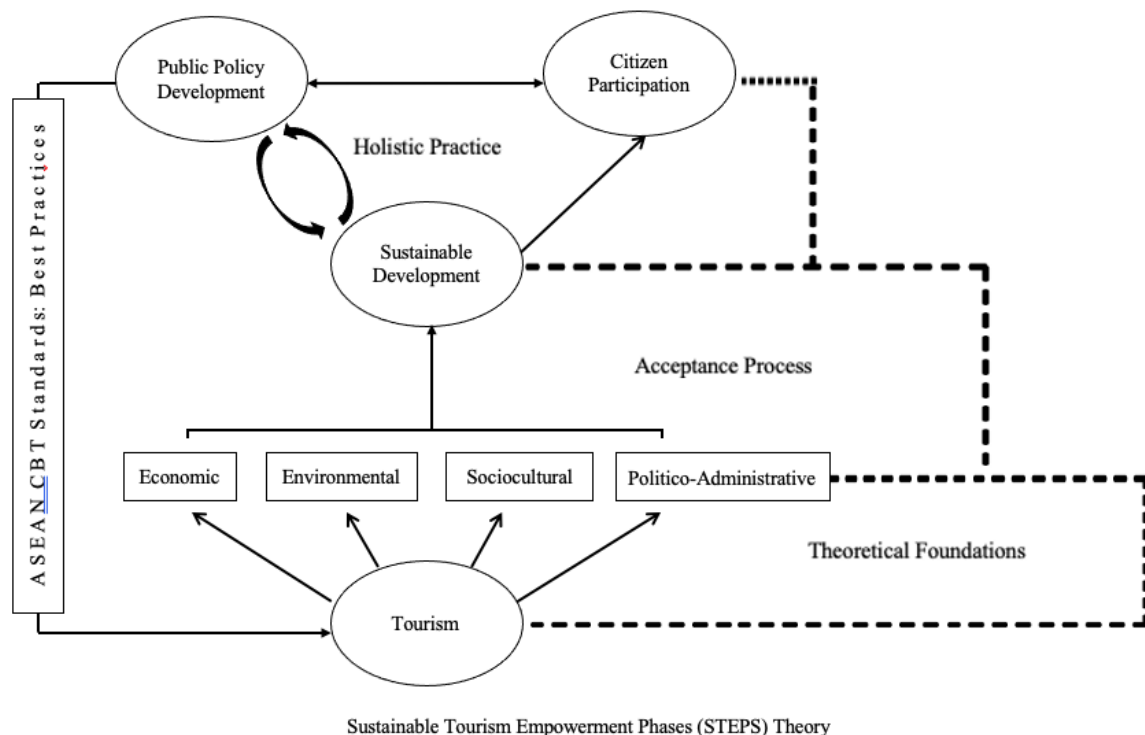


Figure 1. Theoretical Diagram

The Sustainable Development Theory is the core basis of the framework of this study. It revolves around the key areas of development particularly the environment, culture, and the economy. The theory is commonly used as a mapping tool for tourism planning and development and has always been included as a fundamental element in achieving governmental and organizational plans (Shi et al., 2019). In this study, the theoretical framework categorizes its key areas as people, profit, planet, and politico-administrative affairs which are the imperative principles of CBT to be assessed individually and considered as the determining factors of sustainable development.

The base or the first step of the model depicts the “Theoretical Foundations” (theoretical concepts) in the literature which explains the phenomenon of CBT and its relationship with the extended theory sustainability (economic, environmental, sociocultural, and politico-administrative). The first step of the model is the introduction or “testing the water” stage which introduces the venture from external or internal agent. The second step depicts

the “Acceptance Process” after “experiencing” the costs and benefits of a project in a community. Thus, this stage is the moment of verdict for any particular project for the community. The parameters of sustainability will be tested to determine the extent of the positive and negative impacts brought by tourism in a locality. The third step depicts the “Holistic Practice” stage which explains the full ideal form of the process. In this stage, the government, non-government actors, and the “empowered” local community works together for the common good by being involved in the process of planning, organizing, staffing, directing, and ultimately, controlling. Public policies are aligned with the principles of extended theory of sustainability based on first hand experiences from the grassroots or from the people on the ground and ultimately the application of the institutional development, depicted as a column on the left side, which acts as another structural foundation and explains the perspective of having generally accepted standard of communities to be imitated as a guiding map or compass.

Exploring Potentials & Possibilities: The ASEAN Community-Based Tourism Standard

In the last three decades, sustainability has penetrated into people’s consciousness, government policies and development strategies. As part of this trend, community-based tourism (CBT) is one of the widely sought after alternative and sustainable tourism solutions that was adopted especially of developing countries. Its success is visible around the world (Novelli, 2016), and in ASEAN region, CBT has been promoted as one of the best option and supportive ways to enhance community development efforts and income generating mechanism for marginalized communities despite the criticisms relating to local power inequalities and power struggle, participation and lack of local capacity (Dolezal, 2015). A developing number of international development agencies (IDAs) and NGOs clearly engage with CBT with the specific mandate to aid communities in understanding and applying the concept, benefits and opportunities, as well as dealing with its implementation challenges.

With the unprecedented development of CBT in the region, the Association of Southeast Asian Nations' (ASEAN) tourism departments made a collaboration to further promote inclusive development of common regional community-based tourism standards (CBTS) on communities, with the main objective to promote a more sustainable approach in the planning, implementation, and development of CBT as expressed in their set of specific parameters and guidelines for the communities. According to ASEAN CBTS: "Internationally, the tourism economic sector is dominated by small businesses that provide goods and services to a visiting tourist clientele. Community based tourism (CBT) is a form of tourism that seeks to empower communities to manage tourism growth and achieve community aspirations relating to their well-being, and includes economic, social and environmental sustainable development. Therefore, CBT not only involves a partnership between tourism businesses and the community to deliver benefits to both, but also involves community (and external) support for small tourism enterprises, which in turn commit to providing support for community projects that improve collective well-being".

ASEAN CBTS further stressed that: "CBT empowers local communities to determine and secure their socio-economic futures through fee-for-service activities that usually: present and celebrate local traditions and lifestyle; conserve natural and cultural resources; and foster equitable and mutually beneficial host-guest interaction. CBT usually caters for niche markets such as adventure tourism, cultural tourism, eco-tourism and agritourism, but draws on local products and services to spread the economic benefit from engaging in tourism" (ASEAN CBTS, 2014).

Panacea? Community-Based Tourism and Poverty Alleviation

In the study of Aya-Ay et al (2020), Jugmohan (2015) raised questions as to whether tourism can really reduce poverty or not. Simultaneously, the disappointment with the current improvement in the tourism industry, which in turn stemmed in the advance of the term Pro-Poor Tourism in the late 1990s as a subject of attention of tourism planning (Martokusumo,

2015). In line with this concept, Briones et al. (2017) discussed that CBT is considered as a tool which lead to the progress of sustainable tourism wherein the locality will be able to enhance livelihood while referring to the social well-being and environmental preservation in the community. In the study of Briones et al. (2017), the industry is continuously being successful in enhancing the economy of the country which results to improved quality of lives of many Filipinos. Briones et al. (2017) also pointed out that considering the poverty present in the Philippines, the capacity of the development of sustainable tourism in CBT must be standardized especially its ability as a way for poverty alleviation and creating livelihood. In the context of governance, although this will be further be discussed in the succeeding parts of this chapter, Aya-Ay et. al (2020) concluded that the tourism initiatives of the Local Government Unit lead to pro-poor tourism, which could signify that the resources were fairly distributed and shared among the members of the community.

In the study of Anuar (2017), Asia-Pacific Economic Cooperation mentions that CBT supports the local people and its community to generate income, diversify local economies, preserve the culture, safeguard the environment, and provide educational opportunities. Despite the fact that the tourism industry has been emerging and developing worldwide through time, it does not contribute in alleviating the poverty and provide beneficiaries for the local community but instead it deteriorates the resources present in the area which causes the social and cultural aspects to change. Another problem is lack of methodologies to appraise the pre-conditions for CBT, poor planning, gaps existing between the planning and practical implementation stage, other than guidelines (Jugmohan, 2015).

Dirty Your Hands: Community Participation Dynamics

In general, community-based tourism involves the local community managing and offering their destination and products to tourists. This raises the importance of these projects in the diversification of the local economy by generating income, preserving the environment and culture, and creating educational opportunities (Nair & Hamzah, 2015). Ever since, the

idea of community participation emerged especially in developing countries, host communities also were deeply involved in the planning process, and good number of literature shows the success stories of CBT in community development (Nair & Hamzah, 2015; Peric & Djurkin, 2014; Sloan et al., 2014).

On the other hand, conventional mass tourism involves tourist visits which are frequently advertised and organized through private travel companies and government protected areas. When it comes to the bulk of the profit, it goes directly to private companies and government projects. Compared with conventional mass tourism, clearly, the overall management of CBT and its profits is done and gained by the community itself. The Asia-Pacific Economic Cooperation Forum highlights the importance of CBT as viable business opportunity on small and medium sized enterprises and the opportunity to create partnerships among the stakeholders from the government, private sectors and ultimately the local communities (APEC, 2014).

Furthermore, there are various studies converged on the significance of participation in the characterization of CBT initiative (Durkin & Peric, 2017). Dodds et al. (2016) highlights the elements of a successful CBT project and stated that participation entails the members of the community to willingly embrace duties and responsibilities in order to address opportunities and issues that could affect the community through empowerment and capacity building through participatory planning. Thus, as Durkin & Peric (2017) points out that while the participatory role of community is not disputed, the presented participation models from the literature differ from different studies. In the CBT approach, community participation is a critical element.

While participation is almost universally presented as a key conceptual dimension of CBT, in application it still varies significantly across cases. What has emerged, therefore, is that community participation is a building block of CBT, though its application is vague. Relative to this, the actual participation level in a study site is assessed through a community integration planning model. Okazaki (2008) argued that the different stages in tourism development necessitate different participation levels grounded on Arnstein's (1969) "ladder

of citizen participation". There are different levels of community participation, which is considered to be a process. Evidently, the understanding application of investment inside CBT is disintegrated and warrants critique. It is plausible that further alignment may be needed with the participation dimension being a critical involvement as CBT application evolves over time (Okazaki, 2008; Durkin & Peric, 2017).

While most of the existing CBT models are based on attitudes of the residents and relies on the support of the latter as explained by the Social Exchange Theory in Tourism studies (Laitkova & Vogt, 2012; Nunkoo, 2015; Nunkoo & Ramkisson, 2011; Sinclair-Maragh et al., 2015), none of those studies have focused on the organizational aspect through decision-making and involvement on implementation of activities as postulated by the Participatory Development Theory in the field of public administration.

Collaborative Governance: Public, Private, and Civic Spheres in Tourism

In public administration, collaborative governance is the central part of "governance" and created through the debates among scholars on the acceptance or non-acceptance of the traditional government-focused in solving societal problems (Keyim, 2017). Many scholars agree that governance is about the act of governing through control, providing rules and operating set of institutions (Hall, 2011; Howlett & Ramesh, 2014). However, in the contemporary time, the term "cooperation" has been the catchphrase for both politicians and scholars. According to Keyim (2017) efficiency on socioeconomic functions may be arranged through the cooperation between governmental and nongovernmental actors.

Through the participation of different stakeholders in a community, cooperation and mutual trust and confidence created positive change and outcomes (Emerson et al., 2012) including improvements on decision making, confliction resolution, and even involvement of the tourism industry in policy making. Hence, the pursuit of effectiveness is one of the main goal of public-private collaboration to help the government in their functions (Zapata & Hall, 2012). Emerson et al., (2012) defined collaborative governance as "the processes and

structures of public policy decision making and management that engage people constructively across the boundaries of public agencies, levels of government, and/or the public, private and civic spheres in order to carry out a public purpose that could not otherwise be accomplished". Thus, Keyim (2017) argues that collaboration must be implemented without hierarchy and is composed of actors from within and beyond government.

Tourism is recognized as having the potential for community development. It contributes for local economy by providing alternative income and employment, improvement of local amenities, and the conservation of environmental and cultural assets of a community (Fredricsson & Smas 2013). Studies suggest that fairness in collaboration is an important factor in partnerships, Keyim and Adamiak (2014) and Keyim (2016) state that fair and effective collaborative tourism activities are necessary to achieve positive outcomes and socioeconomic development in rural areas. Many scholars (Bramwell & Lane 2011; Bramwell 2011) believe that the socio-economic contributions of tourism in rural communities can be realized through the practice of sustainable tourism which balances the three (3) parameters of sustainable development namely economic, environmental, and sociocultural aspects. Therefore, destinations are required to have an effective framework for collaborative governance (Bramwell, 2011).

Political Will: Governance vis-a-vis Sustainable Tourism Development

Since the paradigm of sustainable development occurred in the late twentieth century, the government then assumed the obligation for effectuating the concept of sustainable development within destinations. Whilst several researchers publicly support collective responsibility and collaboration between diverse destination stakeholders, Saarinen (2013) contended that involvement and regulatory mechanisms of the public sector are necessary in the sustainable tourism development management sectors effectiveness. However, Keyim (2015) pointed out that sustainable development in rural communities depends on the fairness and effectiveness of collaborative governance which is also dependent on political context and settings of rural areas.

According to Czernek (2013) consideration of collaborative governance may be modulated by the endogenous (e.g., local, regional factors) and exogenous (e.g., regional, national, and supranational) factors of rural areas. Broad and equitable collaboration, a legitimate and skilled convener, and adequate resources are the main considerations of fairness and effective tourism collaborative governance.

Indeed, the involvement and direction of government in aiming to achieve the goals of sustainable development are supported and necessary to realize desired outcomes. The motives for these support and encouragement include the public sector representation of the wider populace interest; they are supposedly unbiased exclusive of commercial or any vested interests; they have the legislative power to execute change; and they do not appear forced or overly controlled by transient financial objectives. Conversely, the imposition of top to bottom planning and decision-making by the governing body of a nation has been criticized. There has been a lack of will in the implementation of planning and policy, together with incremental and transient policymaking which seek overall direction and coordination as well as undue power and influence extending directly upward from the administration procedure (Bramwell & Lane, 2011).

Though different researches continue to flourish focusing on the functions of, and partnership amongst several shareholders in sustainable tourism development (Matarrita-Cascante et al., 2010), these studies are inclined to only unintentionally acknowledge the role of the LGUs. Inquiries would suggest that there is a lack of attention provided to intentionally examine the responsibilities of LGU when dealing with sustainable development (Beaumont & Dredge, 2010). Consequently, this study will make use of consultations among LGU officials and other important stakeholders to scrutinize the role of public administration in either encouraging or hindering sustainable tourism development goals in the grass root context.

The concept of sustainable tourism development, although obscure and disagreement, disputation is still present, there is still a comparatively prevalent accord where principles of sustainable development ought to be the basis of destination-level supervision and planning for tourism. Westley & Pforr (2010) contends that the need for economic and political

transformation is evidently important in order to stabilize economic, environmental, and sociocultural characteristics with the goal of advancing into extra-suitable forms of tourism development.

Moreover, strategic orientation as well as participation of multiple stakeholders in the decision-making and planning processes are being required (Durkin & Peric, 2017). Similarly, according to UNWTO the concomitance of several destination is one of the features of destinations. This includes several stakeholders: governmental hierarchy from the transnational or international sphere, the national down to regional and local tourism associations; entrepreneurs, tourism services operators; allied experts and services, and the smaller communities such as rural folks and indigenous people (Ruhanen, 2013).

Optimistically, there has been a concentration of attention throughout sustainable tourism literature on the partnership among destination participants and stakeholders (Bramwell & Lane, 2011). Also, the government is extensively recognized as an essential and influential stakeholder (Ruhanen, 2013), specifically the LGU in a certain destination (Bramwell & Lane, 2010). This is mainly true since, legislatively, LGUs are instructed to guarantee for land-use planning and to control degrees of progress or in the onset, applications for development from private businesses (Ruhanen, 2013). It is indeed a daunting task or worse impossible to envision the creation and execution of any method to sustainable tourism development if there is a lack of resilient local planning and development control from authorities. Furthermore, Yanes et al. (2019) stressed that tourism-destination policy as part of the process is regarded to be under the responsibility of public-sector stakeholders. Scholars argue that the intervention and regulation of the public sector is a requirement for effective management systems for tourism development.

Indeed, the responsibility of government is vital in both spearheading and impeding sustainable development agenda in tourism (Bramwell & Lane, 2011). Sustainable tourism development relies on “the competence and authority vested in local government liable for specific tourism destinations”. Under neoliberal agendas, this is the new role and duty of the government because it assumes or overtakes the customary functions in maintaining and

developing other public service delivery measures (Beaumont & Dredge, 2010). Additionally, it is tourism planning's adaptation of sustainable principles and approach which appears as a focal core value for planning and public policy since it requires a reevaluation of existing realities, practices, and priorities of LGUs in order to have an increasingly sustainable tourism development practices and forms (Wesley & Pforr, 2010).

Moreover, further criticism has been thrown to governments due to their restricted acceptance of the principles in planning practice. Aforementioned, sustainable development-based planning must be guided from proper orientation and various stakeholder participation in the onset of the planning stage (Keyim, 2016). However, governments are criticized due to being inadequate on strategic view and for bad and meaningless policies that are often temporary and short-term. In addition, various studies claimed that there is a neglect of embracing participative planning processes due to the governments' imposition of top-down planning. It has also been found that tourism development planning objectives have stayed focused, sadly, on business motives, and the involvement of the community has been minimal even though participation of the public has happened (Ruhanen, 2013).

3. METHODOLOGY

Subjects

Through quota sampling technique, it was proven to sample a subgroup that is of great interest in the study to have an accurate representation on produced results which outweigh any biases in the study. A total of 400 respondents, consisting of 152 males and 248 females, of legal age ranging from 18 to 73 years old from the different municipalities of Romblon province. All data were collected to produce broadly based participation profiles while maintaining confidentiality.

Instruments

Using quantitative research design, the proponents utilized a survey questionnaire as

it was the most feasible way to collect data. The survey questionnaire was adapted from the dissertation study of the author entitled “Productivity Investments in Tourism Security of a Multi-Islands Province: Analytics Approach for Holiday Destination Holistic Strategy for Community-Based Tourism Model of Romblon, the Philippines” and was validated by a panel of experts. This served as the research instrument which covered the demographic profile that focuses on age, gender, and place of residence. It was divided into these sections: economic aspect, socio-cultural aspect and environmental aspect, politico-administrative affairs and climate, and citizen participation. These were measured through 4-point Likert scale based-questions where 4 – Strongly Agree, 3 – Agree, 2 – Disagree, and 1 – Strongly Disagree represent the level of agreement or disagreement of the respondents to the statements provided. The statements in each indicator and its parameters define and represent CBT.

Data Collection Procedure

Cronbach’s Alpha was utilized to assess the instrument’s reliability and consistency. The results depicted that the questionnaire passed the threshold of 0.70 or 70% which means all the questions were acceptable. A letter of approval was addressed to the Governor’s Office of Romblon and Romblon Tourism Office. The letter served as a way of both informing and asking for their consent to conduct the survey. After receiving approval, the researcher initiated the distribution of questionnaires through Google Forms, a survey administration software. The form was distributed to students and faculty members of Romblon State University, personal acquaintances, Facebook groups, and organizations coming from different towns in Romblon to reach a wider number of respondents. A total of 400 male and female respondents aging from adults to senior citizens answered the survey. It was determined by quota sampling method, as age and place of residence were qualifications to answer the survey. The qualifications required by the researcher from every individual that would answer the questionnaire were enough to identify and achieve the objectives of the study.

Data Analysis

The data were calculated to obtain the mean and standard deviation used to quantify the variables and identify the perceived impact of CBT in Romblon province. The results were presented in tables with descriptive explanations. Then it was analyzed for interpretations in the discussion according to the research objectives of the study.

Ethical Consideration

Ethical considerations were observed throughout the conduct of the study. The researcher adopted the questionnaire entitled “Productivity Investments in Tourism Security of a Multi-Islands Province: Analytics Approach for Holiday Destination Holistic Strategy for Community-Based Tourism Model of Romblon, the Philippines” by the author and modified it to specifically fit the objectives of the study. Furthermore, the researcher ensure the confidentiality of the information given by the respondents. The researcher initially asked permission and consent from the Provincial Government of Romblon before conducting the survey. The data gathered from the collection is strictly protected and shall only be used for academic purposes.

4. RESULTS AND DISCUSSION

Data analysis is the most crucial element in this study to assess the potentiality and current status of Romblon province as a CBT destination. The results provide an answer to whether CBT influences sustainable tourism development, politico-administrative affairs and climate, and citizen participation. Through a quantitative research approach, the researcher has collected 400 responses from Romblomanons aged 18-73 years old. They were selected through quota sampling and given a questionnaire generated through Google Forms which took place from October 14 to 19, 2021.

Perceived Outcomes of Community-Based Tourism in Romblon, Philippines:

Economic Aspect

Table 1. Economic Aspect of Sustainable Tourism Development Results

Economic Aspect	Mean	SD	Interpretation
1. Brings small enterprises and other businesses in the barangay.	3.29	0.84	Strongly Agree
2. Generate jobs for the people in the community.	3.40	0.68	Strongly Agree
3. Provide construction jobs for daily workers	3.36	0.70	Strongly Agree
4. Provides better profit on tourism-related jobs	2.80	0.73	Agree
5. Increase in family income.	3.15	0.68	Agree
6. Transition of jobs from agriculture to tourism-related	2.84	0.82	Agree
7. Increase in the number of local products in the barangay	3.22	0.77	Agree
8. Affects movement of traffic in the area	2.46	0.83	Disagree
9. Increase in cost of living.	2.70	0.86	Agree
10. Introduce new types of alternative livelihood	3.37	0.66	Strongly Agree
11. Increase in the variety of handicrafts and souvenirs sold	3.54	0.62	Strongly Agree
12. Increase in the number of accommodations	3.36	0.69	Strongly Agree
13. Increase in the number of restaurants	3.44	0.65	Strongly Agree
14. Influences on the price of house rentals.	3.13	0.77	Agree
15. Increase in the value of real estate properties	3.12	0.79	Agree
16. Increase in the number of recreational facilities	3.43	0.70	Strongly Agree
17. Prices of locally produced products and services are affected	3.16	0.74	Agree
18. Influences the development of road conditions	3.17	0.78	Agree
19. Paves way for a safer and more efficient water supply.	2.95	0.79	Agree
20. Changes the price of goods sold in local shops.	2.88	0.83	Agree
21. Improve telecommunication infrastructures.	3.21	0.74	Agree
	3.14	0.71	Agree

Legend: Strongly Disagree (1.0– 1.74), Disagree (1.75 – 2.49), Agree (2.50 – 3.24), Strongly Agree (3.25 – 4.00)

Table 1 shows that residents strongly agree that tourism increases in the variety of handicrafts and souvenirs sold within the barangay with the strongest mean of 3.54 (SD = 0.62). With the weakest mean of 2.46 (SD = 0.83), Romblomanons disagree that tourism activity in their province does not slow down or worsen the flow of traffic. Meaning, it does not entirely affect the economic aspect of Romblon. The overall mean of 3.14 (SD = 0.71) shows that CBT positively influences Romblon in the economic aspect.

Socio-cultural

Table 2. Socio-cultural Aspect of Sustainable Tourism Development Results

Socio-cultural Aspect	Mean	SD	Interpretation
1. Provides job opportunities for women.	3.36	0.65	Strongly Agree
2. Provides part-time jobs for youths during their free time.	3.41	0.65	Strongly Agree
3. Promotes Romblomanon pride for their culture.	3.68	0.53	Strongly Agree
4. Generates cultural preservation and protection.	3.48	0.63	Strongly Agree
5. Increase in crime rates.	2.23	0.91	Disagree
6. Eradicates local customs and culture.	2.16	0.88	Disagree
7. Makes people want to stay in the community.	3.15	0.73	Agree
8. Drives the slow rate of urbanization.	2.82	0.82	Agree
9. Advances in better health services for all stakeholders.	2.97	0.75	Agree
	3.03	0.73	Agree

Legend: Strongly disagree (1.0– 1.74), Disagree (1.75 – 2.49), Agree (2.50 – 3.24), Strongly Agree (3.25 – 4.00)

Table 2 reveals that tourism brings a sense of local pride for the culture of Romblon province as reflected by the item indicator with the strongest mean of 3.68 (SD = 0.53). The weakest mean of 2.16 (SD = 0.88), which is interpreted as respondents disagreeing, shows that tourism does not affect the local custom and culture of the province. The overall mean of 3.03 (SD = 0.73) reflects that CBT positively enhances residents sense of pride and promotes cultural preservation.

Environmental

Table 3. Environmental Aspect of Sustainable Tourism Development Results

Environmental Aspect	Mean	SD	Interpretation
1. Awareness on environmental importance	3.46	0.64	Strongly Agree
2. Increase in air pollution	2.76	0.88	Agree
3. Protection and preservation of natural environment	3.17	0.71	Agree
4. Increases in noise in the area	2.82	0.88	Agree
5. Increase in land pollution	2.86	0.89	Agree
6. Cause of natural habitat disruption	2.52	0.90	Agree
	2.93	0.82	Agree

Legend: Strongly Disagree (1.0– 1.74), Disagree (1.75 – 2.49), Agree (2.50 – 3.24), Strongly Agree (3.25 – 4.00)

Table 3 shows that the local community members strongly agree that tourism brings awareness of the importance of the natural environment with the highest mean of 3.46 (SD = 0.64). However, results still agree that tourism disrupts the natural habitat with a mean of 2.52 (SD = 0.90). Thus, results clearly show that CBT has positive and negative outcomes on Romblon's environment with an overall mean of 2.93 (SD = 0.82).

Politico-administrative Affairs and Climate

Table 4. Politico-administrative Affairs and Climate Results

Politico-Administrative	Mean	SD	Interpretation
1. Promotes political and civics community participation	3.20	0.69	Agree
2. Tourism activities managed by the locals.	3.27	0.68	Strongly Agree
3. Solves community problems through community legislative participation	3.21	0.70	Agree
4. Promotes community-government partnerships.	3.36	0.63	Strongly Agree
5. Groups lobby for changes in regulations specific to a town or city.	3.28	0.68	Strongly Agree
6. Creates corruption in the community.	2.37	0.87	Disagree
7. Helps communities to monitor and police their own ranks.	3.10	0.70	Agree
8. Encourages locals to take part in planning and controlling projects.	3.19	0.70	Agree
	3.12	0.71	Agree

Legend: Strongly Disagree (1.0– 1.74), Disagree (1.75 – 2.49), Agree (2.50 – 3.24), Strongly Agree (3.25 – 4.00)

Table 4 shows that tourism is instrumental in making partnerships between the community and the government, with the highest mean of 3.36 (SD = 0.63). Likewise, results show that the locals disagree that tourism creates corruption in the community, with a lowest mean of 2.37 (SD = 0.87). Thus, the overall mean of 3.12 (SD = 0.71) implies that CBT agrees to a positive politico-administrative affairs and climate.

Citizen Participation

Table 5. Citizen Participation Results

Citizen Participation	Mean	SD	Interpretation
1. Effects of economic impacts on active community participation.	3.14	0.68	Agree
2. Effects of environmental impacts on active community participation.	3.16	0.70	Agree
3. Effects of socio-cultural impacts on active community participation.	3.13	0.69	Agree
4. Effects of political impacts on active community participation.	2.96	0.79	Agree
	3.10	0.72	Agree

Legend: Strongly Disagree (1.0– 1.74), Disagree (1.75 – 2.49), Agree (2.50 – 3.24), Strongly Agree (3.25 – 4.00)

Table 5 shows that the community agrees to actively participate in tourism activities because of positive environmental impacts with a mean of 3.16 (SD = 0.70). Moreover, out of the four indicators, politico-administrative impacts contribute least to residents' willingness to participate in tourism with a mean of 2.96 (SD = 0.79). The overall mean of 3.10 (SD = 0.72) shows CBT encourages citizen participation on all its indicators.

The Positive and Negative Outcomes of Community-Based Tourism in Romblon, Philippines: Economic

The results recognized the positive and negative effects of tourism in Romblon economically. It shows that CBT increases the variety of handicrafts and souvenirs sold such as marble, local delicacies, and other native products, as well as the number of restaurants within the barangay that are flourishing. The result agrees with the goal of CBT as a holistic approach to create improvement in the standard of living of the locals through economic opportunities like managing their own tourism-related businesses (Yanes et al., 2019), as well as tackling the CBT standard, established by ASEAN, as it empowers local communities in securing socio-economic futures through food, services, and souvenirs that are profitable. However, due to continuous tourism development, results also showed that prices of locally produced goods are affected and an increase in real estate prices is seen.

Socio-cultural

The results prove that CBT promotes inclusivity for women and the youth as it empowers community members to take part in owning and managing tourism enterprises related to the development and preservation of their culture (Yanes et al., 2019). Moreover, the results presented mirror the study of Lo & Janta (2020) which states that CBT boosts a local community's cultural heritage through tourism activities and programs where community members feel a strong sense of pride and empowerment as they take ownership of their culture. In light of this, community members would feel safe and content with their lives which aligns with the ASEAN CBT standards. These standards also emphasize the respect towards a destination's local culture and traditions. This way, residents are able to uphold their identity and achieve a harmonious community.

Environmental

The results of Table 3 discussed the perceived positive and negative impacts of CBT on the present condition of the environment. CBT could be efficient through developing local destinations without destroying or modifying the present condition of the environment (Han et al., 2019). This entails that the natural environment is a vital criterion for tourists when choosing community-based tourism destinations to visit as supported by the study of Han et al. (2019). CBT positively influences locals to raise awareness on the importance of their natural environment. They can find solutions for the negative impacts of tourism on the natural environment (Phuong et al., 2020). Despite the awareness on the part of the community, tourism still poses a threat to the environment as results showed that there is a disruption in the natural habitat and an increase in pollution that would affect the long-term viability of CBT in Romblon.

Politico-administrative Affairs and Climate

The studies of Campos et al. (2011), Phuong et al. (2020), and Adi et al. (2017)

supported the findings with regard to this variable as a vital part for the CBT to have political influence to bring investments and tourism and agriculture-related job opportunities. The participation of the community with support and cooperation of the government leads to enhancement in tourism policy and regulations to create partnerships and programs. Setokoe & Ramukumba (2020) stated that corruption and lack of government support or intervention for development is a hindrance to the community's willingness to participate. Results showed that respondents disagree with tourism creating corruption in the community which means it is not a concern relating to tourism development in Romblon. This implies a balanced and harmonious relationship between the local government and the residents which fulfills the government's role as dynamists as stated by Adi et al. (2017).

Citizen Participation

The findings imply that citizen involvement is an important aspect to achieve a successful CBT which agrees with the studies of Gutierrez (2019), Anuar ANA & Sood NAAM (2017), and Phuong et al. (2020). Furthermore, it becomes a tool for community and self-development through involvement in decision-making process, equal distribution of benefits, and promotion of environmental awareness to alleviate the negative impacts brought by tourism. However, in the study of Lo and Janta (2020), community members in Muen Ngoen Kong, Chiang Mai, Thailand are uncooperative and non-participative in community meetings, planning, and execution of activities as they are expected to be, which according to Paladan (2020), are essential for effective implementation of CBT. Contrary to this, the results of this study showed that Romblomanons act otherwise and would actively participate in tourism activities especially when it would have a positive impact on the environment and the economic development of the community.

The Proposed Programs and Projects for Community-Based Tourism in Romblon, Philippines

The results positively align with the Extended Theory of Sustainable Development. Locals showed strong agreement to tourism that brought improvement in livelihood and job opportunities leading to positive economic impact. This agrees with Pasanchay and Schott's (2021) statement that CBT is an approach that contributes to achieving UNWTO's 17 Sustainable Development Goal (SDG-17) 1: No Poverty. Moreover, as community participation and empowerment are critical factors to achieve sustainability, it is important that the residents recognize the significance of CBT and must show a positive attitude towards it (Pham Hong et al., 2021). Attitude may be implied according to the responses of the residents as they show strong agreement with the active citizen participation.

The results positively align with the Sustainable Development Theory. Locals showed strong agreement that tourism brought improvement in livelihood and job opportunities leading to positive economic impact. This agrees with Pasanchay & Schott's (2021) statement that CBT is an approach that contributes to achieving UNWTO's Sustainable Development Goal (SDG) 1: No Poverty, and 11: Sustainable Cities and Communities. CBT helps attain these SDG's as it encourages and empowers community members to participate in tourism activities, decision-making and managing tourism destinations. These are the critical factors to achieve sustainability in which residents must portray a positive attitude and recognize the significance of CBT (Hong et al., 2021). This positive attitude may be implied according to the responses of the residents as they show strong agreement with active citizen participation.

Collaboration among stakeholders and providing the local communities with numerous inclusive opportunities for improved quality of life are the ultimate purposes of establishing programs and projects in relation to CBT in Romblon. The opposite of each tourism variable presents proposed measures and programs. These CBT projects can be beneficial for the expansion of CBT and in assisting the tourism stakeholders particularly, the local government unit, non-government organizations, the private sector, and the local communities.

Table 6. Proposed Programs for Strategic Holistic Community-based Tourism Development for the Province of Romblon

KEY AREAS FOR SUSTAINABLE DEVELOPMENT	SERVICE PERFORMANCE INDICATORS	SUGGESTED PERSON INVOLVED	PROPOSED PROGRAMS
Economic	<ul style="list-style-type: none"> • Increase employment opportunities for locals of Romblon and provide adequate benefits for them. • Increase of employment rate that would result in economic increase • Invest in developing adequate infrastructures that will be a great help to the lives of the residents, e.g., accessible roads, internet providers, clean water, and sanitation system • Develop other tourism attractions and activities 	<ul style="list-style-type: none"> • Philippine Department of Tourism • Local Government Units • Private Sector • Non-Government Organizations • People's Organizations • Local Communities 	<p><i>Locals' Employment and their Access for Development (LEAD):</i> The residents shall be prioritized for employment in the tourism activities and enterprises in the province to ensure that the residents have equal opportunity to earn.</p> <p><i>Develop Infrastructures to Rebuild Economy in Connection with Tourism (DIRECT):</i> The LGU shall commit to developing infrastructures for the benefit of the locals and to increase tourism arrivals in Romblon that has a huge contribution for the local economy to thrive without compromising the state of the environment. They shall also prioritize the sustainable development of infrastructure and tourism facilities in undeveloped attractions in the province to make them more accessible to tourists.</p>
Socio-cultural	<ul style="list-style-type: none"> • Showcase Romblon's finest cuisines and delicacies • Provide engaging activities that would enlighten tourists about Romblon's culture, history, and traditions in which they can interact with each other. • Encourage senior citizens, youth, farmers, fishermen, and women to participate in tourism activities. 	<ul style="list-style-type: none"> • Philippine Department of Tourism • Local Government Units • Private Sector • Non-Government Organizations • People's Organizations • Local Communities 	<p><i>RomBazaar:</i> The LGU shall organize a cultural bazaar where locals can showcase their native products such as marble, handicrafts, and delicacies through competitions, exhibits, or souvenir shops. This will highlight Romblon as a tourism destination with the rich culture of the people.</p> <p><i>RomTour:</i> The locals will facilitate the tour guiding activity so that the tourists can experience the local's daily life in which they will teach them how to cook the local delicacies (<i>inaslom, balitsaw, kumo</i>) and handicrafts (<i>marble, basket, bedspread</i>).</p>
Environmental	<ul style="list-style-type: none"> • Lessen pollution brought by tourism activities and development • Encourage tourists to contribute to environmental sustainability • Creating green spaces to enhance the environment and the people's well-being as well 	<ul style="list-style-type: none"> • Philippine Department of Tourism • Local Government Units • Private Sector • Non-Government Organizations 	<p><i>Romblon Community (ROMCOM) Bucket list:</i> This will be a compilation of environmental efforts that will be undertaken by the LGU and the community to create a better environment. The community shall have clean-up drives hosted by the locals with tourists; tourists can tick this off</p>

KEY AREAS FOR SUSTAINABLE DEVELOPMENT	SERVICE PERFORMANCE INDICATORS	SUGGESTED PERSON INVOLVED	PROPOSED PROGRAMS
	<ul style="list-style-type: none"> Sustain, maintain, and preserve the cleanliness of the bodies of water in the province. 	<ul style="list-style-type: none"> People's Organizations Local Communities 	<p>their bucket list for participating in clean-up drives. This will also involve tree planting activities and greenhouse building. This shall be led by environmental organizations in the entire province and encourage the involvement of other citizens.</p> <p><i>Romblon Nurturing Our Waters (ROMBLON NOW):</i> The community shall engage in mangrove tree-planting, with the leadership of the LGU and local organizations, and coastal clean-up activity that focuses on sustainable coastal management</p>
Politico-administrative	<ul style="list-style-type: none"> Control urbanization and its negative effects Formulate policies to protect the environment, culture, and the community while integrating the views of the locals Involve the locals in tourism planning and initiatives. Monitor and evaluate tourism development projects yearly to know what must be retained and amended Collaborate with non-government organizations, private sector, and local communities for the sustainable development of the province Market the destination and tourism enterprises from small-scale to large-scale to a wide array of potential customers Enforce laws to safeguard the land of the indigenous communities in the province Provide funding for tourism development 	<ul style="list-style-type: none"> Philippine Department of Tourism Local Government Units Private Sector Non-Government Organizations People's Organizations Local Communities 	<p><i>Collaboration Among Leaders of the Land (CALL) of Romblon:</i> All the stakeholders including LGU, Community Leaders, National Government, and private sectors shall have an annual conference to formulate laws and develop long-term and short-term goals for the sustainable development in the province such as safeguarding the land of the indigenous communities, protection of the environment and culture, and sustaining and funding for the said programs.</p> <p><i>Fostering the Identity of Romblon for Sustainable Tourism (FIRST):</i> The LGU shall organize an exposition where tourism stakeholders will come together to market and promote Romblon as a destination. The LGU will partner with other organizations and invite private businesses like restaurants, travel services, etc. This shall also be in collaboration with the local community for them to showcase their tourism products as well.</p>
Citizen Participation	<ul style="list-style-type: none"> Educate the locals about business management, marketing, and ethical practices that would be beneficial for the implementation and sustaining CBT Provide skills training for the locals to increase their capability to manage and 	<ul style="list-style-type: none"> Philippine Department of Tourism Local Government Units Private Sector Non-Government Organizations 	<p><i>TARO: Talentadong Romblomanons:</i> Uplifting the spirits of the tourists by showcasing the talents of the locals as they have cultural shows and serenading while tourists indulge themselves in a buffet meal of Romblon's finest, locally cooked dishes. Locals' performance together with</p>

KEY AREAS FOR SUSTAINABLE DEVELOPMENT	SERVICE PERFORMANCE INDICATORS	SUGGESTED PERSON INVOLVED	PROPOSED PROGRAMS
	<p>own tourism enterprises</p> <ul style="list-style-type: none"> • Provide accessible training courses and issue tourism licenses for tour guiding, driving, etc. to enhance the skills of the locals in relation to tourism services • Encourage local participation in tourism programs or activities • - Ensure that the community is empowered by giving them control on tourism management and provide equally shared benefits to the people 	<ul style="list-style-type: none"> • People's Organizations • Local Communities 	<p>serving their local delicacies will not just empower the community but will also serve as an additional livelihood.</p> <p><i>Homestays Offering Paramount Experiences (HOPE):</i> Accommodation for tourists at the locals' houses to immerse themselves in the locals' way of life and be able to experience the destination's culture.</p> <p><i>Business, Education, and Skills Training (BEST) Program:</i> It is a program that will provide education about tourism, business management and skills training such as tour guiding, culinary, driving, handicraft-making and agriculture.</p> <p><i>Community-based Tourism Association of Romblon (CTAR):</i> CTAR is an association/ organization that is composed of Romblon community members which focuses on managing, implementing, and monitoring CBT programs. The organization shall also be in-charge of planning, funding, and proper distribution of benefits.</p>

This programs are co-developed together with the students and co-authors of the proponent namely Rafael Anton Manuel M. Dionisio; Mark Ryan J. Isidro; Ana Therese Jin-ju A. Lee; Katrina Luz P. Martinez; Ginelle Aira T. Rose; Raphael Frederick M. Tamayo; Justin Miccaela T. Tampolino; Audrey Veronica Wednesday T. Valentin of the University of Santo Tomas – College of Tourism and Hospitality Management.

5. CONCLUSION

The aim of this study is to investigate the perceived positive and negative implications brought by tourism in Romblon province. Based on the results, CBT is a powerful mechanism to spark positive developments in the local community. The communities were able to empower themselves through socio-economic opportunities through food services, guiding

services, and other profitable sources of income like creating and selling souvenirs and local handicrafts, as it increases the number of sold locally made products and helps the restaurants within the localities to flourish. Tourism also promotes cultural heritage through programs that give residents a great sense of pride and empowerment on their culture and heritage. This sense of empowerment is manifested through the job opportunities provided for the women and the youth. This leads to promoting, enhancing, and strengthening local community-government partnership and relationship in the province. The residents oppose the idea that tourism creates corruption in the community which clearly shows their confidence and positive relationship with the LGUs. This encourages them to engage and actively participate in tourism activities particularly when it comes to the environment and culture. As supported by the results of the study, Romblomanons have a high level of awareness about the importance of environmental and cultural preservation and protection. Despite the promising positive outcomes of tourism, negative impacts were also observed. Due to continuous tourism development, it results in the increasing prices of locally made products and real estate. The results further agree that tourism may disrupt the natural habitat and increase land and noise pollution in the province. These adverse effects are hindrances to the sustainability of tourism in the province.

It is strongly recommended to the Provincial Government of Romblon to provide financial aid and support to implement and enhance the proposed sustainable tourism agenda like CBT projects in the whole province. These projects address pollution, poverty, unemployment, and promotion of local customs and traditions thus supporting the United Nations' Sustainable Development Goals. In order for residents to take part in these, tourism-related training must be given for them to learn and further realize the benefits that CBT brings. From here, the creation of an organization that focuses on CBT would have a holistic impact in the development of tourism in general. Additionally, this study may serve as a basis for further research where onsite assessments of the current situation in Romblon with local interaction must be done to help develop CBT. These may focus on other factors of communities' standard of living such as household income and improvement of tourism

infrastructure. It can foster tourism linkages that result in inclusive growth as they sustain their livelihoods and community and raise more awareness on the social and cultural impacts of tourism development to the overall well-being of locals. With these, CBT can be a catalyst of change and a driving force to diversify employment, income sources, cultural exchange, sustainability, and ultimately, a higher quality of life for locals in the province.

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