

A structural equation modeling study on productivity investments in tourism security of a multi-islands province: Community perspectives for Community-Based Tourism model of Romblon, the Philippines

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ABSTRACT

Sustainable Tourism through Community Development concept developed the niche of Community-Based Tourism (CBT). This niche is seen as having a great impact on rural communities in the Asian Region known for its pro-poor implications that deliver socio-cultural, ecological, political, and economic benefits to communities. This study aims at investigating the potentials of CBT specifically in the multi-island province of Romblon in the Philippines. Using the Extended Theory of Sustainable Development, the researcher attempts to examine the impacts of tourism to shed light on its costs and benefits for the rural communities of Romblon. Analyses on LGUs and Communities through Structural Equation Modeling (SEM) was employed. Results revealed that tourism positively affect the extended parameters of sustainable development. This could be a conclusive basis for a Public Policy Development in the Multi-Island Province.

1. INTRODUCTION

Sustainable Development (SD) has become an ever-present development theory and the favorite of countless agencies and organizations around the world. It has become the ubiquitous theme for conferences and studies for the academia. The concept is also an omnipresent development slogan for environmental activists (Ukaga, et al., 2011). In the literature, there has been a plethora of definitions and perspectives for sustainable development. According to Dernbach (1998, 2003); Lele (1991); and Stoddart et al. (2011),

sustainable development is the development that can be continued either indefinitely or for the given time period. Later on, Benaim and Raftis (2008); and Browning and Rigolon (2019) described sustainable development as a paradigm and a concept that calls for improving living standards without jeopardizing the earth's ecosystems or causing environmental challenges such as deforestation and water and air pollution that can result in problems such as climate change and extinction of species. In the context of tourism and in line with concept of sustainable tourism, Briones et al. (2017) discussed that Community Based Tourism is considered as a tool which leads 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. They also emphasized 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, 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.

Research Questions

1. How does local tourism influence the sustainable development goals of the multi-island LGUs of Romblon in terms of the following measures?
 - 1.1. Influences to improve the robustness of local economy;
 - 1.2. Influences to preserve and conserve the natural environment;
 - 1.3. Influences to improve the citizens' socio-cultural optimism;
 - 1.4. Influences to strengthen the dynamics of change management of the politico-administrative structures;
 - 1.5. Influences to sustainable tourism development; and
 - 1.6. Influences to Citizen Participation in Tourism Governance

The first one, the influence of tourism to improve the robustness of local economy, explains how the industry help the province economically and financially speaking. This would highlight if there are positive or negative correlation between tourism and the local economic sector. The second one, the influence of tourism to preserve and conserve the natural environment, explains how the tourism development positively or negatively affect the preservation and conservation of the environment and ecological integrity of the locale. The third one, the influence of tourism to improve the citizens' socio-cultural optimism, explains how the development of tourism positively or negatively affect the sociocultural fabric of the locale. The fourth one, the influence of tourism to strengthen the dynamics of change management of the politico-administrative structures, essentially explain the possible relationship between tourism development and the power dynamics and public sector relationship among the stakeholders in the locale. The fifth one explains how the industry affects the overall sustainable development of the locale with respect the above-mentioned parameters. The last one on the other hand explains if tourism industry with respect to sustainable development affects tourism governance positively or negatively.

Hypotheses of the Study

In the literature, there has been a plethora of definitions and perspectives for sustainable development. According to Dernbach (1998, 2003); Lele (1991); and Stoddart et al. (2011), sustainable development is the development that can be continued either indefinitely or for the given time period. Later on, Benaim and Raftis (2008); and Browning and Rigolon (2019) described sustainable development as a paradigm and a concept that calls for improving living standards without jeopardizing the earth's ecosystems or causing environmental challenges such as deforestation and water and air pollution that can result in problems such as climate change and extinction of species. Through the extended parameters of sustainable development proposed by the proponent, the hypotheses are derived. Since the causes of sustainable tourism development are challenging to gauge, both the research paradigm and

the theoretical framework will be used to assess Romblon's tourism status. Therefore, the conceptual framework that will be employed will be based on the following hypotheses:

H₀₁: Tourism does not lead to an improved local economic robustness.

H₀₂: Tourism does not lead to a preserved and conserved natural environment.

H₀₃: Tourism does not lead to an improved citizens' socio-cultural optimism

H₀₄: Tourism does not lead to a strengthened dynamics of change management of the politico- administrative structures;

H₀₅: Tourism does not lead to Sustainable Development.

H₀₆: Sustainable Development does not lead to Citizen Participation and Tourism Governance.

2. THEORETICAL BACKGROUND

Theoretical Framework

Perhaps the most popular and well-accepted definition of Sustainable Development was proposed by the Brundtland Commission Report (Schaefer & Crane, 2005 as cited in Mensah & Casadevall, 2019). The Brundtland Commission defines SD as "the development that meets the needs of the current generation without compromising the ability of future generations to meet their own needs". This has been the catchphrase of a multitude of sectoral movements around the world and has since been adopted by the tourism industry and tourism studies. Aya-Ay et al., (2020) pointed out the strong link between tourism and sustainable development by practicing a pro-poor tourism approach which focuses on the improvements on Governance and the Local Economy. On the other hand, many scholars and organizations recognize the importance of Socio-cultural and Environmental aspects on tourism vis-à-vis sustainable development such as the United Nations World Tourism Organization which provided specific guidelines and management practices for policy makers for the integration of the 17 Sustainable Development Goals (SDG 17) applicable to all forms of tourism in all types of destinations. Sustainable Development Theory is the main paradigm from which this study is

rooted upon with the extension of its political aspect from the main parameters of economic, environmental, and socio-cultural aspects (Indrianto et al., 2022). This approach will provide a full grasp of what is the reality in the selected communities in a political sense.

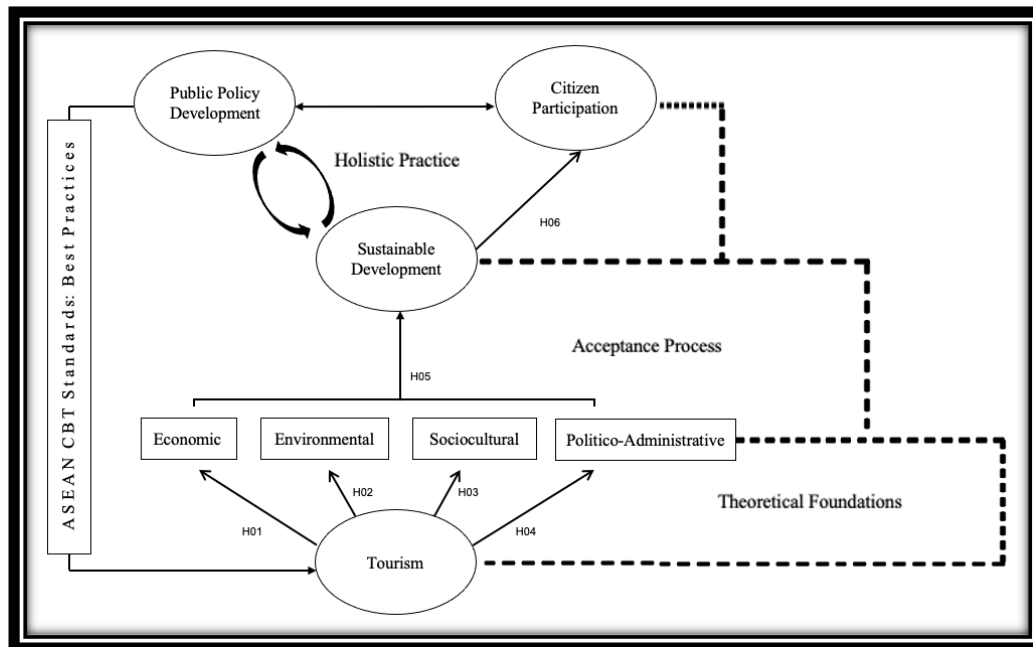


Figure 1. Sustainable Tourism Empowerment Phases (STEPS) Model
(Conceptualized by the Proponent)

Literature Review

The Local Government Code (LGC) acts as the guiding standard of all local executives in the Philippines. With the aid of various plans, LGUs are expected to more effectively manage their own local development. According to Section 2a in the Declaration of Policy, “it is hereby declared the policy of the State that the territorial and political subdivisions of the State shall enjoy genuine and meaningful local autonomy to enable them to attain their fullest development as self-reliant communities and make them more effective partners in the attainment of national goals. Toward this end, the State shall provide for a more responsive and accountable local government structure instituted through a system of decentralization whereby local government units shall be given more powers, authority, responsibilities, and resources. The process of decentralization shall proceed from the national government to the local government units”. Section 20 of the LGC mandates LGUs to prepare a Comprehensive Land Use Plan (CLUP) enacted through a zoning ordinance, Sections 106 and 109 of the

same Code to mandate the LGUs to prepare comprehensive multi-sectoral development plans (CDP) and public investment programs (LGC of 1991) that will assist and guide local planners to adhere with the soul of the law. One of the potentials of CBT is that it naturally adheres with the objectives provided in RA 7160 specifically on local development of communities. As mentioned in the first thematical discussion at the beginning of this chapter, the LGU's potential assistance to provide knowledge on "social entrepreneurship" through "capacity building" is eyed, by theory, to help local communities stand on their own feet through tourism specifically, CBT. One of the good precedents is the CBT project in Aloguinsan, Cebu. Formed in 2009, Bojo Aloguinsan Ecotourism Association (BAETAS) became the official caretaker of Aloguinsan's 1.4-kilometer Bojo River in Barangay Bojo, which covers riparian zone of 61 bird species and native flora. With the help of the local government, Department of Trade and Industry, and local eco- cultural organizations, BAETAS developed Bojo River into an ecotourism asset and a livelihood resource. Fishermen who became members of BAETA now worked as river cruise guides of the Bojo River. Members of BAETAS also became recipients of various trainings on ecotourism, housekeeping and accommodation, handicraft, and other livelihood programs. Currently, there are more than 50 family members under BAETAS (Cacho, 2015). In 2012, it started helping other neighboring communities in Aloguinsan until three new associations were organized. This testimony exemplified how LGUs, local communities, and other stakeholders, as enshrined in the Local Government Code, can be actively involved in pursuing independent and localized tourism development initiatives, albeit in varying levels. The involvement of all stakeholder groups (i.e., local government unit, non-government organization, tourism business) in initiating and/or encouraging local community participation can be observed. While the degree of involvement varies, it can be deduced that stakeholder involvement remains critical in pursuing any tourism initiative, including CBT (Gutierrez, 2019).

Listed below is a collection of Community-Based Tourism Attractions in the country based on several related literatures, articles from famous travel sites, and national and international reports and publications. According to various references such as the ASEAN

Tourism (2014); Alburo, et al (2015); Gabito (2012); Cagayan Economic Zone Authority (2019); Gutierrez (2019); Briones, et al (2017); WWF Philippines (2007); Japan Times (2019); and reviews from the travel site TripAdvisor (2020), the Philippines consists of a decent number of Community- Based Ventures around the archipelago and these are as follows:



Figure 2. Palau Environmental Protectors Association “PEPA” located in Palau Island, Sta. Ana, Cagayan (Region 2) (Cagayan Economic Zone Authority, 2019) is a must see attraction up north which showcase several good practices in managing a CBT venture.
(Photo retrieved from <https://www.seacology.org/project/231-philippines/>)



Figure 3. GK Enchanted Farm Village located in Angat, Bulacan (Region 3) (Briones, et al, 2017) is an example of Community-Based Voluntourism in the country which is frequently visited by tourists both locals and foreigners to learn about basic farming and help sustain the community through donations.
(Photo retrieved from <https://erydell.wordpress.com/2016/06/23/4-gk-enchanted-farm/>)



Figure 4. Kawit Community-Based Heritage Tourism “CBHT” located in Kawit, Cavite (Region 4-A) (Gutierrez, 2019) is a type of CBT program which primarily focuses on Heritage Tourism but emphasizes on a significant control and management from the community level.

(Photo retrieved from <https://fundacionsantiago.org>)



Figure 5. Onoda Trail and Caves located Lubang Island, Occidental Mindoro (Region 4-B) (Japan Times, 2019) is an example of how history can be used by the community to promote tourism in the northern island of Mindoro and sustain their community through alternative livelihood options like tour guiding and managing tours.

(Photo retrieved from <https://www.japantimes.co.jp/news/2019/05/29/national/philippine-island-preserves-history-japanese-wwii-soldier-hiroo-onoda-hid-jungles-decades/>)



Figure 6. Ugong Rock Adventures located in Puerto Princesa, Palawan (MIMAROPA Region) (TripAdvisor, 2020) is a classic CBT venture in the province promoted internationally with the help of both public and private entities like the ABS-CBN Bantay Kalikasan previously headed by the late Ms. Gina Lopez, a renowned and respected environmentalist in the country.

(Photo retrieved from <https://www.klook.com/en-PH/activity/5669-puerto-princesa-ugong-rock-spelunking-and-zipline-palawan/>)



Figure 7. Sabang Mangrove Paddle Boat Tour Guide Association located in Puerto Princesa, Palawan (Region 4-B) (TripAdvisor, 2020) is another attraction in the province which focuses on the role of community in managing tourism by organizing an association of well-trained guides.

(Photo retrieved from <https://feetpillars.com/exploring-sitio-sabang-puerto-princesa-mangrove-paddle-boat-tour/>)



Figure 8. Coron Galeri Lokals and Calamianes Expeditions Ecotours located in Coron Island, Palawan (Region 4-MIMAROPA) (TripAdvisor, 2020) is a must see CBT venture in the Calamianes group of islands in Northern Palawan because of the best practices they provide for both the tourists and the host community with the help of a private initiative. Promoting food security and environmental sustainability are some of the main themes of the CBT venture.

(Photo retrieved from <https://calamianes.com/tour/coron-island-ecotour/>)

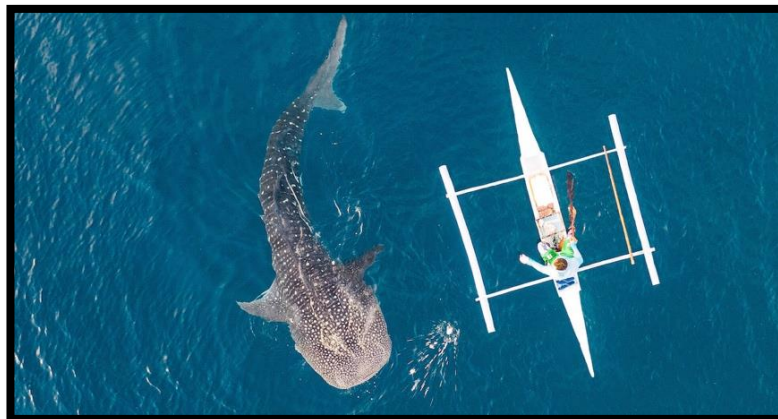


Figure 9. Donsol Community-Based Whale Shark Ecotourism and Coastal Resource Management located in Donsol, Sorsogon (Region 5) (WWF Philippines, 2007) is another classic example of CBT in the country where trained tour guides and boatmen are in fact the highlight aside from the Whale Sharks. Their love for the environment became a door way to the establishment of Butanding Interaction Officers (BIO), a recognized People's Organization in Sorsogon which is known to be the guardians of the renowned sea creatures.

(Photo retrieved from <https://www.gridmagazine.ph/story/donsol-sorsogon-whale-shark-tourism>)



Figure 10. Abatan River Community Life Tour located in Cortes, Bohol (Region 7) (TripAdvisor, 2020) is yet another CBT venture in Central Visayas which features the daily life, rich culture, and abundant environment of the locals.

(Photo retrieved from <https://www.taufulou.com/bohol-trip-day-3-abatan-river-and-a-beach-lamanoc-island/>)



Figure 11. Bojo Aloguinsan Ecotourism Association “BAETAS” located in Aloguinsan, Cebu (Region 7) (Alburo, et al., 2015); (Gutierrez, 2019) is one of the hallmark CBT venture in Central Visayas due to its significance as a catalyst of change in the community by enhancing local economic activities, protection of the natural environment, and preservation of culture and heritage. The CBT venture has won several awards given by the Philippine Department of Tourism (DOT).

(Photo retrieved from <https://www.freedomwall.net/travel/bojo-river-and-hermits-cove-the-stunners-of-aloguinsan/>)

These destinations come from different regions of the country namely, Cagayan Valley, Central Luzon, CALABARZON, MIMAROPA, Bicol Region, and Central Visayas. On the other

hand, Romblon is a lone provincial district which lies in the Sibuyan Sea. The multi-island province is composed of three major islands: Tablas, Sibuyan, and Romblon and 17 smaller islands.

Table 1. Tabular Representation of the LGUs' Class and Their Respective Roles, Functions, and Achievements

Local Government Unit	Class	Roles, Functions, and Achievements
Alcantara	5 th	Because much of Alcantara's interior is made up of mountains covered in lush tropical rainforest, it is being promoted as a hiking destination for backpackers. There are freshwater springs located in Camili, Calogonsao, Bonlao, San Isidro, and Madalag which tourists can enjoy.
Banton	5 th	Banton is an eco-tourism and heritage destination due to its beaches, diving sites, caves, churches, and Spanish-era fortifications. NCCA recognized heritage sites, natural formations, and festivals are some of the top attractions of the island town.
Cajidiocan	4 th	Cajidiocan has a lot of eco-tourism potential due to its lush natural environment and pristine rivers and falls.
Calatrava	5 th	Calatrava is situated along the northern coastal plains and rugged terrain of Tablas Island. The town also boast some of the best beaches and landscapes in the province.
Concepcion	6 th	The town boast some of the best beaches, dive spots, and landscapes in the province. The entire island is visited for its swimming and scuba diving. The island's interior hills, stretching five to nine kilometers, have trails for hiking and climbing. The island hills are also commonly visited by motor-cross biking enthusiasts.
Corcuera	5 th	Corcuera has a primarily agricultural economy, with rice and copra farming, as well as fishing, as the main sources of livelihood. There is also an indigenous raffia palm handicraft industry. Other crops grown in the island are root crops (such as cassava, sweet potatoes), fruits and vegetables. The locals also engage in livestock raising for local consumption. The town has several historical and cultural attractions which play significant role in the tourism resources of the province.
Ferrol	6 th	The best beaches in the province near Ferrol include Binucot, Atabay and Guin-awayan beaches. Caves the Mabaho and Burobintana caves. The town is accessible via Odiongan by RORO vessels from Batangas City or Roxas, Oriental Mindoro. It is also accessible via Tugdan Airport in Alcantara town, where Cebu Pacific has flights from Manila four times weekly
Looc	4 th	The 48-hectare Looc Bay Marine Refuge and Sanctuary is open for locals and visitors after years of intensive community education on the value and better management of marine resources. The local government, together with the community through their Barangay Fishermen Organization and Looc Baywatch Task Force, worked together to ensure the safety of the Looc's marine resources. The marine sanctuary was awarded two Trailblazing Galing Pook awards in 2000 and 2007 by the Galing Pook Foundation for being the best Coastal Resource Management program. Today, the marine sanctuary is not just a refuge of marine wildlife, but a tourist destination which attracts revenues for the municipality.
Magdiwang	5 th	Because of its preserved natural environment, Magdiwang is touted as a prime eco-tourism destination. The municipality is staging point of mountain climbers ascending Mount Guiting-Guiting, Romblon's tallest mountain. It also has several rivers, falls, and beaches, which tourists can enjoy.
Odiongan	2 nd	The town is a major port, commercial center, and the largest municipality in Romblon in terms of population and income. The town also boast some of the best beaches and landscapes in the province.

Local Government Unit	Class	Roles, Functions, and Achievements
Romblon	3 rd	The capital town of Romblon has several tourist attractions which are significant in the province's culture, heritage, and history. The town also boast some of the best beaches and landscapes in the province.
San Agustin	4 th	The town is an important tourism gateway (due to its port) and destination in the province because of its mountainous landscape, rivers, springs, falls, and pristine beaches.
San Andres	5 th	The town is an important tourism destination in the province because of its mountainous landscape, rivers, springs, falls, and pristine beaches.
San Fernando	4 th	The town is an important tourism destination in the province because of its untouched mountainous landscape, several rivers, springs, falls, and freshwater lakes, and a famous sandbar.
Santa Maria	5 th	Agriculture is the top industry in the municipality and acts as gateway to other top destinations in the province.
San Jose	5 th	Fishing and tourism are two of the primary economic activities in San Jose. The latter became a popular source of income in recent years following the influx of tourists to neighboring Boracay Island. Several beach resorts were established along the shores of Carabao Island to take advantage of tourist arrivals. Aside from tourism, San Jose residents also engage in livestock raising, copra farming, vegetable and root crop cultivation, and merchant trading with nearby Santa Fe and Odiongan in Tablas Island, and Boracay in Aklan.
Sta. Fe	5 th	Agriculture is the most important sector in the municipality with tourism as a growing sub-industry due its emerging and existing beach resort. Santa Fe Municipal Port caters to intra-provincial travel, particularly between San Jose in Carabao Island. The town is connected to the neighboring towns of Looc and Alcantara through the Tablas Circumferential Road. Jeepneys, tricycles, and motorcycles are to common forms of transportation.

(Conceptualized by the Proponent)

The Philippines' local planning and development model defines Republic Act 7160 which guides LGUs in their public policies. The top-to-bottom model defines the role of local executives from long-term plans, multi-year / multi-sectoral development plans, term-based plans, the implementation of instruments, the outputs, and the outcomes which generally act as Standard Operating Procedures of LGUs in exercising their functions as enshrined in the LGC (Sandalò, 2016). It is important for the LGUs to understand the flow of governing functions in their locality to fully attain their goals and objectives. Thus, the Comprehensive Land Use Plan (CLUP) and Comprehensive Development Plan (CDP) as the main components of the local planning and development model are necessary if not the most important plans in local government administration for these are the heart and soul of the LGUs' entire existence. Careful planning, implementation, and monitoring of LGUs act as backbone of their operations and predict the directions of their programs. In tourism

administration, the LGUs are given the autonomy to which office they would like to place the sector which is almost confusing to some researchers and tourism academicians. Some LGUs like San Fernando and San Jose, Romblon have developed and institutionalized their respective tourism offices but some have yet to re-open the matter due to complex circumstances on politics and administrative affairs.

The Comprehensive Land Use Plan (CLUP) and the CDP are distinct and separate. Yet, they are intimately related. The term “comprehensive” in the CLUP is understood in its geographical, territorial sense. The plan for the long-term management of the local territory is at least 10 years. As the framework of the territory’s physical development, the CLUP identifies areas where development can and cannot be located and directs public and private investments accordingly. On the other hand, the “comprehensive” in the CDP has to be understood in the sense of its “multi-sectoral” development. The action plan utilized by every local administration is three to six years. CDP aims to develop and implement priority sectoral and cross-sectoral programs and projects in the proper locations, gradually and incrementally, until the desired shape or form of development is eventually attained over the long term. Under the CDP is the Local Development Investment Program (LDIP) which will be the main focus of this discussion as it defines the source of funding or budget of LGUs’ projects and programs. The LDIP is the list of programs and projects with their corresponding costs to be funded from local sources ranked by level or urgency and from other sources, i.e., province, national government, private sector, foreign donors, grants, loans, et cetera (Sandalo, 2016). Ultimately, the principal instrument for implementing the Comprehensive Development Plan (CDP) and to some extent, certain aspects of the Comprehensive Land Use Plan (CLUP) is the Local Development Investment Program (LDIP). The LDIP links the plan to the budget, i.e., the LGC states that “local budgets shall operationalize approved local development plans” (Sec. 305, RA 7160). Like the CDP, the LDIP should have a time frame of 3 years (Sandalo, 2016). Components of the LDIP based on the Department of Interior and Local Government (DILG) and the Department of Finance (DOF) include: *Program/Project/Activity Description; Implementing Agency; Schedule of Implementation; Expected Output; Funding Source; and*

Cost. All of these components are included and enhanced in the Proposed Framework of the study found in Chapter 4.

Community-Based Tourism model is yet to become a main asset of localities around the country. It is evident from the preceding discussions that national statutes like the Local Government Code promote and support (local) development in the grassroots. The potential of CBT concept has become more evident; hence, it has become the focus of debates around the world since its conception. Furthermore, no other than the Philippine Department of Tourism has been a vocal supporter of the concept to be adopted by potential LGUs for their pursuit of social entrepreneurship and capacity building of their own communities through sustainable tourism.

Community Based Tourism (CBT) has experienced unprecedented growth due to the increasing consumer demand for educational and participatory travel experiences. CBT is also being recognized as a tool that strengthens the ability of rural communities to manage tourism resources while having huge potentials in generating income, diversifying the local economy, preserving culture, conserving the environment and providing educational opportunities. Impact Investing as it has been derived from several financial multi-lateral organizations like the United Nations Development Program (UNDP) theoretically matches the objectives of CBT. Impact Investing are investments made into companies, organizations, and funds with the intention to generate a measurable social and environmental impact alongside a financial return (Global Impact Investing Network as cited in UNDP, n.d). Thus, Impact investors have traditionally challenged the view that development is to be reached and guided only by social assistance or philanthropy. On the contrary, the Implied Theory predicts that business and investment are important drivers for achieving more inclusive and sustainable societies. Therefore, impact investors aim to demonstrate that investment can achieve both a positive (social or environmental) impact and a financial return (or, at minimum, a return of capital) (UNDP, n.d).

Impact investment is described (and differentiated from other forms of investment) by three guiding principles:

1. The expectation of a financial return: impact investors expect to earn a financial return on the capital invested, below the prevailing market rate, at the market rate or even above it;
2. The intention to tackle social or environmental challenges (i.e., the impact or intentionality): in addition to a financial return, impact investors aim to achieve a positive impact on society and/or the environment; and,
3. A commitment to measuring and reporting against the intended social and environmental impact: impact investors commit to measure performance using standardized metrics.

This can be beneficial for communities with the coordination of the local governments to penetrate ventures like CBT in their jurisdiction. The potential of impact investing is promising since it is also publicized in the official website of UNDP that tourism is one of the sectors that they provide assistance.

The researcher opted to include this area of potential sources of financing aside from the LGUs to further broaden the avenue of financial option sources for CBT ventures not just in the province of Romblon but the whole country. Because public funds for supporting small-scale rural initiatives are limited in many developing nations, NGOs and Official-Development-Assistance (ODA) organizations are in position to provide support for community-based projects, but usually for a limited period of time. However, without central management, organizations run by communities and non-governmental partners have the limited ability to coordinate actions with the local government, to attract scarce public resources, or to secure a public budget to market the destination. It has been widely recognized that project-based, short-life-cycle support for CBT in developing nations is one of the most common reasons for those initiatives to fail (Zielinski, et al., 2020). Governments, on the other hand, have the power to execute long-term programs and directly engage in local development without relying on short-term objectives (Bramwell, 2011). A strong and well-funded public sector also provides infrastructural development, including signage, marketing, and heritage interpretation (Lane, 2015).

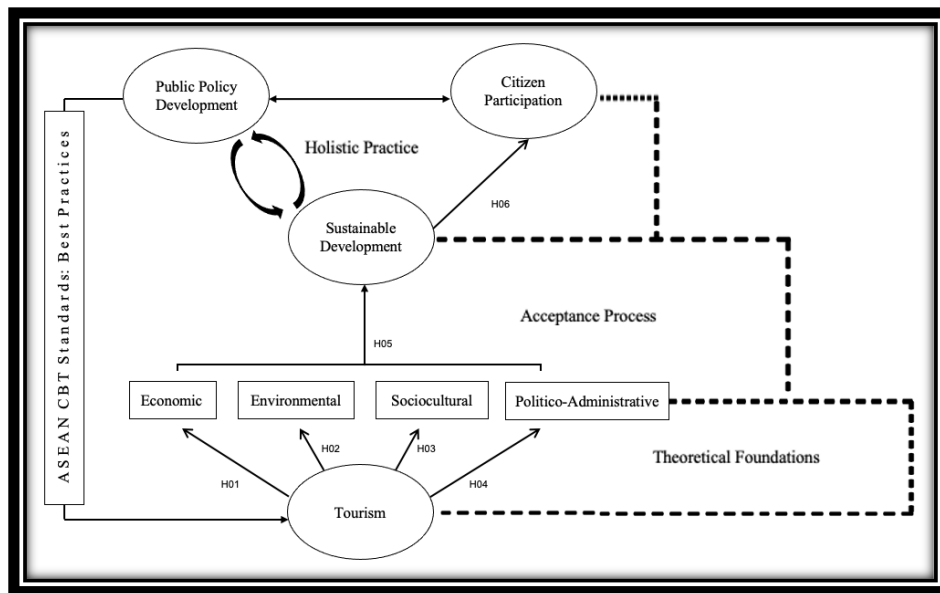


Figure 12. Hypothesized Model: Sustainable Tourism Empowerment Phases (STEPS) Model (Conceptualized by the Proponent)

The Sustainable Tourism Empowerment Phases (STEPS) Model is a bottom-up approach roadmap for sustainable tourism for the Province of Romblon. Essentially, Empowerment is a term used in the conceptualization of the model primarily because of the nature of the study as a community engagement and development initiative. This model attempts to guide the government to view tourism as a community affair rather than an industry that merely focuses on economic development. The model, through the emphasis on empowerment, attempts to balance the aspects of sustainable development for a holistic approach to development.

3. METHODOLOGY

Subjects

As for the survey, purposive quota sampling was utilized. Through this sampling technique, it was proven to sample a subgroup that is of great interest in the study to have an accurate representation of produced results that outweigh any biases in the study. A total of 400 respondents of legal age ranging from 18 to 65 years old from the different municipalities

of Romblon province were collected. All data were collected and produced broadly-based participation profiles while at the same time, maintained confidentiality.

Instruments

Table 2. Tabular Representation Method Used

Research Design	Research Locale	Participants	Sampling technique	Data gathering procedures	Data analysis
SEM	Romblon, Philippines	Residents of the Province	Purposive Quota	Survey questionnaire	STATA

(Conceptualized by the Proponent)

The household survey questionnaire, divided into several parts, is self-made based on carefully selected journal articles. The items in the survey are also translated in Filipino for easy understanding. A Four-point Likert scale will be used to identify the degree of evaluation (1-strongly disagree, 2-disagree, 3-agree 4-strongly agree). Most of the items on the evaluation portion were taken from journals related to community tourism, rural tourism, community's perception on tourism, pro-poor tourism, and the benefits and drawbacks of tourism. The survey questions were completed through pre-testing to identify the lacking questions which can also become significant to achieving the research objectives. A pre-test of the survey forms was also distributed. Participants of pre-tests were barangay officials, residents inside the barangay, and households. After the pre-testing and analysis, the researcher has included some survey questions that provided a more in-depth look at CBT in the community.

Data Collection Procedure

The researcher visited the LGU Municipal Halls and Romblon State University Main Campus, and gave an orientation with a discussion about the research, including the materials and participants needed in the study. A letter of intent to conduct a survey and interview, together with a letter from the UST Graduate School, a brief description of the study, and a

sample of the survey questionnaire were given to the Municipal Tourism Officer. A follow-up communication thread was made to confirm the schedule of the actual survey, based on the availability of the participants. A briefing session with the officials was also conducted before the distribution of the survey questionnaire. The researcher visited the LGUs before the distribution of the survey questionnaires.

Data Analysis

The Romblon LGUs with its 17 municipalities, can learn more about their tourism industry and develop more effective strategies related to various business functions and, in turn, leverage resources in a more optimal and insightful manner. This will help the LGU to be closer to their development and public investments objectives and make better decisions. The Structural Equation Modelling (SEM) was utilized and even produced significant amount of data as basis for the desired output of the study. Structural Equation Modeling is the method that was utilized to test the variables used in conceptualizing the research paradigm, which explains the relationships between variables present in the study. Statistical computing will be facilitated through the use of STATA Statistical software for data science. According to StataCorp (2016), Stata is “a complete, integrated statistical software package that provides everything you need for data analysis, data management, and graphics”. Basically, Stata is a software that allowed the proponent to store and manage data (large and small data sets), undertake statistical analysis on the data, and create data related graphs. This software is commonly used among health researchers, particularly those working with very large data sets, because it is a powerful software that allows a researcher to maximize any data.

Ethical Consideration

The researcher ensured the confidentiality of the data gathered and the anonymity of the participants. This is done to protect the participant’s knowledge and to ensure strict adherence to the University of Santo Tomas Graduate School’s ethical requirements. The

participants were given the privilege and were not obliged to give all details and information to preserve confidentiality and to practice Intellectual Property Rights and Data Privacy. Furthermore, the research instrument used in this study was reviewed and approved accordingly by the Philippine Social Science Council - Social Science Ethics Review Board (PSSC-SSERB) in a month-long review process.

4. RESULTS

The survey research was conducted among selected households in the province. The researcher distributed 400 questionnaires to the entire province through the help of the LGUs and the assistance of the Romblon State University academic staff, as this number is the best sample size for the statistical design. Most researchers agree that SEM requires “large” sample sizes and a number that is normally used commonly is 300 (Comrey & Lee, 2013; Tabachnick & Fidell, 2013).

Influence of Tourism in Sustainable Development Goals of the Multi-Island LGUs of Romblon

Influences to Improve the Robustness of Local Economy

Table 3 showcases that tourism development improves the quality and variety of local handicrafts and souvenirs sold within the community is highly influential (local community strongly agrees to the statement) with the strongest mean of 3.54 (SD = 0.62). With the weakest mean of 2.46 (SD = 0.83) the indicator which states that tourism contributes negatively to the flow of traffic is only slightly influential (local community disagree to the statement), meaning that the slow flow of traffic caused by tourism does not entirely affect the daily routines of locals. The overall mean of 3.14 (SD = 0.71) shows that tourism positively influences Romblon’s economic robustness.

Table 3. Economic Aspect vis-à-vis Sustainable Tourism Results

Economic	Mean	Interpretation
Family income growth	3.15	<i>Agree</i>
House rentals increase	3.13	<i>Agree</i>
Promotion of Entrepreneurial Activities	3.29	<i>Strongly Agree</i>
Construction Jobs	3.36	<i>Strongly Agree</i>
Tourism-related jobs	2.80	<i>Agree</i>
Telecommunication infrastructures improvement	3.21	<i>Agree</i>
Local products increase	3.22	<i>Agree</i>
Traffic increase	2.46	<i>Disagree</i>
Cost of living increase	2.70	<i>Agree</i>
Alternative livelihood	3.37	<i>Strongly Agree</i>
Local crafts development	3.54	<i>Strongly Agree</i>
Accommodation increase	3.36	<i>Strongly Agree</i>
Recreational facilities development	3.43	<i>Strongly Agree</i>
Water supply improvement	2.95	<i>Agree</i>
Transition of jobs to tourism	2.84	<i>Agree</i>
Price upsurge	3.16	<i>Agree</i>
Better infrastructure	3.17	<i>Agree</i>
Price hike on local goods	2.88	<i>Agree</i>
Real estate property price increase	3.12	<i>Agree</i>
F&B increase	3.44	<i>Strongly Agree</i>
Community job generation	3.40	<i>Strongly Agree</i>
	3.14	Agree

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

Influences to Preserve and Conserve the Natural Environment

As shown in Table 4, this presents how tourism influences the environmental aspects in Romblon. With the highest mean of 3.46 (SD = 0.64), the respondents agreed that tourism highly influences local community members to be more aware of the importance of their natural environment. Furthermore, destruction brought by tourism to natural habitats was the least influential among the other environmental aspects with a mean of 2.52 (SD = 0.90). With an overall mean of 2.93 (SD = 0.82), the results highlight that Tourism has a number of costs and benefits, while one can see negative impacts like disruption of habitat and other types of pollution present, practicing sustainable development on the destination to protect and preserve its natural environment still is a promising indicator.

Table 4. Environmental Aspect vis-à-vis Sustainable Tourism Results

Environmental	Mean	Interpretation
General Pollution	2.76	<i>Agree</i>
Disruption of natural habitat	2.52	<i>Agree</i>
Environmental Protection and Conservation	3.17	<i>Agree</i>
Land Pollution	2.86	<i>Agree</i>
Noise Pollution	2.82	<i>Agree</i>
Environmental Awareness	3.46	<i>Strongly Agree</i>
	2.93	Agree

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

Influences to Improve the Citizens' Socio-cultural Optimism

The perceived positive and negative effects of tourism in Romblon in the socio-cultural aspect is exhibited in Table 5 below. The table reveals that tourism brings residents 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 still interpreted as slightly influential, signifies that tourism may somehow affect the local custom and culture of the province negatively. The overall mean of 3.03 (SD = 0.73) reflects that there is a positive tourism influence in terms of culture preservation and enhanced sense of pride and optimism among the residents of the province.

Table 5. Socio-cultural Aspect vis-à-vis Sustainable Tourism Results

Socio-cultural	Mean	Interpretation
Part-time jobs for youths	3.41	<i>Strongly Agree</i>
Promotes pride for local culture.	3.68	<i>Strongly Agree</i>
Contributes to the slow rate of urbanization	2.82	<i>Agree</i>
Crime rate increase	2.23	<i>Disagree</i>
Destroys local custom and culture	2.16	<i>Disagree</i>
Local community retention	3.15	<i>Agree</i>
Women job opportunities	3.36	<i>Strongly Agree</i>
Better health services	2.97	<i>Agree</i>
Cultural preservation and protection	3.48	<i>Strongly Agree</i>
	3.03	Agree

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

Influences to Strengthen the Dynamics of Change Management of the Politico-Administrative Structures

In Table 6, this displays the influence of tourism in the politico-administrative aspect. It is perceived that tourism is instrumental in making partnerships between the local community and the public institutions like the local governments and the provincial government, with the

highest mean of 3.36 (SD = 0.63). On the other hand, results reveal that the least influential aspect is that tourism creates corruption in the community (locals disagree), with a lowest mean of 2.37 (SD = 0.87). The overall mean of 3.12 (SD = 0.71) suggests that tourism is instrumental in making partnerships, coordination, and cooperation between the locals and the government therefore creating strong managerial structures.

Table 6. Politico-Administrative Aspect vis-à-vis Sustainable Tourism Results

Politico-Administrative	Mean	Interpretation
Community-government partnerships promotion	3.36	<i>Strongly Agree</i>
Community concerns and challenges management through community legislative participation	3.21	<i>Agree</i>
Local tourism management	3.27	<i>Strongly Agree</i>
Political and civics community participation promotion	3.20	<i>Agree</i>
Local community planning and controlling of projects involvement	3.19	<i>Agree</i>
Promotes corruption in the community sphere	2.37	<i>Disagree</i>
Aids in community to monitor and police their own ranks	3.10	<i>Agree</i>
Groups lobby for changes in regulations specific to a town or city	3.28	<i>Strongly Agree</i>
	3.12	Agree

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

Influences to Sustainable Tourism Development

Table 7 indicates the observed effects of the industry on the aspects of Sustainable Tourism Development in Romblon. Having the strongest mean of 3.14 (SD = 0.71), it reveals that tourism is influential in terms of the economic aspect. With the weakest mean of 2.93 (SD = 0.82), the table reveals that tourism's effectiveness on the environmental aspect is the lowest. It is the least influential aspect compared to Romblon's economic and socio-cultural aspects. Overall, the table emphasizes that tourism is influential to the three aspects of sustainable development with a mean of 3.03 (SD = 0.75).

Table 7. Overall Industry's Influence on Sustainable Tourism Development Results

Sustainable Tourism Development Parameters	Mean	Interpretation
Influences to improve the robustness of local economy	3.14	<i>Agree</i>
Influences to preserve and conserve the natural environment	2.93	<i>Agree</i>
Influences to improve the citizens' socio-cultural optimism	3.03	<i>Agree</i>
Influences to strengthen the dynamics of change management of the politico-administrative structures	3.12	<i>Agree</i>
	3.06	Agree

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

Influences to Citizen Participation in Tourism Governance

Table 8 represents how tourism influences the citizens' participation. The results indicate the highest factor that influences the community to actively participate in community activities is because of environmental effects in tourism, with a mean of 3.16 (SD = 0.70). Moreover, the least influential is political implications, with a mean of 2.96 (SD = 0.79), which means that out of the four indicators, politico-administrative impacts contribute least to residents' willingness to participate in tourism. The overall mean of 3.10 (SD = 0.72) shows that all aspects of tourism positively influence, encourage citizen participation and tourism governance.

Table 8. Tourism Industry's Influence on Citizen Participation Results

Citizen Participation	Mean	Interpretation
Robustness of local economy vis-à-vis community participation	3.14	<i>Agree</i>
Preservation and conservation of the natural environment vis-à-vis community participation	3.16	<i>Agree</i>
Improved the citizens' socio-cultural optimism vis-à-vis community participation	3.13	<i>Agree</i>
Strengthened dynamics of change management of the politico-administrative structures vis-à-vis community participation	2.96	<i>Agree</i>
	3.10	Agree

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

The structural equations model in figure 3 explains that all the latent variables have positive covariances that indicates that they are moving together in the same direction. An increase of will also increase the other variables. This means that tourism is positively accepted by the local communities and are generally optimistic about its impacts. This result corresponds to the established standard of UNWTO which states that community-based tourism must highly regard the culture and tradition of the local communities in which it develops a better standard of living for them. With this approach, CBT empowers the community members to own and manage tourism enterprises related to their rich cultural heritage that is beneficial in attaining development in the province of Romblon (Yanes et al, 2019). Furthermore, CBT can definitely be efficient through developing local destinations without destroying or modifying the present condition of the environment (Han et al., 2019).

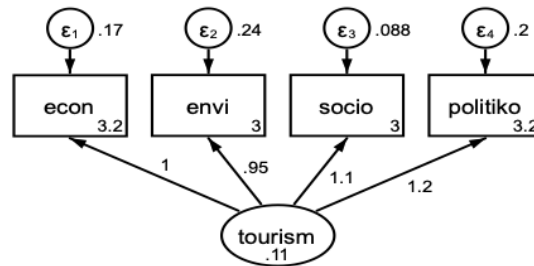


Figure 3. Structural Equation Model Results: Model 1 – 4

The structural equations model figure 3 also shows that Community based tourism leads to sustainable development tourism in terms of economic, environmental, socio-cultural and politico-administrative aspects. Among the four aspects it was found out that economic and politico-administrative has the highest impact having coefficient of 3.20 followed by environmental and socio-cultural with 3.03 respectively. All has positive coefficients that suggest the positive effect of community-based tourism to all the indicators. Kayat, K. (2014) and Han et al. (2019) emphasized that community-based tourism can ultimately be an efficient means of increasing the sustainability of the socio-ecosystem, reviving local traditions, conserving natural resources, reducing poverty, and respecting local culture in the community.

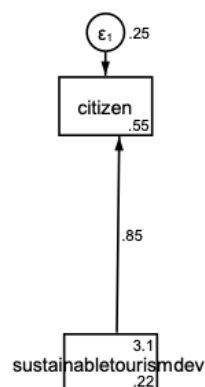


Figure 4. Structural Equation Model Results: Model 6

The structural equations model figure 4 shows that Sustainable Tourism Development leads to Citizen Participation. It shows that all aspects of tourism positively influence and encourage citizen participation as stated in the study of Mtapuri & Giampiccoli (2011) which

emphasizes that with the positive implications of tourism, policies must be in place and that the government is a key agent to develop CBT and empower communities. CBT is influential to citizen participation as shown by the positive result brought by the factors that encourage locals to participate and be part of the progress of CBT within their area. The citizens agree that economic, environmental, socio-cultural and political effects influence their decision to actively participate in tourism activities and development.

Hypotheses Testing Results

Since the causes of sustainable tourism development are challenging to gauge, both the research paradigm and the theoretical framework were utilized to assess Romblon's tourism status. Presented below are the discussions on the hypotheses testing results. The structural equations model shows that Community-based tourism leads to sustainable development tourism in terms of economic, environmental, socio-cultural and politico-administrative aspects. Among the four aspects it was found out that economic and politico-administrative has the highest impact having coefficient of (3.20) followed by environmental and socio-cultural with 3.03 respectively. All has positive coefficients that suggest the positive effect of community-based tourism to all the indicators.

Model 1: Tourism = 3.20 (economic) + 0.17 (prediction error)

Model 2: Tourism = 3.03 (environmental) + 0.24 (prediction error)

Model 3: Tourism = 3.03 (socio-cultural) + 0.09 (prediction error)

Model 4: Tourism = 3.20 (politico-administrative) + 0.20 (prediction error)

H₀1: Tourism does not lead to an improved local economic robustness.

Based on the result of structural equations modelling, the null hypothesis that community-based tourism does not lead to sustainable tourism development in terms of economic aspect is rejected having a resulting significant coefficient of 3.20 at 1 % level of significance $p < 0.01$.

The resulting value leads to accepting the alternative hypothesis that tourism leads to an improved local economic robustness.

H₀₂: Tourism does not lead to a preserved and conserved natural environment.

The null hypothesis is rejected, the resulting coefficient for environmental aspect (3.03) was found out to be significant at 1 % level of significance $p < 0.01$ **this suggest that tourism leads to a preserved and conserved natural environment.**

H₀₃: Tourism does not lead to an improved citizens' socio-cultural optimism.

The null hypothesis that community-based tourism does not lead to sustainable tourism in terms of socio-cultural aspect is rejected based on the resulting coefficient (3.03) which is significant at 1 % level $p < 0.01$. **This suggest that tourism leads to an improved citizens' socio-cultural optimism**

H₀₄: Tourism does not lead to a strengthened dynamics of change management of the politico-administrative structures.

The null hypothesis that community-based tourism does not lead to sustainable tourism in terms of politico-administrative is rejected based on the resulting coefficient (3.20) which is significant at 1 % level $p < 0.01$. **This suggest that tourism aspect leads to a strengthened dynamics of change management of the politico-administrative structures.**

Model 5: Sustainable Development = 0.17 (Economic) + 0.16 (Environmental) + 0.33 (Socio-cultural) + 0.24 Politico-Administrative + 0.08 (Prediction Error)

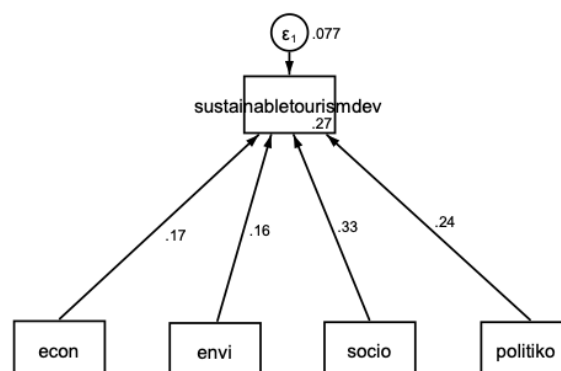
H₀₅: Tourism does not lead to Sustainable Development.

Figure 4. Structural Equation Model Results: Model 5

Based on the result of generalized structural equation model, community-based tourism in terms of the four aspects namely: economic, environmental, socio-cultural, and politico-administrative leads to sustainable development. The highest impact was observed in socio-cultural having coefficient of 0.33 followed by politico-administrative (0.24), economic (0.17) and the least is on environmental (0.16). All has significant coefficient at 1% level $p < 0.01$. ***This suggest that the null hypothesis that tourism does not lead to sustainable development is rejected and that tourism leads to Sustainable Development is accepted.***

Model 6: Citizen participation = 0.85 (sustainable development tourism) + 0.25 prediction error

H₀₆: Sustainable Development does not lead to Citizen Participation and Tourism Governance.

The structural equations model shows that sustainable development leads to citizen participation having a positive significant coefficient of 0.85 at 1% level of significance. ***This implies that the null-hypothesis is rejected, thus an increase in sustainable development by 1% leads to an increase in citizen participation by 0.85%. Thus, Sustainable Development leads to Citizen Participation and Tourism Governance.***

5. DISCUSSION

The study only focused in the seventeen (17) municipalities of the Province of Romblon. Results reveal that Sustainable Tourism Development through Community-Based Tourism is achievable in the Province. It is just a matter of when and how. The study revealed that tourism policies in the form of tourism development plans in the provincial level is inexistent despite the promotion of the province as a tourism destination which can be a potential threat for sustainability. Tourism development is not possible without proper planning. On the other hand, the survey results from the local communities revealed that they are optimistic on tourism development in the province. It is stated by Briones et al. (2017) that the industry is continuously being successful in enhancing the economy of the country especially the local

communities which results to improved quality of life. More so, 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. This is a manifestation that Romblomanons are looking forward to utilize their resources as tourism enterprise. The study revealed that local communities in the province generated extra income through alternative sources in tourism. This essentially relates to the study of Anuar (2017) which mentioned 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. In the province, the respondents disagrees that 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. Respondents agreed that tourism has helped the communities to become more aware of their environment and cultural resources and that the local people take pride in their tourism resources. On the other hand, the findings of the study supports the claim of Jugmohan (2015) stating that the lack of methodologies to appraise the pre-conditions for CBT, poor planning, gaps existing between the planning and practical implementation stage, other than guidelines presents serious problem in sustainable management of destinations despite of initial euphoria in the beginning stage of development.

In the aspect of community participation and engagement, the survey revealed that the residents are optimistic in linking tourism in participatory development. This supports the claim that there are various studies that agree on the significance of participation in the characterization of CBT initiative (Durkin & Peric, 2017). On the other hand, Dodds et al. (2016) highlighted 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. This is true in the context of Romblon as

the tourism officers and local communities agree that the latter has practiced total engagement in projects given by the LGU thus, Durkin and Peric (2017) points out that community participation is a critical element.

6. CONCLUSION

The Extended Theory of Sustainable Development implies that the local communities positively responded with the extended parameters. This means that the economic, environmental, sociocultural, and politico-administrative aspects of development are positively related with the tourism industry in the province and made a promising contribution to improve the quality of life of the local communities through various tourism activities. The study also revealed the positive relationships of tourism among the extended parameters of sustainable development and citizen participation by testing important hypotheses to know the perception of the local communities. The study, in the context of the province, revealed that tourism leads to positive economic activity; environmental consciousness; sociocultural protection and preservation; and promising politico-administrative affairs and climate. It also revealed that tourism activities lead to Sustainable Development and that Sustainable Development leads to Citizen Participation among the local communities.

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