

Tourism Socio-Economic Environment of Selected Municipalities of West Cebu, Philippines geared towards the creation of a Tourism Development Model

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Abstract

This study described the tourism socio-economic development of the selected municipalities of West Cebu, Asturias and Balamban in the Philippines, with the end view of developing a tourism development model for them. Using the explanatory mixed methods research design, the study was able to generate quantitative and qualitative data and information from 200 tourism stakeholders such as business enterprises, clients, residents, tourists and local government offices from the two municipalities. Respondents were selected using purposive sampling at the first stage with the inclusion criteria of: (1) can provide information about tourism socio-economic environment in the municipality; and (2) willingness to participate in the study. The second phase of sampling is quota sampling, where a quota of 100 was set for each of the municipalities. Data were collected through: (1) survey for the quantitative strand; and (2) interview schedule for the qualitative strand.

Results of the study showed that the respondents' socio-demographic characteristic in terms of age ranged from 18 to 56 years old and above. Majority of the respondents came from four different types such as community, local government, stakeholders and tourists where their perceptions on tourism development using a questionnaire were elicited to support the study.

In terms of the social dimension of preparedness to tourism development, the municipality of Asturias is very visionary in terms of development by concentrating on their local infrastructures, while Balamban is more competitive in terms of the presence of big businesses. The priorities of the two municipalities are health services and education program for their people.

Economic development of both municipalities is very visionary in terms of its development economically by concentrating on their priority projects. Challenges of tourism development for the two municipalities are in terms of setting priorities between socioeconomic and tourism development for which these areas work together.

Keywords: Development Model, Municipalities, Socio-Economic Environment, Tourism, West Cebu.

Introduction

Narrative of Asturias

Based on the Asturias Comprehensive Land Use Plan (2005-2014), Asturias is a third class municipality and one of the six component towns that comprise the third congressional district of the Province of Cebu. It has an annual revenue of Php12,807,932.74 and an Internal Revenue Allotment (IRA) of Php85,308,561.00 as of Calendar Year 2014.

Narrative of Balamban

According to the book of ‘The History of Balamban, Cebu Philippines Volume 18’ (Roperos, 2014) the town of Balamban derived its name from a native term, "balang-balang" which refers to the linked arms of the natives formed as improvised seat to carry/ferry Spaniards in crossing the river. The name "balang-balang" was shortened to "bang-bang" which eventually became "Balamban."

Since the proponent of this study intends to use the output of this research for the Municipality of Balamban, there would be assurance that the study may help boost the local tourism industry and the socio-economic development of the municipality. Thus, this study entitled “Tourism Socio-Economic Environment of Selected Municipalities of West Cebu Geared towards the Creation of a Tourism Development Model” was conducted to determine the tourism and socio-economic factors for the development and progress of the tourism industry in the said municipalities.

Conceptual Framework

The conceptual framework of the study emphasizes that the tourism socio-economic development model for the municipalities of Asturias and Balamban is an outcome of the interplay or relationship between basic factors and underlying factors as shown in Figure 1.

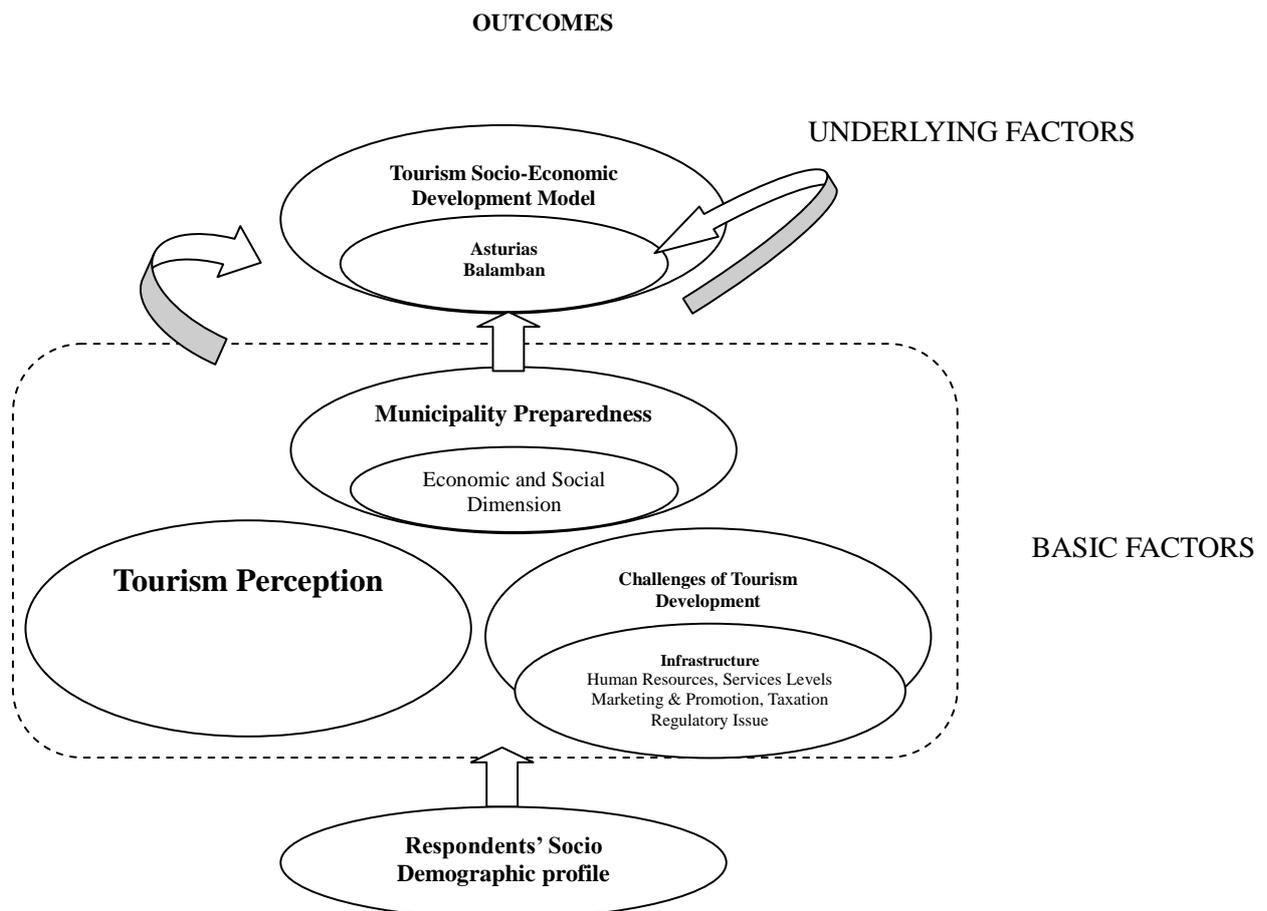


Figure 1

Conceptual Framework of Tourism Socio-Economic Environment of Selected Municipalities of West Cebu Philippines Geared towards the Creation of a Tourism Development Model

The underlying factors, situated at the mid part of the framework, include: (1) tourism perception; (2) preparedness of the municipality to tourism development; (3) challenges of tourism development. Meanwhile, destination image is a set of beliefs, impressions, and ideas that people attach to a given place (Kamenidou, Mamalis, and Proporas, 2008). Lastly, loyalty is a construct which means retention of a customer does not necessarily involve loyalty. (Palmer and Mayer, 1996)

The second factor is preparedness of the municipality to tourism development, which include two dimensions: economic and social.

Problem and Definition

This study aimed to determine and describe the socio-economic environment of the two (2) municipalities of West Cebu, namely Asturias and Balamban with the end goal of creating a tourism development model. In order to achieve such, the following specific questions were addressed:

1. What is the socio-demographic profile of the respondents in terms of:

- 1.1. Age
- 1.2. Sex
- 1.3. Work/Employment
- 1.4. Years in Service
- 1.5. Income

2. What is the respondents' perception on tourism development?

3. How prepared are the municipalities of Asturias and Balamban in West Cebu for tourism development in terms of the following:

- 3.1. Economic dimension
 - 3.1.1. Tourism GDP
 - 3.1.1.1. Number of tourists
 - 3.1.1.2. Number of accommodations
 - 3.1.1.3. Number of tourism and hospitality infrastructures
 - 3.1.1.4. Expenditure patterns
 - 3.1.2. Tourism employment
- 3.2. Social dimension
 - 3.2.1. Support of the local government
 - 3.2.2. Community involvement



Figure 4. Tsuneishi Heavy Industries (Cebu, Philippines)

4. What are the challenges that tourism development bring in to the municipalities of Asturias and Balamban in West Cebu?

5. How do the two municipalities, Asturias and Balamban, in West Cebu compare in terms of their tourism socio-economic environment?

6. Based on the findings of the study, what are the implications in relation to the theme of the conference and their contribution to research, education, policy or practice?

7. Based on the findings of the study, what tourism development model can be proposed for the municipalities of Asturias and Balamban in West Cebu?

Literature Review

The related literature is composed of discussion of facts and principles to which the will help the researcher about his study on Tourism Socio-Economic Environment of Selected Municipalities of West Cebu geared towards the Creation of a Tourism Development Model.

Tourism industry in the Philippines has been identified as one of the powerful engines for a strong and sustained economic growth. To determine whether the Philippine tourism industry is moving towards

sustainable development, the continued concerted efforts of all the stakeholders of the industry in the implementation of all these initiatives will surely lead to a sustainable Philippine tourism. (Añasco and Lizada, 2014)

Related Studies

This chapter presents the review of related literature and studies that provide bearing to the present study. The Community Based Eco-tourism Master Plan of Ulugan Bay is being executed by UNESCO and the Puerto Princesa City Government which the project employs a multi-sectoral and interdisciplinary approach with aim of alleviating poverty in Ulugan Bay through the development of sustainable livelihoods in areas such as community based eco-tourism and sustainable coastal fish farming (Felstead, 1999).

Research Design

The study employed the mixed methods research design in order to generate both quantitative and qualitative data and information to determine the tourism socio-economic environment of the two selected municipalities in West Cebu, Asturias and Balamban.

The mixed methods research design encompasses several different designs that provide sound frameworks for collecting, analyzing, mixing, interpreting, and reporting quantitative and qualitative data to best address specific types of research purposes.

For this study, the researcher employed the explanatory sequential design in which the researcher began by conducting a quantitative phase and follows up on specific results with a second phase. The second, qualitative phase is implemented for the purposes of explaining the initial results in more depth, and it is due to this focus on explaining results reflected in the design name. Morgan (2003) called this design qualitative follow-up approach. Creswell, et. al. (2003) noted that the overall purpose of this design is to use a qualitative strand to explain initial quantitative results or when the researcher needs qualitative data to explain quantitative significant results.

Specifically, the researcher develops or refines the qualitative research questions, purposeful sampling procedures, and data collection protocols so they follow from the quantitative results. As such, the qualitative phase depends on the quantitative results.

In the third step, the researcher implements the qualitative phase by collecting and analyzing qualitative data. In this study, the qualitative data will be derived from the key informant interviews of the in four respondents such as Community, Local government, Investors; and Tourists.

Population and Sampling

The sample respondents were drawn from the population of tourism stakeholders in the two municipalities of West Cebu namely Asturias and Balamban.

Table 1
Frequency distribution of respondents (n=100)

Type of Respondent	Number of Respondents	
	Asturias	Balamban
Community Residents	25	25
Local Government	25	25
Business Enterprises	25	25
Tourists	25	25
Total	100	100

Instrumentation

Since the study employed the mixed methods approach, three types of instruments will be used: (1) survey questionnaire for the quantitative strand; and (2) interview schedule for the qualitative strand and (3) pilot testing to determine the effectiveness of the research instruments used in the study. In addition, the instruments were pre-tested or pilot tested with 21 tourism stakeholders in another municipality, the Municipality of Tuburan, to determine the effectiveness of the instruments. After which, comments, corrections and suggestions were incorporated by the researcher in the final research instruments for the actual data collection.

Research Methodology

Prior to actual data collection, endorsement was sought by the researcher from Local Tourism Office and Office of the Mayor of the municipalities of Asturias and Balamban in West Cebu.

Following the sequential explanatory mixed method design, data collection follows the sequence shown in the figure below

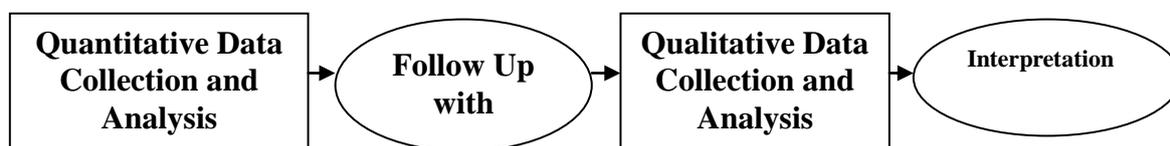


Figure 6. Phases in the Sequential Explanatory Design (Creswell, 2003)

Statistical Treatment

Since the study employed a mixed method design, two types of analyses were done: quantitative and qualitative.

Quantitative Data Analysis

The quantitative data analysis include descriptive statistics such frequency counts, percentages and weighted arithmetic mean (WAM) for Part I (sociodemographic profile of respondents) and Part II (respondents' perception on tourism development). The formula for percentage and WAM are as follows:

Percentage Formula

$$P = \frac{f}{N} \times 100$$

Where: P = percentage
 f = frequency
 N = total number of respondents

Formula for WAM

$$\bar{x} = \frac{\sum_{i=1}^n (x_i * w_i)}{\sum_{i=1}^n w_i}$$

Where: Σ = summation
 w = the weights
 x = the value
 n = number of responses

Further, after the WAM computation of each statement, each WAM score was verbally described based on the descriptions presented in Table 2.

Table 2
 Range of Scores of the WAM and its Verbal Description

Weighted Arithmetic Mean (WAM)	Verbal Description
3.26 – 4.00	Strongly Agree
2.51 – 3.25	Agree
1.76 – 2.50	Disagree
1.0 – 1.75	Strongly Disagree

To determine the significant difference between the respondents' socio-demographic characteristics and the level of effectiveness of the tourism economic environment of selected West Cebu Municipalities, t-test for independent samples was used with the formula shown below:

Formula for T-test for Independent Samples

$$t = \frac{(\bar{x}_1 - \bar{x}_2)}{\sqrt{\frac{s_p^2}{n_1} + \frac{s_p^2}{n_2}}}$$

- Where:
- x1 mean for group 1
 - x2 mean for group 2
 - SS1 sum of squares for group 1
 - SS2 sum of squares for group 2
 - n1 number of items in group 1 and
 - n2 number of items in group 2
 - n1+ n2-2 degrees of freedom

The absolute computed t-value was tested at 0.05 level of significance.

Findings

1. Socio-demographic profile of the respondents

The respondents' age, gender, work/employment and income were determined in order to generate their sociodemographic profile as presented in Tables 3 to 6.

Table 3
Respondents Age of Asturias and Balamban (n=200)

AGE	Asturias		Balamban		n	f
	n	Mean	N	Mean		
18-24	11	31.4%	10	31.4%	21	10.50
25-30	13	37.1%	15	37.1%	28	14.00
35-40	18	51.4%	19	51.4%	37	18.50
41-55	35	100.0%	36	100.0%	71	35.50
56 & above	23	65.7%	20	65.7%	43	21.50
TOTAL					200	

As shown in Table 3, the ages of the respondents from Asturias and Balamban ranged from 18 to 56 and above. Of the 100 respondents from Asturias, majority of the respondents belonged to the age range of 41 to 55(35respondents).

1.2 Gender

Table 4
Gender in Asturias and Balamban

Gender	Asturias	Balamban	n	%
Male	42	41	83	41.5
Female	58	59	117	58.5
			Total	200

Of the total respondents, more than half of the respondents were females in the two municipalities (58.5 percent).

Work/Employment Table 5

Respondents' Length of Service in Asturias and Balamban

LOCAL EMPLOYEE	Asturias	Balamban	n	%
Municipal employee	9	10	19	32.20
Tourism Office employee	12	1	13	22.03
Public school teachers	17	5	22	37.29
Others	4	9	5	8.47
Total	34	25	59	100

Respondents' length of service or years in their present work or employment in the two municipalities as shown in Table 5 ranged from four to 17 years.

1.4 Income

Table 6
Salary payment scheme in the Local Government in Asturias and Balamban (n=58)

MODE OF PAYMENT	Salary (in Php)	Asturias	Balamban	n	%
Daily	100 below	1	0	1	1.72
	100-500	3	3	6	10.34
	600-1,000	0	0	0	0.00
	1,000 and above	0	0	0	0.00
Weekly	500 and below	0	0	0	0.00
	600-900	0	0	0	0.00
	1,000-2,000	0	0	0	0.00
	2,100-3,000	0	0	0	0.00
	3,100-4,000	0	1	1	1.72
	4,000 and above	0	1	1	1.72
Bi-Monthly	5,000 and below	1	4	5	8.62
	5,100-6,000	0	0	1	1.72
	6,100-7,000	0	0	0	0.00
	7,100-8,000	0	1	1	1.72
	8,1000-9,000	0	0	1	1.72
	9,000 and above	1	1	2	3.45
Monthly	5,000 and below	2	3	5	8.62
	5,100-6,000	0	0	0	0.00
	6,100-7,000	0	0	0	0.00
	7,100-8,000	0	0	0	0.00
	8,1000-9,000	4	1	5	8.62
	9,000 and above	21	8	29	50.00
	Total			58	100.00

The findings show that while there are those who earn on a daily and weekly bases, majority of the respondents in Asturias and Balamban are still earning on a monthly scheme or a bi-monthly scheme, as in many government and private offices or agencies that pay their employees on a 15 and 30 per month scheme.

Perception of two municipalities (n=200)

Table 7
Perception of the municipalities in Adj Rating

RESPONDENTS PERCEPTION	Asturias (n=100)		Balamban (n=100)	
	Mean	Adj Rating	Mean	Adj Rating
1. Tourism causes an increment of investment at the destination.	3.42	Strongly Agree	3.35	Strongly Agree
2. Tourism causes and increase in the standard of living in the municipality	3.25	Agree	3.29	Strongly Agree
3. Because of tourism, facilities are at a higher standard.	3.16	Agree	3.24	Agree
4. Meeting tourists is a valuable experience.	3.29	Strongly Agree	3.17	Agree
5. Tourism has led to an increase in services for residents and tourist.	3.15	Agree	3.23	Agree
6. Tourism increases international appreciation of tourists in the local culture.	3.23	Agree	3.23	Agree
7. Tourism is a priority in the local culture.	2.96	Agree	3.32	Agree
8. Tourism responsibilities forge good coordination of tourism responsibilities with the local government.	3.14	Agree	3.10	Agree
9. Tourism development provides employment to local residents.	3.23	Agree	3.14	Agree
10. Tourism development helps in the promotion of the municipality to other municipalities, provinces and countries.	3.42	Strongly Agree	3.25	Agree

Weighted Mean:

3.26 - 4.0 = Strongly Agree

2.51 - 3.25 = Agree

1.76-2.50 = Disagree

1.0-1.75 = Strongly Disagree

Of the 10 statements on tourism development, respondents in Asturias agreed strongly to statements “Tourism causes an increment of investment at the destination’, and “Tourism development helps in the promotion of the municipality to other municipalities, provinces and countries,” with WAM of 3.42, respectively.

2. Perception of two municipalities

Table 8
Mean Perception of two municipalities (n=200)

Respondents' Perception on Tourism Development Model	Mean	Adj Rating
1. Tourism causes an increment of investment at the destination.	3.39	Strongly Agree
2. Tourism causes and increase in the standard of living in the municipality	3.27	Strongly Agree
3. Because of tourism, facilities are at a higher standard.	3.20	Agree
4. Meeting tourists is a valuable experience	3.23	Agree
5. Tourism has led to an increase in services for residents and tourist.	3.19	Agree
6. Tourism increases international appreciation of tourists in the local culture.	3.28	Strongly Agree
7. Tourism is a priority in the local culture.	3.03	Agree
8. Tourism responsibilities forge good coordination of tourism responsibilities with the local government.	3.14	Agree
9. Tourism development provides employment to local residents.	3.29	Strongly Agree
10. Tourism development helps in the promotion of the municipality to other municipalities, provinces and countries.	3.37	Strongly Agree

Weighted Mean:

3.26 - 4.0 = Strongly Agree

2.51 - 3.25 = Agree

1.76-2.50 = Disagree

1.0-1.75 = Strongly Disagree

As shown in Table 9, all 10 statements have generated strong agreement and agreement from the respondents. With strong agreements were statements #1, #2, #6, #9 and #10, while statements #3, #4, #5, #7 and #8 were agreed to by the respondents.

3. Preparedness of Municipalities of Asturias and Balamban in West Cebu for Tourism Development

This part of the study was dealt with qualitatively. Data were generated from official documents from the two municipalities and from the key informant interviews with local government units, Department of Interior and Local Government, designated tourism officer, carinderia owners, tricycle and pedicab drivers, and resort owners. Interview transcriptions were used to substantiate the discussion and to complement the quantitative data previously presented.

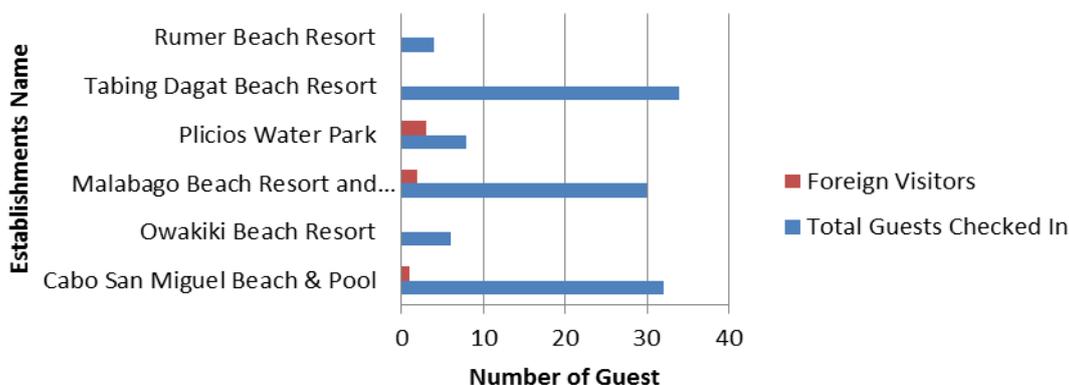
Economic Dimension in the Municipality of Asturias

3.1.1 Number of Tourists

As an indicator of economic dimension, the number of tourists in both municipalities was determined. Figure 11 shows the guest arrivals in Asturias as of March 2015 as provided by the designated tourism officer in Asturias.

Guest Arrivals in Asturias

(as of March 2015)



(Source: Local Municipality Tourism of Asturias, 2015)

Figure 7. Guest Arrivals in Asturias

As shown in the graph, guests or tourists visit Asturias because of the tourist destinations such as resorts, pool and water park.

3.1.2 Number of Accommodations

The number of accommodations in the municipality of Asturias was taken from the official data provided by the designated tourism officer. Table 9 provides the establishments with guest counting per country in Asturias as of calendar year 2014.

Table 9

Establishment with Guest Counting per country in Asturias (as of 2014)

Establishment	Country Residence (by country)	by month (as of 2014)	Number of guest
Malabago Beach Resort and Spa	Philippines	April	3
	Australia	April	7
	Philippines	May	5
	London	May	10
	Philippines	June	6
	North America	June	3
	Philippines	July	4
	Japan	July	4
	Australia	August	2
	Philippines	September	2
	Canada	September	1
	Philippines	October	10
	Japan	November	4
	Japan	December	2
	Taiwan	December	2
	Philippines	December	6
		TOTAL	71

(Source: Local Municipality Tourism of Asturias, 2014)

Due to the dearth of data on the number of accommodations, the Tourism Office in Asturias reported only one establishment with guest counting per country.

Number of Tourism and Hospitality Infrastructure

The number of tourism and hospitality infrastructure was also ascertained as a descriptor of the economic dimension of the preparedness of Asturias for tourism development.

Table 10
 Tourism Infrastructure in Asturias

Infrastructure	Count
Bakeshops	11
Cooperatives	2
Fresh Fish and Retailers	29
Gasoline Station	3
General Merchandising	14
Heritage Sites	12
Lending and Financing Institutions	1
Lumber and Hardware	13
Multi-Purpose Building	13
National Parks	2
Pawnshops/Lending	7
Pharmacies/Drugstore	4
Post Office	1
Public Market	3
Recreation Court	1
Restaurants and Cafeterias	13
Rural Bank	1
Salon/Beauty Shops	4
Sari-Sari Stores	90
Savings Bank	1
Tailoring Shop/Dress Shop	6
Vocational School (TESDA)	1

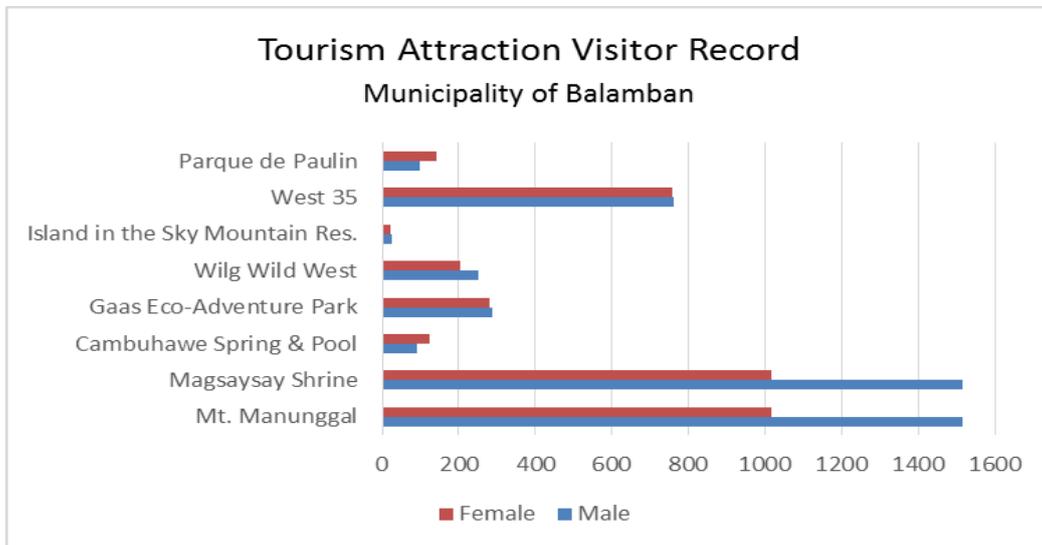
The table shows that majority of the infrastructure are Sari-sari stores. The government should increase more the presence of more infrastructure that can be seen and utilize by the community to increase income generation in the municipality. Karim (2011) identifies that development of tourism anywhere very much relies on the development of appropriate infrastructure, which services the needs of a tourist and encourages investment in the sector.

3.1 *Economic Dimension for the municipality of Balamban*

Similar to the descriptors of the economic dimension of Asturias, the municipality of Balamban also determined the number of tourists, number of accommodations, number of tourism and hospitality infrastructure and the expenditure pattern.

3.2.1 Number of Tourists

The number of tourists in Balamban was sourced from the data on tourism attraction visitor record of Balamban Tourism Office as of March 2015.

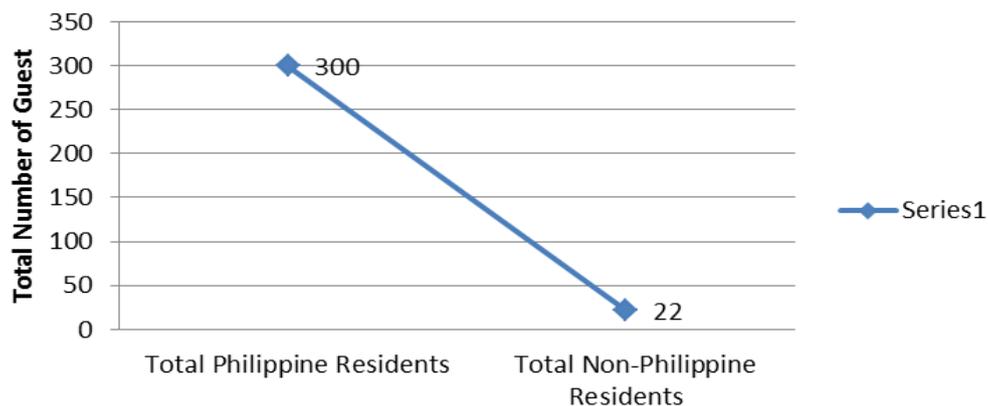


(Sources from Balamban Tourism Office as of March 2015)

Figure 9. Tourism Attraction Visitor Record (by gender) in Balamban

As shown in Figure 15, there were eight tourist destinations in the official record of Balamban where tourists frequently visit like Parque de Pulin.

Guest Arrivals in the municipality of Balamban of March 2015



(Sources from Balamban Tourism Office as of March 2015)

Figure 10. Guest Arrivals in the municipality of Balamban

Figure 17 reveals that there were 300 guest arrivals from the Philippines in Balamban in March 2015 compared to 200 non-Philippines residents or guests.

3.2.2 Number of Accommodations

In terms of the number of accommodations in Balamban, the types of accommodation vary from pension, apartment and residence. Of the 12, Villa Adela Pension House had the most number of guests (91) who checked in in March 2015, followed by West 35 with 84 guests, and BC & C Pension on the third with 71 guests.

Table 12
Number of Accommodation Establishments in Balamban

Establishments	Type/Class	Total Rooms	Number of Guest Checked-In
BC & C Pension	Pension	6	71
Villa Adela Pension House	Pension	14	91
BalconHauz	Pension	30	25
West 35	Pension	8	84
Marlinn's Apartment	Apartment	4	3
JBE Apartment	Apartment	4	2
M-REZ Travel Inn	Apartment	27	12
GY Lodging House	Apartment	6	2
Mayor Socrates Gonzalez Complex	Apartment	10	4
Villa Escoton	Apartment	4	0
Costa Roca Resort Club	Residence	33	28
JVR Island in the Sky Resort	Residence	6	0

(Source: Balamban Tourism Office as of March 2015)

3.2.3 Number of Tourism and Hospitality Infrastructure

There are no official data available on the number of tourism and hospitality infrastructure from the municipality of Balamban.

Table 13
Tourism Infrastructure in Balamban

Infrastructure	Count
Tourism Enterprise	15
Tourist Attractions/Amusement	5
Restaurants	11
Travel Agents	2
Shipyard	1
Total	34

As shown in the table, there are infrastructures existing in the municipality of Balamban. Majority like the came from Tourism Enterprise etcetera.

3.2.4 Expenditure Pattern

The supplemental information given, only a few are considered in the tourism development growth.

3.3 Social Dimension of Preparedness for Tourism Development

The social dimension of preparedness for tourism development was described in terms of local government involvement and community support in the two municipalities through key informant interviews from the various tourism stakeholders.

3.3.1. Social Dimension in Asturias

This dimension is broken down into local government support and community involvement

Table 14
Local Government Support for Tourism Development in Asturias

Municipality	Social Dimension	
	Local Government Support	Community Involvement
Asturias	Proper communication with the locals to establish relationships among all.	Coordination with the community and the municipality, like applying business permits and others. Awareness of bulletin boards and sinages from the municipality. Report suspicious individuals or group in the local authority.
	Better service is first and foremost the number one in the municipality.	Obidient in municipality law and regulation.
	Improve the tourism spots in the municipality and invite investors to invest in the municipality.	Community should be welcoming as host municipality.

The table shows that support provided by the local government and community of Asturias. As definition social tourism is tourism that specifically encourages the participation in tourism activities of persons who are economically weak or otherwise disadvantaged. (Minnaert et. al, (2011).

Table 15
Local Government Support for Tourism Development in Balamban

Municipality	Social Dimension	
	Local Government Support	Community Involvement
Balamban	Support of local establishments	Support projects from the local community.
	To aim as the summer capital of Cebu province	Increase local production from farmers. Take care of the environment like illegal logging or cutting of trees for firewood consumption of home use.
	Promotion of local tourism office in the municipality	Support local products.

The table shows the support of the local government unit social dimension as involvement in community for the tourism development. The earliest definition of social tourism by Hunzicker (1951) describes social tourism as the relationships and phenomena in the field of tourism resulting from participation in travel by economically weak or otherwise disadvantaged elements in society’

4. Challenges that tourism development bring in to the municipalities of Asturias and Balamban in West Cebu

Table 16
 Challenges of Tourism Development in both municipalities in West Cebu

Asturias	Balamban
That the local government of Asturias must have a will and determination to give an all out support to all investors and businessmen most especially financial assistance	That the local government unit of Balamban must take concrete steps and actions to invite and persuade to those fellow Balambanons living abroad to come home and visit again the town and see the potentials of Balamban and invest their money.
That the government must have a well planned and organized identification of tourism sites or locations for the future investments.	That the local government must create innovative, developed and strategic marketing campaign about public beaches to compete private beaches so that tourists may visit and enjoy the beaches.
That the local government unit must have improved all the roads and highways that are good and passable conditions for the local community and investors in order to be safe and comfortable.	That the local government unit must continue and support the proposed river trekking and waterfalls business plan must be realized in order to develop the said tourism site. The potentials of different caves are additional attractions.
That the unfortunate occurrence of crimes in the town must be eliminated or totally be stopped to have a better and secure environment.	That the local government must adhere to the government agency like the Department of Environment and Natural Resources declaration if a location is a protective landscape by preventing infrastructures.
That the local government unit must identify priority activities and programs to improve service to the community.	That the local government unit of Balamban must have a campaign education and information drive to all the community members to have their social media accounts the image and photos of Balamban as they’re profile image to expand the marketing reach the potentials of Balamban for tourism growth.
That the Asturias local government unit must initiate continuing seminars specifically about local tour guiding seminars using local dialect to enhance and upgrade skills to the local people.	That the local government should have a good information technology infrastructure.
That the municipality of Asturias enforce strict implementation on safety measures just like other parts of the country.	That the local government must have a continuous programs and activities to make into a full realization that Balamban is an Eco-AgriTourism Capital of Cebu, Philippines

Table shows the challenges identified by each municipality.

5. Challenges of the two municipalities

Table 17
 Challenges of both municipalities in West Cebu

Municipality	Tourism Development	Preparedness of Municipality	Economic Dimension	Social Dimension
Asturias	□	□□□	□	□
Balamban	□	□□	□	□

The table shows that Balamban is highly much acceptable to the tourism development plan. The researcher shows the evidence in the previous topics as discuss by the researcher.

Findings of the study

On the basis on the data gathered and collected in relation to the statement of the problem are the significant findings:

1. Socio-demographic profile of the respondents in the study

a. According to Age

Survey responses shows that being active in the community are ages 41-55 of years showing their being involved in the organization with 32% making a sound evidence and ages 18-24 years of age are least participant in the questionnaires.

b. According to Gender

Gender and tourism have something in common when it comes to political analysis (Richer, n.d.). The survey responses shows that 57% are all male respondents are pro-active in society’s survey, and they are more expressive in terms of their ideas and direct to the point.

c. According to Salary Payment

The survey response shows that having a good interpretation in the result of the salary scheme from the different levels from the local government. Thus, understanding the role of tourism in providing household income requires a thorough assessment of occupational structure and labor market characteristics.

2. Perception on Tourism Development Model in four different respondent’s type

On the related literature Valdez (2009) mentioned that the Socio-Economic impact of tourism and entrepreneurship is determined in Vigan City, particularly along the profile of tourism related entrepreneurship; impact of tourism in existing business establishment, and the impact of tourism on the personal improvement of entrepreneurs, community and as well as tourist;

3. Preparedness of the municipalities of Asturias and Balamban in West Cebu for tourism development in terms of the following criteria

3.1 Economic dimension

3.1.1. The local government of Asturias is very visionary in terms of its development economically by concentrating on their priority projects like roads, public infrastructures, business friendly environment both in private and public ownerships, including safety and security of business establishments, the persistence on tax measures and collection, allocation and allotment of budgets of the agency beneficiaries.

3.1.2. The municipality in a bigger scope of the economy because of the multi-billion company like

Tsuneishi, has a tremendous effects on the economy of the municipality.

3.2. Social dimension

The two municipalities of Asturias and Balamban of this study in its Tourism development improved the appearance of social conditions of its town and or community.

4. Challenges that Tourism Development bring in to the municipalities of Balamban and Asturias in West Cebu

These are the challenges of the present study in terms of the tourism development for the municipalities such as;

4.1 The conservative members of the local community don't want changes or developments for them they value living in a quite and peaceful living with a simple environment and has enjoyed life without any changes on their community;

4.2 The lack of support from the local government because of political party which have their own agenda despite of common goal to serve their constituents ;

4.3 Fishing is more important means of livelihood compared to a tourism spot in reference to a hot spring as a concept of temporary livelihood only;

4.4 The thrust of the municipalities in terms of tourism budget allocation must be also one of the priorities of the elected mayor;

4.5 the awareness campaign and understanding for all local members of the community of why tourism and development is important industry for a better results of their plans and programs; the provision of solely tourism activities given to an appointed officer not just on designation title or rank;

5. Comparative of two municipalities, Balamban and Asturias, in West Cebu compare in terms of their tourism socio-economic environment

These two municipalities have their own unique and strategically different to each other in terms of their status on their tourism socio-economic environments such as;

5.1 Asturias is a town that needs more investments and enterprises because of a few commercial activities compared to the town of Balamban;

5.2 Asturias in terms of tourism support activities has only a limited budget allotment and allocations compared to the municipality of Balamban where more and high budget is allocated and allotted resulting to more business are sprouting; Asturias in a nutshell has a lot of potentials in terms of tourists arrivals in record rather than the municipality of Balamban; Asturias do not have the presence of a multi-million dollar shipyard like Tsuneishi found in Balamban;

Findings of the study on Tourism Development Model for the municipalities of Balamban and Asturias in West Cebu

The researcher has the following findings on the study about the tourism socio-economic development for both the municipalities;

6.1 The two municipalities are rich in eco-tourism destinations and activities where each barangay may showcase its uniqueness as a municipality;

6.2 The abundance of natural resources found in each municipality will lead to become a tourism

6.3 destination in the West Cebu areas;

6.4 the set of priorities of the political leaders are different from the other elected officials of the municipalities;

- 6.5 The distribution and allocation of budgets for each municipalities in terms of tourism activities does not give a serious tourism activities for the growth of an economy;
- 6.6 Agriculture and all other activities are more priority compared to any tourism activities that are conducted in their community;
- 6.7 Livelihood in Agriculture has a lot of support programs and activities to promote sustainability in their income in general.

Conclusion

Based on the findings and conclusions of the study, a Tourism Development Model for the municipalities of Asturias and Balamban in West Cebu was proposed using a three-pronged approach: (1) ecotourism; (2) nature-based tourism; and (3) sustainable tourism. Ecotourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet, sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy and nature based tourism responsible travel to natural areas, which conserves the environment and improves the welfare of local people.

Recommendation

Based on the findings of the study, the researcher developed and proposed a Tourism Development Model for the municipalities of Asturias and Balamban in West Cebu. As shown in Figure 20, the model is the confluence of three types of tourism which the researcher has analyzed to be the crucial components of the tourism development specifically for the two municipalities. These include (1) ecotourism; (2) nature-based tourism; and (3) sustainable tourism.

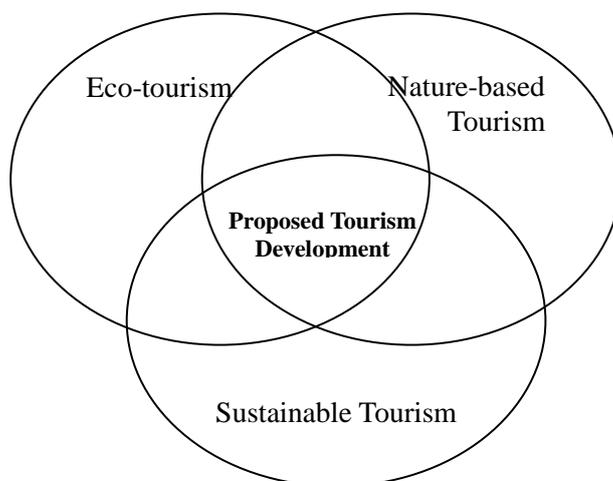


Figure 11. Proposed Tourism Development Model

The model is represented by a Venn diagram indicating the possible logical relations between the three components of types of tourism. Each sphere in the Venn diagram overlaps with one another as it shows the importance and relationship of tourism activities in each tourism type. The overlap of the three spheres is the proposed tourism development model for Asturias and Balamban which is intended to boost the growth of tourism in these municipalities.

Table 18
Development Model Plan of Activities for Sustainable Tourism

Activities	Objective	Results
Tree Planting	Increased sense of love of nature of a particular tourist destination and spot.	Greening the environment of a destination and support Climate Change concepts.
Footsteps on proper Trekking	Protect areas of habited animals in the wild	Undisturbed living conditions and sanctuary of wild animals.
Camping and Pampering the environment	Shared responsibility	Acceptance of responsibility
Civic Engagement	To effectively communicate between the local government and the community	Effective communication is achieved while information dissemination is realized

Sustainable tourism is the concept of visiting a place as a tourist and trying to make only a positive impact on the environment, society and economy. Tourism can involve primary transportation to the general location, local transportation, accommodations, entertainment, recreation, nourishment and shopping

Table 19
Development Model Plan of Activities for Nature Based Tourism

Activities	Objective	Results
Mountaineering	Promotion the wonders of high mountains	Achievement and fulfillment of desired mountain reached without destroying the nature
Nature photography	Appreciation of natural resources	Promotion and marketing to other society embracing nature
Biking and Hiking	Promotion of physical health	Good health and lessen the emissions of toxic air pollutants

Nature based tourism responsible travel to natural areas, which conserves the environment and improves the welfare of local people. It is tourism based on the natural attractions of an area.

Table 20
Development Model Plan of Activities for Eco-tourism Tourism

Activities	Objective	Results
Local tour guiding and services training	Increased productivity of its people through guiding of a certain culture and natural environment	Promotion and marketing of the local destination
Enculturation of a destination product	Increased knowledge and appreciation of a destination product	Generation of income
Livelihood training in Cacao Planting as emerging market in agriculture	Increased local employment and appreciation of locally grown and quality cacao	Increase of variety of agricultural products.

Eco-tourism focuses on local cultures, wilderness adventures, volunteering, personal growth and learning new ways to live on our vulnerable planet. It is typically defined as travel to destinations where the flora, fauna, and cultural heritage are the primary attractions.

Implications of the Study

This study entitled “Tourism Socio-Economic Environment of Selected Municipalities of West Cebu Geared towards the Creation of a Tourism Development Model” will be helpful to the Local Government of Asturias and Balamban Philippines in their tourism development efforts. With the tourism development model as output of the study, the two municipalities will be able to locate their present tourism development situation and map out how they will attain their tourism development goals and objectives using the recommended tourism development model. Specifically, it will help improve the implementation of the municipal tourism plans as it hoped to provide additional basis for the two Municipal Tourism Offices to revise existing plans, and/or propose legislations or sound ordinances which will govern a unified, more eager, healthier and innovative tourism practices based on the outputs of this foregoing study. It will supplement additional alternative plan for the local government unit considering the perceptions of the client groups regarding the possibility of establishing more resorts in the locality. As a result, these municipalities will be able to raise revenues that can be used to finance an improved delivery of basic services to the residents and constituents.

It will provide employment for the local people. Results of the study will help them understand the trend of development from a remote municipality into an open tourist destination. It will boost their morale seeing people from other places visit them to experience the beauty of their towns, its mountains, their historical and cultural heritage.

On the whole, the municipalities of Asturias and Balamban will be benefited by this study in terms of socio-economic development through job opportunities and additional revenues, business opportunities and social welfare development through the establishment of health and sanitation, water and electricity infrastructure projects necessary to developing local tourism industry.

For the future researchers conducting studies in the municipality, business entities doing feasibility study, other groups, schools, students and individuals conducting research, the output of the study will serve as reference for them since this is the first study conducted in Asturias and Balamban’s tourism industries.

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