



## **Sustainable Tourism Development in Naval, Biliran Philippines: Local Residents Perceptions towards its Economic Impact**

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### **ABSTRACT**

This study generally aimed to determine the perception of local residents of Naval, Biliran towards economic impact of sustainable tourism development. The research made use of the descriptive-correlation method utilizing a survey questionnaire to generate needed data. The local resident's perceptions towards positive economic impact of sustainable tourism, it got an average weighted mean of 3.75 interpreted as agree. Results shows that respondents perceive that sustainable tourism can create new opportunities for business by the local residents. Meanwhile, on the perception of the local residents towards negative economic impact of sustainable tourism, it got an average weighted mean of 3.62 interpreted as agree. As to the relationship of the profile of the respondents and their perception towards positive economic impact of sustainable tourism development, age, civil status and employment status of the respondents is not linearly associated to their perception towards positive economic impact of sustainable tourism development. The sex, highest educational qualification, monthly income and the respondents' perception towards positive economic impact have low positive relationship. Further, as to the relationship of the profile of the respondents and their perception towards positive economic impact of sustainable tourism development, sex has no significant relationship to the respondents' perception towards negative economic impact of sustainable tourism development. Furthermore, Age, Civil Status and monthly income have low positive relations with negative impact of sustainable tourism. Employment status has low positive correlations and highest educational qualifications has moderate positive correlations with negative impact of sustainable tourism development.

**Keywords:** sustainable tourism, local residents' perceptions, positive economic impact, negative economic impact

### **INTRODUCTION**

Tourism has long been regarded as an important type of economic development in developing nations, contributing to foreign exchange revenues, GDP, and job possibilities (de Kadt, 1979), and this tendency continues to this day. For example, according to Dimoska (2008), tourism is a significant export, accounting for around 80% of all businesses in developing nations.

However, while these earnings are said to benefit host people directly and indirectly, they also create opportunity costs and various economic links due to the various imports required to meet tourist demand (de Kadt, 1979). Many research have been undertaken in this field around the world in attempt to assess the genuine economic impacts of tourism. However, in the majority of cases, economic models of input-output analysis (Fletcher, 1989) were used, and only recently have people' perceptions of economic effects on their lives and communities been explored (e.g. Aref, Ma'rof, & Sarjit, 2009). However, according to Davison (1996) and Allen, Long, Perdue, and Dieselbach (1988), each community's tourism growth is unique, and tolerance for tourism activities is influenced by a variety of elements, including the community's economic, socio-cultural, and environmental conditions. According to Lanfant (1980) and Murphy (1985), the effects of tourism development are more obvious in rural destinations than in metropolitan areas, with a stronger impact on local populations as a result. Local residents' attitudes are influenced by a number of factors, including the degree of contact they have with tourists, as well as personal economic reliance on the tourism sector. Tourism growth could have a rapid impact on local communities in the destination, according to

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the premise that rural communities are highly fragile. Tourism development has varying degrees of impact on local perception in each community, depending on the circumstances and local citizens' interactions with the industry.

In recent years, a number of studies have looked into residents' perceptions on the effects of tourism development. The fact that tourism development has not only contributed to positive outcomes but also has the potential to have negative repercussions for host people has motivated the growing interest in tourism impact research. Businesses and governmental organizations are becoming more interested in the economic implications of tourism at the national, state, and municipal levels, according to Loomis and Walsh (1997), because tourism contributes to the nation's balance of payments and is a key source of revenue for cities (Tatoglu, Erdal, Ozgur, & Azakli, 2000). The World Travel and Tourism Council (2012) further states that tourism may improve the economy by increasing GDP, employment, tourist exports, and attracting more foreign and domestic investment. Tourism sectors, according to Andereck, Valentine, Knopf, and Vogt (2005), can have a positive impact on a community's economy by generating economic diversification, jobs, and tax income. Furthermore, tourism is seen as a component that leads to a higher standard of life, as it has the ability to attract investments and spending, resulting in more benefits than costs (Brida, Osti & Faccioli, 2011).

According to Fariborz (2009), the tourism sector is concerned with human and environmental costs in addition to providing advantages to local communities. The presence of a local community is a requirement for strengthening the development process. Local residential tourism is defined as a natural response to a specific tourist demand in the market. The objective of urbanization in rural regions is to generate money. Many of the negative effects are caused by a lack of preparation by political authorities and developers. As time passes, residents can more clearly identify which consequences have been the most detrimental and which have been the most beneficial.

According to Stynes (1999), based on his research on the economic impact of tourism, the primary motive for a firm or government to provide facilities for tourists is frequently based on considerable financial gains. A private firm is simply concerned with its own profits and costs, whereas a community involved with tourism is concerned with economic contributions as well as social and environmental consequences. Meanwhile, Global Insight (2005) examined the economic impact of travel and tourism in Palm Beach County, Florida, and discovered that the total economic impact of tourists may be divided into three categories: direct, indirect, and induced. The direct impacts refer to direct encounters between residents and tourists. The indirect effects refer to the benefits to direct part suppliers. The induced impact of tourism is the impact of revenue spent in the host community as a result of tourism revenues and wages. Tourist spending directly generates only a modest amount of revenue, but tourism's indirect effects are much more significant.

However, tourism has a negative economic impact on destinations since prices for real estate, goods, and services, among other things, rise (Tatoglu et al., 2000; Aref et al., 2009; Marzuki, 2009; Brida et al., 2011). In a broader sense, tourism development contributes to both profits and costs to the local economy, as increased tourist demand will have a substantial impact on price and fee increases for tourism products and services offered in tourist locations.

As a result, this study presents findings from a study of economic impact from tourism development conducted in Naval Biliran Province - Philippines, with the goal of identifying features of economic impacts from tourism development to local populations. Based on the thoughts and views of local residents, findings from both positive and negative economic repercussions from tourism development are given and debated. The importance of this study stems from the fact that Naval, Biliran is the capital of the Biliran Province, and it is here that the majority of tourists come before heading to their favorite tourism site within the locality or in the province of Biliran. Conducting study at this point in time, when inhabitants have had a long-term experience with tourism, allows us to have a better grasp of the economic impacts from the perspective of residents throughout time.

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## OBJECTIVES OF THE STUDY

This study aims to determine the perception of local residents of Naval, Biliran Philippines towards economic impact of sustainable tourism development, specifically it seeks to:

1. Find out the profile of respondents in terms of:
  - 1.1. sex
  - 1.2. age;
  - 1.3. civil status
  - 1.4. employment Status;
  - 1.5. highest educational Attainment;
  - 1.6. monthly Income;
2. Determine the perception of Local residents towards:
  - 2.1. positive economic impact of sustainable tourism development;
  - 2.2. negative economic impact of sustainable tourism development.
3. Ascertain the significant relationship between the profile of respondents and their perception towards economic impact of Sustainable Tourism Development.

## METHODOLOGY

The descriptive-correlation research design was used in this study utilizing a survey instrument to gather information adopted from the study of Azizan (2012) entitled Local Residents' Perception towards economic impact of Tourism development in Phuket. Minor modification were made to suit the objectives of the study. The survey instruments consist of two parts. First part asked the respondents profile in terms of: sex, age, civil status, employment status, highest educational qualification and monthly income. The second part will gather data on the perception of local residents towards positive economic impact and negative economic impact of sustainable tourism development in the Municipality of Naval, Biliran province. This study was conducted in the Municipality of Naval, Biliran Province - Philippines and its local residents are the respondents in this study. Summary statistics such as frequency counts, percentages, cross tabulation and descriptive measures such as mean were generated using descriptive statistics. Pearson Product Moment of Correlation was used to find out the relationship of variables to test the null hypothesis.

## RESULTS AND DISCUSSIONS

### Objective 1: Profile of the Respondents

*Sex.* As shown in table 1, there were more than male respondents with 53 or 53 percent while the female respondents were 47 or 47 percent. Results revealed that there were more male local residents as respondents compare to that of the female residents.

*Age.* As shown in table 1, 61 or 61 percent belong to the age bracket of 22-45 or considered in the middle aged, 25 or 25 percent fell under the age bracket of 22 and below which are considered as Young Aged Adults, 8 or 8 percent fell under the age bracket of 46 – 59 which are considered as Old-aged Adults, and 6 or 6 percent of the respondents fell under the age bracket of 60 and above which considered as Senior-aged. Results revealed that most of the respondents are at middle-aged adults. Thus implies that respondents are at the right age to perceive what impact of sustainable tourism development can have to the economy of the local residents.

*Civil Status.* As shown in the table, 56 or 56 percent of the respondents were single, 36 or 36 percent of them are married, 3 or 3 percent of them are widow/er and 5 or 5% of them are separated. Results revealed that most of the respondents' local residents of Naval are single.

*Employment Status.* As shown in the table, 23 or 23 percent of the respondent are students, 21 or 21 percent of them are self-employed, 20 or 20 percent were unemployed, 19 or 19 percent of the respondents are employed in private institution or business, while, 11 or 11 percent are employed in public of government agencies and only 6 or 6 percent of respondents are already retired. Results shows that respondents are distributed proportionally to different employment status of respondents, to provide reliable data or information.

*Highest Educational Qualification.* As shown in the table 41 or 41 percent of the respondents are on college level or undergraduate in college, 17 or 17 percent are high school graduate, 13 or 13 percent are baccalaureate degree holder, 10 or 10 percent are master's degree holder, 6 or 6 percent are on high school level only or undergraduate in high school level, 4 or 4 percent of the respondents are with units in master's degree and elementary level only, 3 or 3 percent of them are elementary graduate and only 2 or 2 percent of the respondents are holder of doctorate degree. Results shows that most of the

Sex	f	%
Male	53	53
Female	47	47
<b>Total</b>	<b>100</b>	<b>100</b>

  

Age	f	%
Senior aged (60 and above)	6	6
Old aged (46-59)	8	8
Middle-aged adult (22-45)	61	61
Young-aged adult (22 and below)	25	25
<b>Total</b>	<b>100</b>	<b>100</b>

  

Civil Status	f	%
Single	56	56
Married	36	36
Widow/er	3	3
Separated	5	5
<b>Total</b>	<b>100</b>	<b>100</b>

respondents are on college level. Further, it shows that there is wide distribution of results as to their highest educational qualification. This implies that perception of the respondents is deemed reliable considering that most of the respondents are having an education.

*Monthly Income.* Most of the respondents has an income with a range of 5000 and below having 59 of them or 59 percent, 23 or 23 percent of the respondents have a monthly income ranges from 15,000.00 and above, also 13 or 13 percent of the respondents whose monthly income are on the range of 5001.00 to 10,000.00, and only 5 or 5 percent of the respondents has an income ranges from 10,001.00 to 15,000.00. It shows that the respondents are on a minimum income earner monthly.

**Table 1: Profile of the Respondents**

<b>Employment Status</b>	<b>f</b>	<b>%</b>
Self-Employed	21	21
Unemployed	20	20
Employed (Private)	19	19
Employed (Public)	11	11
Retired	6	6
Student	23	23
<b>Total</b>	<b>100</b>	<b>100</b>

  

<b>Highest Educational Qualification</b>	<b>f</b>	<b>%</b>
Doctorate Degree Holder	2	2
Masters Degree Holder	10	10
With Units in Masters Degree	4	4
Baccalaureate Degree Holder	13	13
College Level ( Undergraduate)	41	41
High School Graduate	17	17
High School Level ( Undergraduate)	6	6
Elementary Graduate	3	3
Elementary Level	4	4
<b>Total</b>	<b>100</b>	<b>100</b>

  

<b>Monthly Income</b>	<b>f</b>	<b>%</b>
15,000.00 and above	23	23
10,001.00 to 15,000.00	5	5
5,001.00 to 10,000.00	13	13
5,000.00 and below	59	59
<b>Total</b>	<b>100</b>	<b>100</b>

**Objective 2: Perception of Local Residents towards Positive Economic Impact of Sustainable Tourism Development**

As shown in table 2, the local residents of Naval, perceptions towards economic impact of sustainable tourism, it got an average weighted mean of 3.75 interpreted as agree. From the identified positive perception towards economic impact of tourism, “Creates new business opportunities” got the highest weighted mean of 3.85 interpreted as agree, while “increase opportunities for shopping” got the lowest weighted mean of 3.56 interpreted as agree. Results shows that respondents perceive that sustainable tourism can create new opportunities for business by the local residents. Based on research on the economic impact of tourism, Stynes (1999) suggests that the major motivation of a business or government to provide services for tourists is commonly based on substantial economic gains. A private business is interested only for its own income and costs, while a community concerned with tourism is based on economic contributions together with social and environmental impacts. This implies that sustainable tourism development in the Municipality of Naval will provide an opportunity for its locales to improve its economic status.

**Table 2: Perception of Local Residents towards Positive Economic Impact of Sustainable Tourism Development.**

Perception to the Positive Economic Impact	WM	Interpretation
Contributes to income and standard of living	3.80	Agree
Improves local economy	3.72	Agree
Increases employment opportunities	3.83	Agree
Improves investment, development, and infrastructure spending	3.71	Agree
Increases tax revenues	3.73	Agree
Improves public utilities infrastructure	3.79	Agree
Improves transport infrastructure	3.81	Agree
Increases opportunities for shopping	3.56	Agree
Economic impact (direct, indirect, induced spending) is widespread in the community	3.73	Agree
Creates new business opportunities	3.85	Agree
<b>Average Weighted Mean</b>	<b>3.75</b>	<b>Agree</b>

**Objective 3: Perception of Local Residents towards Negative Economic Impact of Sustainable Tourism Development**

Table 3 provides information of the perception of the local residents towards negative economic impact of sustainable tourism, it got an average weighted mean of 3.62 interpreted as agree. From among the identified negative economic impact, "Increase price of land and housing" got the highest weighted mean of 3.87 interpreted as agree, while "Profits may be exported by owners" got the lowest weighted mean of 3.35 interpreted as neutral. Results shows that local residents perceive that sustainable tourism in the Municipality of Naval would results to an increase of the price of land and housing. Thus, in the study of Marzuki (2012), although tourism has bought huge benefits, it also generates negative impacts to host communities as tourism increases prices of land and housing and increases local residents' cost of living such as food, water and electricity bills. This implies that sustainable tourism would results to the high value of land and housing in the municipality.

**Table 3: Perception of Local Residents towards Negative Economic Impact of Sustainable Tourism Development**

Perception to the Negative Economic Impact	WM	Interpretation
Increase price of goods and services	3.86	Agree
Increase price of land and housing	3.87	Agree
Increase cost of living	3.62	Agree
Increase potential for imported labour	3.48	Agree
Cost for additional infrastructure (water, sewer, power, fuel , medical and etc..)	3.72	Agree
Increase road maintenance and transportation system costs	3.68	Agree
Seasonal tourism creates high-risk, under-or-unemployment issues	3.48	Agree
Competition for land with other (higher value) economic uses	3.52	Agree
Profits may be exported by owners	3.35	Neutral
Jobs may pay low wages	3.57	Agree
<b>Average Weighted Mean</b>	<b>3.62</b>	<b>Agree</b>

**Objective 4: Relationship between the profile of respondents and their perception towards economic impact of Sustainable Tourism Development**

As depicted in table 4, Age, Civil Status and employment status got a Sig value of .112, .496 and .407 respectively. These Sig value were greater than .05 alpha level of significance, which means that the age, civil status and employment status of the respondents has no significant relationship with their perception towards positive economic impact of sustainable tourism development. This implies that the perception towards positive economic impact of sustainable tourism development is not dependent to their age, civil status and employment status.

Moreover, the sex got a sig value .018 that is less than the .05 alpha level of significance and highest educational qualification and monthly income got a sig value of .000 and .002, which are less than the .01 alpha level of significance. These sig values lesser than the .05 and .01 alpha level of significance for the sex, highest educational qualification and monthly income respectively, means that they have significant relationship with the respondents' perception towards positive economic impact of sustainable tourism development. Furthermore, with sex and highest educational qualification having correlation value of -.236 and -.353 respectively means that they have low negative correlations with positive economic impact of sustainable tourism, while the monthly income got a correlation value of .300, which means it has low positive correlations with the positive economic impact of sustainable tourism development. These implies that the perception towards positive economic impact of sustainable tourism development is slightly depended on sex, highest educational qualification and monthly income of the respondents

**Table 4: Relationship between profile of the Respondents and their Perception towards Positive Economic Impact of Sustainable Tourism**

Variables	Positive Economic Impact	Interpretation
Sex	-.236*	Rejected
	.018	
Age	.160	Accepted
	.112	
Civil Status	.069	Accepted
	.496	
Employment Status	-.084	Accepted
	.407	
Highest Educational Qualification	-.353**	Rejected
	.000	
Monthly Income	.300**	Rejected
	.002	

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

As revealed in table 5, sex got a sig value of .908, which is greater than the .05 alpha level of significance, and this means that sex has no significant relationship to the respondents' perception towards negative economic impact of sustainable tourism development.

Moreover, age, civil status, highest educational qualification and monthly income got a sig value of .003, .002, .000, .001 respectively, which are less than the 0.01 alpha level of significance and employment status whose sig value equal to .023 which is less than the 0.05 alpha level of significance. Sig value lesser than the alpha level of significance of .05 and .01 means that there is a significant relationship between the profile of residents' in terms of age, civil status, highest educational qualification, monthly income and employment status and the perception of the local residents' towards negative impact of sustainable tourism. Furthermore, Age, Civil Status and monthly income with correlation value of .293 .302 and .337 respectively means that they have low positive relations with negative impact of sustainable tourism. Employment status and highest educational qualification has correlation value of -.227 and -.447 means that employment status has low positive correlations and highest educational qualifications has moderate positive correlations with negative impact of sustainable tourism development. These implies, that the perception towards negative economic impact of tourism by the local residents of Naval is dependent on their age, civil status, highest educational qualification, monthly income and employment status.

Table 5

## Relationship between profile of the Respondents and their Perception towards Negative Economic Impact of Sustainable Tourism

Variables	Negative Economic Impact	Interpretation
Sex	-.012 .908	Accepted
Age	.293** .003	Rejected
Civil Status	.302** .002	Rejected
Employment Status	-.227* .023	Rejected
Highest Educational Qualification	-.442** .000	Rejected
Monthly Income	.337** .001	Rejected

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

## CONCLUSION

This study generally aims to determine the perception of local residents of Naval, Biliran towards sustainable tourism development. For the perception towards positive economic impact of tourism development, the respondents perceive that sustainable tourism can create new opportunities for business by the local residents. Therefore, it is concluded that sustainable tourism development in the Municipality of Naval will provide an opportunity for its locales to improve its economic status. Moreover, for the perception towards negative economic impact of tourism development, the local residents perceive that sustainable tourism in the Municipality of Naval would result to an increase of the price of land and housing. Therefore, it is concluded that sustainable tourism would result to the high value of land and housing in the municipality. Further, the age, civil status and employment status of the respondents is not linearly associated to their perception towards positive economic impact of sustainable tourism development. Therefore, the perception towards positive economic impact of sustainable tourism development is not dependent to their age, civil status and employment status. In addition, as to the relationship of the profile of the respondents and their perception towards positive economic impact of sustainable tourism development, age, civil status and employment status of the respondents is not linearly associated to their perception towards positive economic impact of sustainable tourism development. Therefore, sex, highest educational qualification, monthly income and the respondents' perception towards positive economic impact have low positive relationship. Furthermore, as to the relationship of the profile of the respondents and their perception towards positive economic impact of sustainable tourism development, sex has no significant relationship to the respondents' perception towards negative economic impact of sustainable tourism development. Furthermore, Age, Civil Status and monthly income have low positive relations with negative impact of sustainable tourism. Therefore, employment status has low positive correlations and highest educational qualifications has moderate positive correlations with negative impact of sustainable tourism development.

## RECOMMENDATION

The following are the recommendations based on the results of the study:

1. The local government shall encourage the developers of the tourism sites and destinations to provide the local residents opportunities to buy local and imported goods and others.
2. The local government shall impose policies and guidelines for the local tourism sites and destinations, that local residents shall be given opportunities for employment and business to augment income and economic status of the local residents.
3. The local government shall strategize some measure, on how this sustainable tourism development can improve the public utilities infrastructures and how it increases revenue for the local government and for the local residents.

4. The local government shall impose policies and guidelines for the local entrepreneurs to control the increase of price of land, housing and the goods and services available for local residents.
5. The local government shall control the cost of basic commodities of the local residents, such as the water, sewer, power, fuel and medical services.
6. It is strongly recommended, that a similar study shall be conducted with a broader respondent, to further get information as a baseline data similar to this matter.

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