



## **Assessment of the Ecotourism Industry in Catmondaan, Catmon, Cebu, Philippines**

***Delfa G. Castilla, Gladies Mae Olivar, Jastine Rose C. Butanas, Eunizelle Dianne A. Feria, Maricar D. Luardo, Ricalyn P. Montero***

Cebu Technological University - Danao Campus, Sabang, Danao City, 6004

Doi: <https://doi.org/10.55248/gengpi.5.0624.1418>

### **ABSTRACT**

This study explored the perceptions of a local community in Catmondaan, Catmon, Cebu, regarding the effects of ecotourism initiatives. The findings demonstrated that ecotourism fosters environmental awareness and conservation practices, with the community actively protecting natural habitats and implementing sustainable waste management. Furthermore, ecotourism contributes positively to the local economy by producing income, opening job prospects, and cultivating business development. The study also revealed the socio-cultural benefits of ecotourism, including promoting local engagement, cultural exchange, and a sense of pride among residents. The research suggests ecotourism is vital in promoting environmental sustainability, economic development, and a socio-cultural community in Catmondaan, Catmon, Cebu.

Keywords: awareness, ecotourism, ecotourism industry, local communities

### **INTRODUCTION:**

Ecotourism has recently become increasingly popular in balancing economic and community growth with environmental preservation (Astani, 2019). Ecotourism has emerged as a promising strategy for sustainable development, particularly in areas with reach of natural resources. These aspects positively preserve ecosystems and the local economy's growth and development and strengthen the local community's sociocultural aspects (Pornprasit and Rurkkhum 2019). However, according to Iqbal et al. (2022), despite being enacted as a central pillar of ecotourism development, the literature reveals that local communities still need to actively participate in planning and decision-making processes regarding ecotourism development. In this line, ecotourism mirrors a broader strategy to use alternative development mechanisms to achieve conservation (Stronza, Hunt, Fitzgerald, 2019).

Catmondaan is a barangay located in the municipality of Catmon, which lies in the northern part of Cebu, Philippines. To get to Catmondaan from Cebu City, you would travel approximately 54 kilometers typically taking about 1 hour and 34 minutes by vehicle. The route to Catmondaan offers scenic views of the coastline and countryside, providing a glimpse of the natural beauty of northern Cebu. This area is known for its laid-back rural atmosphere, making it a tranquil escape from the bustling city life. Catmondaan was a prime example of attracting tourists with its scenic beauty and diverse marine life. Thus, many beach resorts are found in Catmondaan, making it an ideal destination for relaxation and enjoying the coastal scenery. Hence, ecotourism has become an important management tool for local people and a means to create a sustainable community (Jaya et al., 2024). While ecotourism offers economic benefits, its impact on local communities must be assessed.

The primary purpose of the research was to assess the varying levels of awareness regarding ecotourism initiatives among residents based on demographic factors such as age, gender, and length of residency in Catmondaan, Catmon, Cebu. Additionally, it aimed to evaluate the impact of ecotourism on the natural environment within the community, determine the extent to which ecotourism generated new employment opportunities, and examine the effects of ecotourism on the community's social fabric and cultural dynamics. It was commonly acknowledged in scholarly literature that tourism could negatively affect local communities and natural habitats, as Willis et al. (2018) and Lewis et al. (2021) discussed. Building upon Wardle et al. (2018), the researcher also sought to explore broader negative consequences, including social disruption, economic leakages, cultural and environmental deterioration, and unequal distribution of benefits. Thus, the research aimed to understand and assess the community's perspective on ecotourism's positive and negative impacts of ecotourism on their lives. The findings were expected to contribute valuable insights for developing sustainable ecotourism practices that ensured the community's and the environment's well-being. It was essential to bridge the understanding and assess the community's perspective on how ecotourism has positively and negatively impacted lives. The study results will provide insightful information for developing sustainable ecotourism practices that ensure the well-being of the community and the environment. By understanding local perceptions, the community can strive for a future where ecotourism truly lives up to its promise of responsible travel and balanced development.

---

## OBJECTIVE OF THE STUDY:

- Assess the varying levels of awareness regarding ecotourism initiatives among residents based on demographic factors such as age, gender, and length of residency in Catmondaan, Catmon, Cebu.
- Evaluate the impact of ecotourism on the natural environment within the community.
- Determine the extent to which ecotourism has generated new employment opportunities in the community.
- Examine the effects of ecotourism on the social fabric and cultural dynamics of the community

---

## REVIEW OF LITERATURE:

- The concept of ecotourism has attracted significant attention from academics and the general public as a sustainable and ecologically conscientious kind of tourism. Its primary goals are to support conservation efforts, promote community development, and protect cultural heritage (Kumar et al., 2023). Ecotourism's potential as a sustainable development tool has received widespread official recognition from international organizations and NGOs (Kumar et al., 2023). Thus, ecotourism contributes significantly to the economic expansion of the countries. It serves as a means of achieving sustainable development and provides long-term environmental, financial, and social benefits, highlighting the significance of Ecotourism in the tourism industry. Ecotourism can inspire people to live more ecologically conscious lives by allowing them to learn about and connect with the natural world. It can increase awareness of environmental challenges and encourage sustainable habits more broadly (Abassi, 2023).
- Studying how sustainable tourist development affects economic growth has become more popular during the last ten years. However, the scientific literature that has been published thus far has yet to assess the effectiveness of the scientific activity of this relationship, despite its recent scope. (Gomez et al., 2021). Bishop (2022) stated that ecotourism encourages preservation, and biodiversity enhancement is encouraged by ecotourism. It gives the community a means of subsistence by generating jobs, and ecotourism can combat poverty and strengthen the indigenous populations in the area, encouraging preservation. Uzulmez, et al. (2023) added that Ecotourism is a method of environmental conservation that helps to support regional development while protecting ecosystems. Ecotourism is a distinctive form of tourism that makes a significant contribution to ecological sustainability is ecotourism. Valuable natural places are protected from environmentally harmful activities by being turned into natural parks or conservation areas in many parts of the world.
- According to the Role of Ecotourism in the Social and Economic Field (2022), Ecotourism is a viable tourism alternative that contributes to both the social and economic spheres by promoting environmental education and conservation. Kunjuraman et al., (2022) stated that Community-based ecotourism has been highlighted as a vehicle for social transformation, focusing on ecological, socio-cultural, and economic factors. Hence, this study found that local communities have benefited more from community-based ecotourism's positive social transformation effects than from its negative ones. Moreover, the study recognized that the growth of community-based ecotourism (CBE) at the study site has improved local communities' quality of life regarding economic, sociocultural, and environmental factors that support social change, raising the significance of CBE in rural areas (Kunjuraman et al., 2022).
- The growth of tourism causes a destination's social character to shift. Due to its international nature, tourism poses an increasing number of problems for traditional social cultures. In many World Heritage sites (WHSs), conventional social culture has significantly changed due to the tourism industry's ongoing development (Zhuang et al., 2019). Furthermore, the growth of tourism in developing nations promotes the social cultures of the host nations. A strong feeling of community identity, an enhanced sense of connection to the surrounding environment, and a rise in social capital as a result of an increase in visitors are some of the socio-cultural benefits of tourism (Zhuang et al., 2019).

---

## MATERIALS AND METHODS:

### *Research Design*

In this study, a descriptive research method will be utilized to describe the descriptive response of the respondents as well as the characteristics of the population being studied. This study assessed the local community in Catmondaan, Catmon, Cebu, Philippines. The study's participants included local communities ages 18-45 years old. A ready-made survey questionnaire was prepared and modified to be appropriate for the researchers' analysis. After validating the survey questionnaire, the researchers proceeded to reside close to Catmondaan, Catmon. The survey questionnaire comprised demographic information and nine inquiries assessed on a 5-point Likert Scale. The goal was to gather at least 346 responses and to let participants answer for 5-10 minutes. In total, there were 3347 respondents. Hence, there were only 97 participants who responded to the demographic questions.

### *Population of the study*

Shukla (2020) stated that the population was a complete group of units that express the variable characteristics under study and was utilized to project research findings. In statistics, a population was the pool from which a sample was drawn for a study. Thus, any selection grouped by a common feature can be considered a population. A sample was a statistically significant portion of a population (Momoh, 2024). The study's target demographic was the

residents of Catmondaan, Catmon, Cebu, and its population was selected using a random sample technique. Surveys and observations were used to gather the data.

#### **Data Collection Tool**

To achieve the objectives of this study, the researchers employed a structured approach to data collection, utilizing a survey. The study focused on residents of Catmon, Cebu, ages 18-45 years. The researchers employed a basic random sampling technique to choose participants, ensuring that each resident within the specified age range had an equal chance of being included in the survey. A total of 97 respondents participated in the study. Thus, the Aguila and Ragot (2014) study served as the model for the questionnaire's adaptation. Their research focuses on how the ecotourism sector affects the standard of living in Ilijan, Batangas.

#### **Scoring Procedure**

Table 1 shows the community's awareness level of the ecotourism of Catmondaan, Catmon, Cebu. The respondents were asked to rate their level of interest in the ecosystem. Hence, a rating of 4.50-5.00 indicates that the respondents are intensely aware of the community's ecotourism. Similarly, a rating of 3.50-4.49 indicates that the respondents are aware of ecotourism in the community. However, a rating of 2.50-3.49 indicates that the respondents have a neutral awareness of ecotourism in the community. Concurrently, a rating of 1.50-2.49 indicates that the respondents lack awareness of ecotourism in the community. Lastly, a rating of 1.00-1.49 indicates that the respondents strongly disagree with ecotourism in the community. Overall, the data suggests that most respondents have at least some awareness of ecotourism in the community..

**Table 1 - Level of awareness of the community in the ecotourism of Catmondaan, Catmon, Cebu**

Scale	Rating Scale	Descriptive Rating	Verbal Interpretation
5	4.50 - 5.00	Strongly Agree	The respondents have strong awareness of ecotourism in the community
4	3.50- 4.49	Agree	The respondents have awareness of ecotourism in the community
3	2.50 - 3.49	Neutral	The respondents have neutral awareness of ecotourism in the community
2	1.50 - 2.49	Disagree	The respondents lack awareness of ecotourism in the community
1	1.00 - 1.49	Strongly Disagree	The respondents strongly lack awareness of ecotourism in the community

## **RESULT & DISCUSSION:**

This chapter provided the interpretation of the study's data that assess the perceptions of the local community in Catmondaan, Catmon, Cebu towards the ecotourism industry with a total of 97 respondents. The questionnaire included three (3) factors with the required demographic profile information of the respondents. The following is an analysis of the collected data:

#### **Demographic Profile**

The survey included demographic variables (age, occupation and length of residency) since they are factors that comply the different characteristics of the population. Table 2 below provides a summary of the overall demographic profile of the respondents.

**Table 2 - Demographic Profile**

Respondent's Profiles	Category	Frequency	Percentage	Total
Age	18-22	30	30.93%	30.93%
	23-27	34	35.05%	65.98%
	28-32	6	6.19%	72.16%
	33-37	11	11.34%	83.51%
	38-42	6	6.19%	89.69%

	43-45	10	10.31%	100.00%
Gender	FEMALE	53	54.64%	54.64%
	MALE	44	45.36%	100.00%
Length of residency	1-10 YEARS	64	65.98%	65.98%
	11-20 YEARS	14	14.43%	80.41%
	21-30 YEARS	16	16.49%	96.91%
	31 AND UP	3	3.09%	100.00%

Table 2 shows the respondents demographic profile. Thus, the largest age group among the respondents was 23-27 years, comprising 35.05% of the total. The next largest group was 18-22 years, making up 30.93%. These two groups account for approximately 66% of the respondents, indicating a young respondent base. The most minor age groups are those aged 28-32 and 38-42, each at 6.19%. The gender breakdown indicates that women comprise a slight majority of respondents at 54.64%, with male respondents making up the remaining 45.36%. Most respondents (65.98%) have lived in their current residence for 1-10 years. Only a tiny fraction (3.09%) have resided in their current location for over 31 years. Those with 11-20 years and 21-30 years of residency account for 14.43% and 16.49%, respectively.

The respondents' profiles revealed a predominantly young demographic, with most respondents aged between 18 and 27 years. The gender distribution was pretty balanced, with a slight female majority. Most respondents have lived there for 1-10 years, indicating relatively recent residency. These insights can help tailor services, programs, or research initiatives to match the characteristics of this respondent group better. According to Amata (2021), community participation and involvement in projects and activities related to ecotourism are essential in achieving its sustainability and success. If people are involved from the beginning of a project, they are more likely to support it and handle their parts or roles more enthusiastically.

**Table 3 - Environmental Effects of Ecotourism Industry**

<b>Environmental Effects of Ecotourism Industry</b>	<b>Mean</b>	<b>Description</b>
Q1. It enhances the preservation of the ecosystem.	<b>3.85</b>	The respondents have awareness of ecotourism in the community
Q2. It makes people realize the importance of environmental conservation due to their sensitivity to environmental change and abuse.	<b>4.15</b>	The respondents have awareness of ecotourism in the community
Q3. It maintains and protects the natural resources through implementing standard rules and regulations such as the leave no trace principles, no to "kaingin system" policy, no littering and no to quarrying, etc.	<b>3.94</b>	The respondents have awareness of ecotourism in the community
Q4. It implements programs or projects for proper waste management for local residents and tourists in the City.	<b>4.08</b>	The respondents have awareness of ecotourism in the community
Q5. It maintains the outdoor natural environment of Cebu City and increase the health benefit of people who engage in sports activities.	<b>3.96</b>	The respondents have awareness of ecotourism in the community
Q6. It provides the tourists fun, relaxing, or invigorating vacation experience without harming the environment.	<b>3.92</b>	The respondents have awareness of ecotourism in the community
Q7. It encourages the local residents to use environmentally friendly materials like paper bags instead of plastic.	<b>3.78</b>	The respondents have awareness of ecotourism in the community
Q8. It contributes to the preservation of the environment, and more generally, promote the preservation of nature.	<b>3.87</b>	The respondents have awareness of ecotourism in the community
Q9. It offers environmental activities like planting trees and clean-up programs.	<b>4.02</b>	The respondents have awareness of ecotourism in the community

Table 3 illustrates the level of awareness of the environmental Effects of the Ecotourism Industry on the community towards ecotourism. The community enhanced the preservation of the ecosystem in Catmondaan, Catmon, Cebu, with a mean of 3.85. This implied that ecotourism activities and policies effectively protect natural habitats and biodiversity. The community realizes the importance of environmental conservation due to their sensitivity to environmental change and abuse. Of 4.15, respondents are highly aware of the role of ecotourism in making people realize the importance of conserving

the environment. The community maintains and protects natural resources by implementing standard rules and regulations, such as the leave no trace principles, with a mean of 3.94. This reflects a community understanding of the importance of these regulations in sustainable tourism. The community implements programs or projects for proper waste management for residents and tourists in the City with a mean of 4.08, which suggests that such initiatives are well-noticed and likely successful in reducing waste and promoting recycling. The community maintains the outdoor natural environment of Cebu City and increases the health benefits of people who engage in sports activities with a mean of 3.96. These dual benefits emphasize ecotourism's holistic impact on the environment and public health. The community provides the tourist with a fun, relaxing, or invigorating vacation experience without harming the environment, with a mean of 3.92, underscoring the importance of sustainable practices in providing quality tourist experiences. The community encourages the residents to use environmentally friendly materials like paper bags instead of plastic, with a mean of 3.78, which suggests an ongoing shift towards more sustainable consumption practices. The community contributes to the preservation of the environment. There is a consensus that ecotourism contributes to the broader preservation of nature, reflecting the industry's role in promoting environmental stewardship. The community offers environmental activities like planting trees and clean-up programs with a mean of 4.02. These activities not only engage the community but also have tangible environmental benefits. According to Kummitha (2020), ecotourism is one of the most well-liked segments of the contemporary tourism industry. In the entrepreneurial world, eco-entrepreneurship is a relatively new concept. Together, these two industries try to find solutions for socioeconomic and environmental issues.

**Table 4 - Economic Effects of Ecotourism Industry**

<b>Economic Effects of Ecotourism Industry</b>	<b>Mean</b>	<b>Description</b>
Q10. It provides employment for local residents in services like accommodation and tour guiding in trekking and hiking activities.	<b>3.53</b>	The respondents have awareness of ecotourism in the community
Q11. It constitutes additional revenues such as taxes for the government.	<b>4.56</b>	The respondents have strong awareness of ecotourism in the community
Q12. It creates business opportunities within the City.	<b>4.54</b>	The respondents have strong awareness of ecotourism in the community
Q13. It becomes a tourist attraction and improves socioeconomic of local residents.	<b>4.59</b>	The respondents have strong awareness of ecotourism in the community
Q14. It provides livelihood programs from the donations of tourists.	<b>3.09</b>	The respondents have awareness of ecotourism in the community
Q15. It provides more income for drivers and operators of the transportation services with the coming of tourists.	<b>3.95</b>	The respondents have awareness of ecotourism in the community
Q16. It provides avenues for fund raising projects that may help in the economic development of the area.	<b>2.95</b>	The respondents have neutral awareness of ecotourism in the community
Q17. It develops more flexible employment conditions by creating small businesses that may help the local residents.	<b>4.14</b>	The respondents have awareness of ecotourism in the community

Table 4 illustrates the economic effects of the community's ecotourism industry on ecotourism. The community employs residents in services like accommodation and tour guiding in trekking and hiking activities. With a mean of 3.53, the respondents recognize that ecotourism provides employment opportunities in services like accommodation and tour guiding. The community constitutes additional revenues such as taxes for the government, with a mean of 4.56 there was strong awareness among respondents that ecotourism generates extra income through taxes. The community creates business opportunities within the city, and with a mean of 4.54, the respondents are keenly aware that ecotourism fosters new business opportunities in the town. The community becomes a tourist attraction and improves socioeconomic with a mean of 4.59 this reflects a positive view of ecotourism broad economic benefits. The community provides livelihood programs from tourists' donations with a mean of 3.09. The awareness regarding livelihood programs funded by tourist donations was moderate. The community offers more income for drivers and operators of the transportation services with the arrival of tourists with a mean of 3.95, which indicates recognition of the industry's indirect economic benefits to the community. It provides avenues for fundraising projects that may help in the economic development of the area with a mean of 2.95 this suggests that such projects may need to be more visible or well-promoted within the community. The community develops more flexible employment conditions by creating small businesses that may help the residents with a mean of 4.14 this reflects the industry role in promoting economic adaptability and entrepreneurship. According to Nzama (2019), scholars and stakeholders in the tourism industry share a standard view that ecotourism has demonstrated a great potential for attracting both local and international visitors. Subsequently, the ecotourism sector has been advocated as one of the fundamental components of the tourism industry, resulting mainly from its potential for conserving natural resources while enhancing the socio-economies of the nearer communities. A literature review indicates that most developed and developing countries use scenic natural resources for tourism.

**Table 5 - Socio-cultural Effects of Ecotourism Industry**

<b>Socio-cultural Effects of Ecotourism Industry</b>
--

	Mean	Description
Q18. It involves the local community in planning and decision-making.	4.03	The respondents have awareness of ecotourism in the community
Q19. It promotes local experiences through learning about activities	4.03	The respondents have awareness of ecotourism in the community
Q20. It promotes local experiences through learning about the physical attributes of place within the local community.	4.65	The respondents have strong awareness of ecotourism in the community
Q21. It builds a sense of pride and ownership for residents.	4.42	The respondents have awareness of ecotourism in the community
Q22. It builds healthier communities by encouraging local culture, food, and recreation choices.	4.01	The respondents have awareness of ecotourism in the community
Q23. It promotes the sustainability of ecotourism attractions in the City through the participation of residents in programs.	3.93	The respondents have awareness of ecotourism in the community
Q24. It gives opportunity to the local community to interact with people of diverse cultural backgrounds.	3.94	The respondents have awareness of ecotourism in the community
Q25. It encourages respect between tourists and residents.	4.42	The respondents have awareness of ecotourism in the community
Q26. It creates a welcoming atmosphere for visitors.	4.41	The respondents have awareness of ecotourism in the community
Q27. It provides a greater understanding of local cultural, social and environmental issues to residents and tourists.	4.49	The respondents have awareness of ecotourism in the community

Table 5 illustrates the socio-cultural effects of the community's ecotourism industry on ecotourism in Catmon. It involved the local community in planning and decision-making with a mean of 4.03, indicating a positive perception of community engagement and empowerment in developing ecotourism initiatives. The community promotes local experiences through learning about activities with a mean of 4.03 there was a strong awareness that Ecotourism promotes local experiences by encouraging learning about activities. The community promotes local experiences through learning about the physical attributes of place within the local community, with a mean of 4.65. This indicates a high value placed on geographical and environmental education as part of the ecotourism experience. The community builds a sense of pride and ownership for residents, with a mean of 4.42. The respondents feel that ecotourism builds a sense of pride and ownership among residents. The community builds healthier communities by encouraging local culture, food, and recreation choices, with a mean of 4.01. This implied holistic benefits to community health and well-being. The community promotes the sustainability of ecotourism attractions in the city through the participation of residents in programs with a mean of 3.93, which indicates an appreciation for community participation in maintaining ecotourism attractions. The community allows the local community to engage with individuals from various cultural origins with a mean of 3.94, which underscores the role of ecotourism in fostering cultural exchange and understanding. The community encourages respect between tourists and residents, with a mean of 4.42. This highlights the importance of respectful interactions and cultural sensitivity in the ecotourism experience. The community creates a welcoming atmosphere for visitors with a mean of 4.41 this suggests that the industry was booming in making tourist feel comfortable and valued in the local community. The community provides residents and tourists with an improved comprehension of regional environmental, social, and cultural issues, with a mean of 4.49 reflecting ecotourism's educational and awareness-raising potential. Hence, Ndamukong et al. (2018) stated that communities with a more developed ecotourism industry experience more significant social and cultural impacts, both positive and negative. Therefore, local community involvement is essential in managing ecotourism, as it maximizes the positive effects and mitigates the negative ones.

## CONCLUSION:

This study revealed that ecotourism initiatives positively and multifaceted impact the Catmon, Cebu communities. Ecotourism fosters environmental awareness and conservation practices, creates economic benefits through job creation and business opportunities, and strengthens the socio-cultural fabric of the community through local engagement, cultural exchange, and a sense of pride among residents. The findings demonstrate that the community was aware of the environmental benefits of ecotourism, such as preserving natural habitats and implementing sustainable waste management practices. Ecotourism also contributes to the local economy by generating revenue and creating employment opportunities in various sectors. Furthermore, the study highlights the socio-cultural benefits of ecotourism, including promoting local cultural experiences, fostering a sense of community pride, and encouraging respectful interactions between tourists and residents. The research suggests that ecotourism can be a powerful tool for sustainable development in Catmon, Cebu.

---

**RECOMMENDATION:**

Based on the research findings, it is recommended that local authorities and stakeholders in Catmondaan, Catmon, Cebu take several key actions to maximize the benefits of ecotourism. First, strengthening environmental education through comprehensive programs to raise awareness about conservation and sustainable practices among residents and tourists is essential. This can be achieved through workshops, community activities, and collaborations with environmental organizations. Second, promoting local businesses that support ecotourism, such as eco-friendly accommodations, guided tours, and artisanal products, is crucial. Providing training and resources to help residents establish and manage these businesses will ensure that economic benefits are widely shared within the community the community widely shares economic benefits. Third, enhancing socio-cultural engagement through initiatives that celebrate and preserve local culture, including cultural festivals, traditional arts and crafts exhibitions, and culinary events, will cultivate a feeling of pride in the community and support respectful interactions between tourists and residents. Fourth, investing in sustainable infrastructure and practices, such as waste management systems, renewable energy sources, and eco-friendly transportation options, will minimize the environmental footprint of tourism activities. Lastly, establishing a system for continuous monitoring and evaluation of ecotourism activities will provide valuable data for informed decision-making and ongoing improvement of ecotourism strategies. Implementing these recommendations will enable Catmondaan to harness the benefits of ecotourism for sustainable development, ensuring the well-being of the community and the environment.

***Acknowledgement***

With deepest appreciation, the researchers express their sincere gratitude for invaluable support and assistance throughout the course of our study on ecotourism initiatives in Catmondaan, Catmon, Cebu. Your contributions have been instrumental in the successful completion of this research.

Firstly, we would like to extend our heartfelt thanks to the residents of Catmon for their participation and cooperation. Their willingness to share their experiences and insights has provided us with a wealth of information that is crucial to our study.

Special thanks go to Engr. Delfa G. Castilla, whose expertise and guidance have been invaluable. Her dedication and commitment to the project have been a source of inspiration.

Lastly, we would like to acknowledge the support of our beloved parents for their financial and logistical assistance. Without their support, this research would not have been possible.

Thank you once again for your unwavering support and encouragement. We hope that the findings of this study will contribute to the sustainable development of ecotourism in Catmondaan, Catmon, Cebu.

- Researchers

---

**Appendices****Survey on Ecotourism Industry**

Aguila, G. M. & Ragot, R. (2019)

Dear Respected Respondents,

It is with utmost sincerity that we, the students of BSIE 3A Day, humbly seek your esteemed participation in our research inquiry. Your invaluable collaboration is pivotal as we explore the intricacies of ecotourism at Catmondaan, Catmon, Cebu, Philippines. Your thoughtful responses will serve as the cornerstone of our investigation, guiding us towards a comprehensive understanding of this subject matter. We express our profound gratitude for your time and dedication in completing this survey, as your input holds significant importance in advancing our scholarly pursuits.

Your right to withdraw once the data gathering process has begun will be highly considered. The data collected will only be used for research and educational purposes and will be destroyed once the study has been completed. Thank you and keep safe.

Respectfully,

The Researchers

**All of the information you provide, including your responses to the questions, will be kept completely private.**

Demographic Profile

Name (Optional):

Age:

Gender:

Occupation:

Length of residency in Catmon:

**Instructions:** Please put a check (/) as to how satisfied are you with the ecotourism in Catmondaan, Catmon, Cebu.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q2. It makes people realize the importance of environmental conservation due to their sensitivity to environmental change and abuse.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q3. It maintains and protects the natural resources through implementing standard rules and regulations such as the leave no trace principles, no to "kaingin system" policy, no littering and no to quarrying, etc.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q4. It implements programs or projects for proper waste management for local residents and tourists in the Catmon, Cebu City.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q5. It maintains the outdoor natural environment of Catmon, Cebu City and increase the health benefit of people who engage in sports activities.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q6. It provides the tourists fun, relaxing, or invigorating vacation experience without harming the environment.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q7. It encourages the local residents to use environmentally friendly materials like paper bags instead of plastic.

- Strongly Agree



- Agree
- Neutral
- Disagree
- Strongly Disagree

Q8. It contributes to the preservation of the environment, and more generally, promote the preservation of nature.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q9. It offers environmental activities like planting trees and clean-up programs.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

#### **Economic Effects of Ecotourism Industry**

Q10. It provides employment for local residents in services like accommodation and tour guiding in trekking and hiking activities.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q11. It constitutes additional revenues such as taxes for the government.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q12. It creates business opportunities within the Catmon, Cebu City.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q13. It becomes a tourist attraction and improves socioeconomic of local residents.

- Strongly Agree
- Agree
- Neutral

Disagree

Strongly Disagree

Q14. It provides livelihood programs from the donations of tourists.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q15. It provides more income for drivers and operators of the transportation services with the coming of tourists.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q16. It provides avenues for fund raising projects that may help in the economic development of the area.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q17. It develops more flexible employment conditions by creating small businesses that may help the local residents.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

#### **Socio-cultural Effects of Ecotourism Industry**

Q18. It involves the local community in planning and decision-making.

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q19. It promotes local experiences through learning about activities

Strongly Agree

Agree

Neutral

Disagree

Strongly Disagree

Q20. It promotes local experiences through learning about the physical attributes of place within the local community.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q21. It builds a sense of pride and ownership for residents.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q22. It builds healthier communities by encouraging local culture, food, and recreation choices.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q23. It promotes the sustainability of ecotourism attractions in the City through the participation of residents in programs.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q24. It gives opportunity to the local community to interact with people of diverse cultural backgrounds.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q25. It encourages respect between tourists and residents.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Q26. It creates a welcoming atmosphere for visitors.

- Strongly Agree
- Agree

- ( ) Neutral  
 ( ) Disagree  
 ( ) Strongly Disagree

Q27. It provides a greater understanding of local cultural, social, and environmental issues to residents and tourists.

- ( ) Strongly Agree  
 ( ) Agree  
 ( ) Neutral  
 ( ) Disagree  
 ( ) Strongly Disagree

Thank you for taking the time to complete this survey. Your feedback is greatly appreciated and will be used to enhance the ecotourism experience in Catmondaan, Catmon, Cebu.

### References

- Abbasi, I. U. (2023, March 1). Importance of ecotourism in the tourism industry.
- Aguila, G. M. & Ragot, R. (2019) Quarterly Journal of Business Studies 1 (1), 24-35
- Amata, J. P. (2021). Extent of community participation in the ecotourism project in Caramoan, Camarines Sur, Philippines. *OALib*, 08(11), 1–29. <https://doi.org/10.4236/oalib.1107790>
- Astanin, D. M. (2019). Ecological and cultural aspects of the evolutionary development models of ecological tourism. *New Trends and Issues Proceedings on Humanities and Social Sciences*, 6(6), 30-40
- Bishop, C. (2022, November 14). What to know about ecotourism. WebMD.
- Gumede, T.K. et al. (2019). Ecotourism as a mechanism for local economic development: the case of communities adjacent to the Oribi Gorge Nature Reserve, KwaZulu-Natal, South Africa. *African Journal of Hospitality, Tourism and Leisure* 8 (4), 1-19
- Jaya, P. H. I., Izudin, A., & Aditya, R. (2022). The role of ecotourism in developing local communities in Indonesia. *Journal of Ecotourism*, 23(1), 20–37. <https://doi.org/10.1080/14724049.2022.2117368>
- Kumar et al., (2023) Ecotourism: A Holistic Assessment of Environmental and Socioeconomic Effects towards Sustainable Development.
- Kummitha H.R. (2020). Eco-entrepreneurs organizational attitude towards sustainable community ecotourism development. *Deturope* 12 (1), 85-101, 2020
- Kunjuraman, V., Hussin, R., & Aziz, R. C. (2022). Community-based ecotourism as a social transformation tool for rural community: A victory or a quagmire? *Journal of Outdoor Recreation and Tourism*, 39, 100524.
- León-Gómez, A., Ruiz-Palomo, D., Fernández-Gámez, M. A., & García-Revilla, M. R. (2021). Sustainable Tourism Development and Economic Growth: Bibliometric Review and analysis. *Sustainability*, 13(4), 2270.
- Momoh, O. (2024, April 27). Population definition in statistics and how to measure it. Investopedia. <https://www.investopedia.com/terms/p/population.asp>
- Ndamukong et al. (2018). Exploring Community Perceptions on the Socio-Cultural Impacts of Ecotourism in Cameroon
- Shukla, S. (2020). *Research Methodology and Statistics*. Ahmedabad: Rishit Publications.
- The role of ecotourism in the social and economic field. (2022). *Nusantara Science and Technology Proceedings*.
- Üzülmez, M., İştin, A. E., & Barakazi, E. (2023). Environmental awareness, ecotourism awareness and ecotourism perception of tourist guides. *Sustainability*, 15(16), 12616.
- Wardle, C., Buckley, R., Shakeela, A., & Castley, J. G. (2018). Ecotourism's contributions to conservation: analysing patterns in published studies. *Journal of Ecotourism*, 20(2), 99–129. <https://doi.org/10.1080/14724049.2018.1424173>
- Willis, C., Papathanasopoulou, E., Russel, D., & Artioli, Y. (2018). Harmful algal blooms: the impacts on cultural ecosystem services and human well-being in a case study setting, Cornwall, UK. *Marine Policy*, 97, 232-238.
- Zhuang, X., Yao, Y., & Li, J. (2019). Sociocultural impacts of tourism on residents of world Cultural Heritage sites in China. *Sustainability*, 11(3), 840.