



Tourism Potentials of Pinamun-an Spring in Nagcarlan, Laguna: An Input to a Development Tourism Project

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ABSTRACT

This research investigates the tourism potential of Pinamun-an Spring, a newly discovered natural spring in Barangay Malinao, Nagcarlan, Laguna, Philippines. The study aimed to assess the spring's potential for sustainable tourism development by evaluating its natural resources, accommodation, general infrastructure, and the perceptions of local residents, department of tourism officials, and barangay officials. In this research, we used a quantitative approach using a descriptive survey method, collecting data through questionnaires that were distributed to a sample of seventy (70) respondents.

The findings revealed a high level of awareness and support for developing sustainable tourism at Pinamun-an Spring. The study highlighted the spring's significant natural resources, including its topography, vegetation, water bodies, and landscapes. Respondents strongly agreed that these elements contribute to the area's tourism potential. The study also found that lodging, guest houses, and campsites are crucial for enhancing the tourist experience in the said destination. Furthermore, accessibility to transportation, solar energy, and telecommunication were identified as essential for enhancing the spring's tourism potential.

The research discovered that Pinamun-an Spring holds significant potential for sustainable tourism development. The study recommended a comprehensive action plan that features community involvement, environmental education, and infrastructure improvements. The proposed action plan includes promoting the area's natural resources through social media and flyers, enhancing the accommodation with sustainable lodging and campsites, and improving general infrastructure, such as transportation and solar panels. This research provides valuable insights for policymakers and tourism stakeholders seeking to develop sustainable tourism destinations while preserving the natural beauty of the environment.

Keywords: Tourism Potentials, Development Tourism Potentials

Introduction

Tourism potential highlights what makes a destination attractive to visitors. In today's world, this goes beyond just natural beauty, incorporating various elements that together create a compelling appeal for travelers. The study emphasizes sustainable tourism, which balances economic, social, and environmental impacts. Sustainable tourism development for Pinamun-an Spring could enhance infrastructure, create jobs, and boost local income while preserving its natural environment. Investments in eco-friendly facilities, waste management, and educational programs could improve visitor experiences and promote conservation.

The study highlights global principles of sustainable tourism, emphasizing the need to protect natural and cultural resources. Scholars argue for exploring and promoting lesser-known destinations to diversify tourism and benefit local communities. The development of Pinamun-an Spring involves applying the "4A's of tourism" (attraction, accessibility, activities, and amenities) and incorporating visitor feedback to ensure sustainable and appealing tourism offerings.

As mentioned earlier, the tourism potential of Laguna, Philippines, focuses on Pinamun-an Spring in Nagcarlan as an emerging eco-friendly destination. While Laguna is well-known for attractions like Pagsanjan Falls and Calamba's hot spring resorts, many lesser-known sites, such as Pinamun-an Spring, remain underdeveloped despite their natural beauty and potential. Hence, a study entitled *Tourism Potentials of Pinamun-an Spring in Nagcarlan Laguna: An Input to a Development Tourism Project* is conducted. This will show the level to which the following set of participants is aware of the Pinamun-an Spring tourism potentials, classify how the participants assess the Pinamun-an Spring tourism potentials, and the researchers possible recommendations regarding development tourism projects.

Theoretical Background

The literature on tourism destination development by Butler (2020) is also used as a framework. The study is anchored on the theoretical support of the tourism destination development of Butler's (2020) Tourism Area Life Cycle Model. However, the Tourism Area Life Cycle (TALC) is a widely used model to study the evolution of a particular tourism destination. The model suggests that a tourism area evolves through six predictable different stages, namely, exploration, involvement, development, consolidation, stagnation, and decline or rejuvenation. In each stage of the life cycle, the destination undergoes a series of changes defined by the author. The given theory and framework are connected and related to the study as it shows what the local residents, Municipality (DOT) officials, and barangay officials should consider for sustainable tourism and how vital it is for the stakeholders of Nagcarlan, Laguna, to be aware and be able to comprehend the development of Pinamun-an Spring.

Research question or Research hypothesis or Problem statement

It specifically tackled to determine the profile of the respondents with regard to social category, age, and gender. Likewise, it assessed the tourism potential of Pinamun-an Spring in Nagcarlan, Laguna in terms of the natural resources: a) topography, b) vegetation, c) water bodies and d) landscape. In line with this it seeks the question how the respondents assessed the tourism potential of Pinamun-an Spring in Nagcarlan, Laguna in terms of different types of accommodation: a) lodging, b) guests house, c) campsites. Furthermore, it tackled the assessment of the respondents in terms of general infrastructure: a) accessibility, b) solar energy, c) telecommunication.)

Data and Methods

Quantitative descriptive research design was utilized in this study to determine the respondents' assessed the tourism potential of Pinamun-an Spring. The data is gathered in numerical format, and analyzed in a quantitative way using statistical tools. Seventy (70) respondents, were chosen randomly to accomplish the questionnaires.

Result

Table 1

Table 1 shows the summary of results on the assessment of tourism potentials of Pinamun-an Spring in Nagcarlan, Laguna in terms of Natural Resources.

Table 1. Summary of the Results

	Mode	Verbal Interpretation
Topography	5	Strongly Agree
Vegetation	5	Strongly Agree
Water Bodies	5	Strongly Agree
Landscapes	5	Strongly Agree

4.50-5.00: Strongly Agree

3.50-4.49: Agree

2.50-3.49: Moderately Agree

1.50-2.49: Disagree

1.00-1.49: Strongly Disagree

Table 1 indicates the assessment of the tourism potential of Pinamun-an Spring in terms of natural resources. This includes topography that has a verbal interpretation of strongly agree with a mode of 5, the respondents support the development of Pinamun-an Spring, especially during storms. Furthermore, vegetation showed that the tourism potential of Pinamun-an Spring had mode of 5, indicating strongly agree, locals believed that the vegetation contributed to tourism. It was recognized that the spring served as a vital water source and that vegetation played a key role in the environment. In line with this, water bodies were rated with a mode of 5, indicating strongly agree. It was believed that the community should have supported the cleaning of water bodies to maintain the spring's appeal. It was also suggested that the government should have allocated more resources for maintenance. Additionally, respondents strongly agreed with mode of 5 that respondents believed landscape can contribute to the development of Pinamun-an Spring, this feature highlight the area's natural beauty and create an ideal for relaxation.

This result is justified by Filippo (2020), which stated that the quality of the environment determines the success of tourism by natural resources and increasingly at urban sites. Protecting the environment while enabling safe and sensitive access to its attractions is part of good tourism development. It can sometimes be as easy as creating a path through a rain forest and careful planning and consultation to foresee and avoid potential harm. Nature-based

tourism encourages local communities and landowners to protect the animal habitats that the sector relies on it promotes conservation by elevating the value of surviving natural areas. Communities have an added motivation to maintain their remaining natural spaces for animals and wildlife enthusiasts as nature tourism becomes more vital to the local economy.

Table 2

Table 2 shows the summary of results on the assessment of tourism potentials of Pinamun-an Spring in Nagcarlan, Laguna in terms of Accommodation.

Table 2. Summary of the Results

	Mode	Verbal Interpretation
Lodging	5	Strongly Agree
Guests House	5	Strongly Agree
Campsites	5	Strongly Agree

4.50-5.00: Strongly Agree

3.50-4.49: Agree

2.50-3.49: Moderately Agree

1.50-2.49: Disagree

1.00-1.49: Strongly Disagree

Table 2 shows the total data for assessment of Pinamun-an in terms of accommodation. Where in the statistic got an average data for lodging that have a verbal interpretation of strongly agree that this would enhance the visitors experience while aligning with sustainable tourism principles. In addition, residents believed that guest houses with a mode of 5 and verbal interpretation of strongly agree that can contribute to the economic balance such as create jobs and boost local income. In line with this, residents strongly agreed that investing in eco-friendly campsite area is necessary to meet the tourist expectations. These facilities could provide a balance between comfort and preserving the area's natural charm and also contribute to local economic growth and tourism development.

This data is supported by Sharpley (2022), who mentioned that accommodation have a direct influence on the overall success and development of tourist destinations. Therefore, in order to ensure that the supply of accommodation contributes effectively to tourism development plans and objectives, it is logical that the development of the accommodation sector should be a fundamental element of the overall destination planning process.

Table 2

Table 3 shows the summary of results on the assessment of tourism potentials of Pinamun-an Spring in Nagcarlan, Laguna in terms of General Infrastructure.

Table 2. Summary of the Results

	Mode	Verbal Interpretation
Accessibility to Transportation	5	Strongly Agree
Solar Energy	5	Strongly Agree
Telecommunication	5	Strongly Agree

4.50-5.00: Strongly Agree

3.50-4.49: Agree

2.50-3.49: Moderately Agree

1.50-2.49: Disagree

1.00-1.49: Strongly Disagree

Table 3 illustrate the overall data for assessment of Pinamun-an in terms of General Infrastructure. In terms of accessibility to transportation got a verbal interpretation of strongly agree with a mode of 5, respondents consider that access to the area lead to ensure ease of travel for both locals and tourists. Improved transportation infrastructure is crucial for enhancing the site's appeal and encouraging more visitors. Furthermore, Respondents strongly agreed with the mode of 5 that solar energy, or supplying electricity, improved their experiences. By switching to solar power, the sector can lessen its environmental impact, support sustainable lifestyles, offer distinctive eco-friendly experiences, and significantly enhance tourist satisfaction. Also,

Telecommunication signals around Pinamun-an Spring was rated highly, with strong agreement mode 5. It was indicated that mobile connections were fast and reliable. Strong telecommunication contributed positively to the area's tourism potential.

This finding is justified by Sonja and Ivana (2020), who claimed that tourism infrastructure is the basis of tourism development and utilization of existing destination resources. Tourism infrastructure includes a large number of services, necessary to meet the needs of tourists and increase satisfaction during their stay at the destination. The results suggests that future tourism development depends on intensive investment in infrastructure and its modernization, as an important factor of development of the tourism sector.

Conclusion

In the light of the findings of this study entitled: Tourism Potentials of Pinamun-an Spring in Nagcarlan, Laguna: An input to Developing Tourism Project, the following conclusion are drawn.

1. The majority of the respondents, from age 40 and above, consisting of both male and female participants, showed a high level of awareness and support for developing sustainable tourism at Pinamun-an Spring.
2. The respondents assessed the tourism potentials of Pinamun-an Spring in terms of natural resources. From 70 randomized respondents, which consist of 10 municipality employees, 50 barangay residents, and 10 barangay officials. The majority of respondents who were ages 40 and above strongly agreed on the site's having 92.86% topography, 60.00% vegetation, 92.86% water bodies, and 88.57% landscape, highlighting these features as key factors in its tourism appeal.
3. The respondents assessed the tourism potentials of Pinamun-an Spring in terms of accommodation as having a high tourism potential, with lodging rating 94.29% as the highest, guest houses as the lowest with 90.00%, and campsites with 94.29, which also receives a high rate of strong agreement from respondents. These facilities contribute to the area's attractiveness as a tourism destination.
4. The respondents assessed the tourism potentials of Pinamun-an Spring in terms of general infrastructure as having high tourism potential, with strong agreement on the accessibility of transportation with 91.43%, the use of solar energy with 94.29%, and telecommunication with 87.14%, which received 61 out of 70 strong agreements. These factors enhance the area's attractiveness as a tourism destination.
5. There is no significant difference between the assessments of different groups of respondents regarding the tourism potential of Pinamun-an Spring in Nagcarlan, Laguna. The results indicate that regardless of the respondents' demographic profiles, all groups shared similar perceptions on the potential of the spring as a tourism destination. This suggests a strong consent on the spring's appeal and opportunities for tourism development.

Based on the results of the study, a sustainable tourism project for Pinamun-an Spring proposes an action plan with tourism strategies to support the development of a sustainable tourism model that benefits both the local community and the environment.

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