

SUSTAINABILITY OF TOURISM PLANNING IN THE PROVINCE OF MARINDUQUE

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Abstract: Despite many studies on the sustainable tourism, there have been few that focused on the integration of sustainable tourism principles in the tourism planning process and the challenges the local stakeholders are facing in its implementation particularly in the small island province. This study aimed to determine the extent of incorporating the sustainable tourism practices in the tourism planning process and the challenges in faced by the local stakeholders in its implementation in the small island province of Marinduque. The study also aimed to determine the significant relationship of the demographics in their responses and the significant difference between the responses of the major stakeholders involved in tourism planning- (1) government (2) Private sector (3) community. The result of this study revealed that a significant relationship with Age and Status of employment on their perceptions and no significant difference with Sex and Highest Educational Attainment. Significant differences were found among the stakeholders on their perceptions of incorporating sustainable tourism principles in the tourism planning process at the local level in the province of Marinduque. The challenges encountered were community not involved in tourism planning (R); insufficient human resource in tourism; lack of proper planning; tourism is not prioritized; lack of involvement of stakeholders in tourism planning; and conflicting policy of the local government agencies related to tourism; education of stakeholders. It was recommended that the prioritization of tourism; assessment of tourism situation; and assessment stakeholders' awareness are needed before starting any plans in tourism.

Keywords: Sustainable Tourism, Tourism Planning, Stakeholders, Challenges

Chapter 1

THE PROBLEM AND ITS SETTING

Introduction

Tourism has been used as an economic remedy during the decline of traditional industries. Lust icky and Musil et al. (2016) stated that tourism has become a tool for economic growth since the 1970s by different countries, and it has compensated the loss of the traditional industry such as agriculture which helped many communities. Others discussed studies that have been made on the important benefits of tourism which was considered by countries to fuel up their economic growth (Alonso & Nyanjom, 2015).

However, the advantages were faced together with disadvantages as environmental degradation and social problems emerged which were attributed mostly on the insufficient to lack of tourism planning. Economic benefits were becoming the focus of mass tourism and consequently overlooking the consideration of one of the most important resources of tourism, nature and people (Birkic, D., Pilija, I., Sebrek, J.,2014).

Different approaches to tourism planning emerged although most of the focus has not been on the most important stakeholders. Environmental movement has also influenced the emergence of the approach which was eventually known as sustainable tourism. While there are many forms of tourism, this is not identified as a form but rather a practice or a lifestyle which should be implemented (Cardenas D., Byrd, E. & Duffy, L. (2015)

Sustainable tourism descended from the concept of sustainability and it is usually regarded as taking into account not only the profit which have been the most frequent focus, but also the people and the planet. However, there

are criticisms on the potential of its implementation as the term sustainability comes with variation (Hanrahan, J. and McLoughlin, E., (2015).

Nevertheless, there are official guides from the World Tourism Organization on its definitions and its scopes which can be utilized by tourism implementors.

Sustainable tourism gives importance to the stakeholder's satisfaction and not just the visitors' satisfaction in the process. Stakeholders have also been a focus of many studies in recognizing their importance. Since tourism is a multifaceted industry with equally complex set of stakeholders, challenges have become apparent in addressing sustainability (Birkic, D., Pilija, I., Sebrek, J., (2014).

The level of education of stakeholders have been recognized as one of the challenges in sustainability as the insufficient knowledge hinders their efficiency in the participation in tourism planning process. The government has also been recognized as one of the challenges when it comes to the implementation and the influence of government structure and politics which affected the consistency in the implementation of sustainable tourism. Private sectors have also been recognized as being profit oriented which also relate to the notion that only the more affluent members of the society benefit from tourism and not the other members which are the less affluent (Hatipoglu, B., Alvarez, M., & Ertuna, B. (2014).

International and national organizations and also the government made initiatives to be successful in the implementation of sustainability and although there are communities which have been successful, mostly are still faced with the challenges especially in incorporating sustainable tourism practices in tourism planning process.

Despite many studies on sustainable tourism perceptions on stakeholder's, there are few studies focusing on the incorporation of sustainable tourism principles and the challenges the implementors were facing particularly in the small island provinces.

This study was intended to know local tourism planning with emphasis on the integration of sustainable tourism principles and challenges met during execution. Apart from this, the researcher also aimed to add investigations in assessing the extent of integrating sustainable tourism principles in tourism planning and the challenges the local planners encounter during the process in the local level particularly in the small island province of Marinduque.

Background of the Study

Sustainable tourism principles include the protection of tourism site environment, its impact to community including satisfaction of needs of all stakeholders.

According to World Tourism Organization (WTO, 2004) small islands are vulnerable to the negative impacts of tourism which is the reason for managing, planning and monitoring tourism and inclusion of sustainable tourism principles.

Marinduque, a small island, is engaged in tourism activities prescribed by the national government and one of the priorities of the subsequent administration. Its fluvial territory, Maniwaya Island and Palad Sand Bar were given remote accessibility via chartered boat transfer from mainland Luzon in the province of Quezon and its host island Marinduque without proper coordination to their barangay. Hence, resulted to overcrowding in the island not only for the person per square meter basis but also its wastes brought by the tourists and the locals. Wastes brought and bought were mismanaged due to undocumented and unsolicited chartered boat ferries and micro, small and medium enterprises (MSMEs). These also happened in Pinggan, Gasan, the gateway of Tres Reyes Islands. Community dissatisfaction is one of the factors to consider in tourism planning destination. Furthermore, the province has shown developments in promoting tourism industries particularly bombarding social networking sites, however, absence of planning will cause depletion of material and non-material investments.

According to Department of Tourism (DOT, 2014) promotions should be done after planning as it may result to negative impacts, such as problems in carrying capacity and unmanaged wastes. Potential destinations such as a limestone cliff that has some resemblance to El Nido, Palawan in the researcher's barangay is being promoted, without proper planning. Tourism students reported that they have been able to access the area without the

assistance of the barangay. As sustainable tourism aims to protect the environment, it should be the first priority to plan on how to protect it than how to sell it for the benefit of the destination and the community for sustainability. Sustainable tourism process involves analyzing the situation, environment, economy and community.

These are few highlights that requires sustainable tourism planning. The researcher was able to attend tourism planning discussions and tourism trainings. On her observation, stakeholders of the tourism industry must know appropriate guidelines and proper understanding of tourism. It is also noticeable that stakeholders focused on economy with minimal participation and involvement as this generates income and livelihood.

DOT MIMAROPA (2018) reported the following major issues in the region: Non-prioritization of the tourism industry by Local Chief Executive; Absence of Permanent City/Municipal Tourism Officer; Poor tourism data collection; Absence of Local Tourism Development Plan (LTDP); Low ratio of DOT Accredited establishments and frontlines; and Non-compliance with environmental regulations. Marinduque Provincial Physical Framework Development Plan identifies similar challenges in the province which are: Inadequate Tourism-support Facilities and Services; Lack of Eco-Tourism and Tourism Development Plan; and the Need to strengthen Local Governance system. NEDA reported that despite the targets being set, there is still a need to improve the process to achieve the target.

Local government units as one of the stakeholders given by its mandate must be involved in crafting policies and regulations in sustainable tourism. Thus, this study is aimed to investigate how principles of sustainability is integrated in the tourism planning process and determining challenges met in the province of Marinduque.

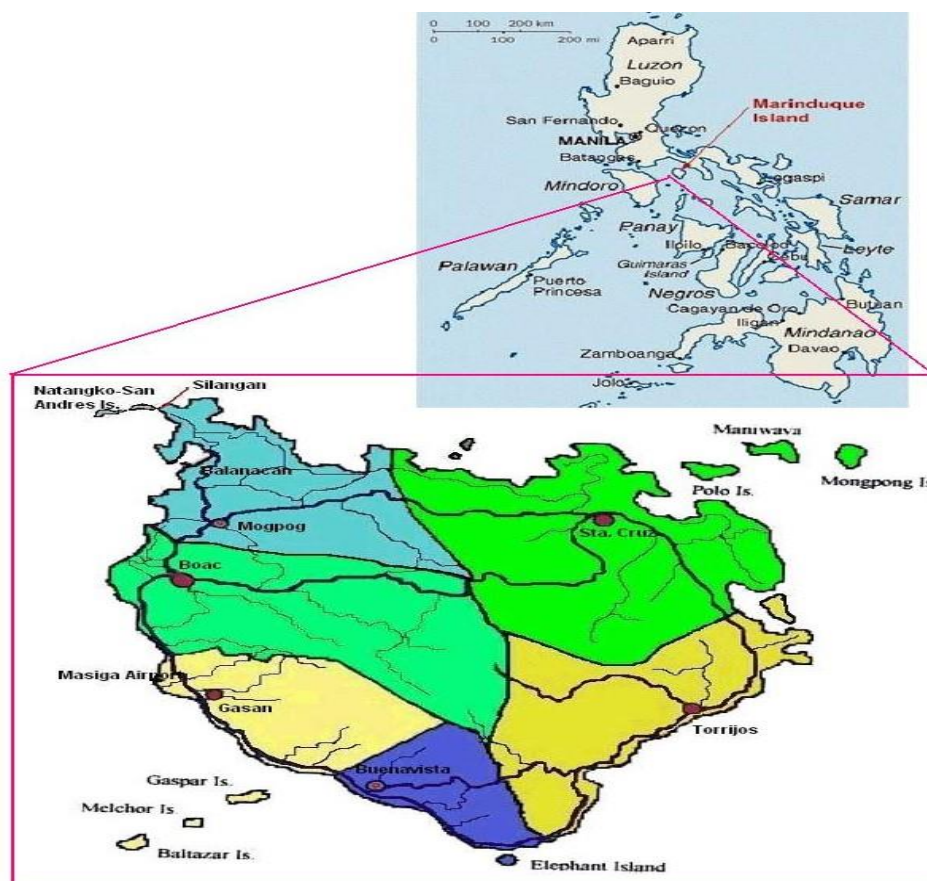


Figure 1. Location of Marinduque from the Philippine map showing its six towns (Source: Marinduque Provincial Development Plan).

Theoretical Framework

D. Gomez & G. Gomez (2017) cited Brundtland (1988) defines the sustainable development as “satisfying the needs of the present while not lessening the ability of future generations to satisfy their own need. Thus, sustainable tourism is a form of sustainable development which directs towards (1) local issues (2) conservation of natural resources (3) return of community values which has been overlooked by tourism approaches in the past decades.

According to United Nations World Tourism Organization (UNWTO, 2017), the principles of sustainable development relate to the environmental, economic, and socio-cultural aspects of tourism development, and the right balance between these three dimensions should be maintained in order to guarantee their long-term sustainability. Sustainable tourism should: (1) optimally use environmental resources that are a key element in the development of tourism, maintain basic ecological processes, and contribute to the preservation of natural and biological diversity; (2) respect the socio-cultural authenticity of reception area communities, save their material and living cultural heritage, traditional values, and contribute to intercultural understanding and tolerance; (3) safeguard the vital and long-term operation of the economy, providing socio-economic benefits for all stakeholders, including stable employment, income, and social services for reception area communities and contribute to poverty reduction.

World Tourism Organization (WTO, 2015) stated that sustainable tourism is based on three pillars of economy, environment, and social which are vital to the long-term sustainability of the tourism destinations. Specifically, it aims to (1) improve living standards and quality of life (2) satisfy tourists needs (3) safeguard the environment and culture along with satisfying the needs of other stakeholders.

Ali, Hussain, V. Nair and P. Nair (2017) as cited from (Presenza et. al, 2013) discussed the primary objectives of sustainable tourism which is anchored in improving the quality of life of the community through infrastructure systems and economic growth while emphasizing that tourism development needs to be planned and meet the needs of the community.

D'mello et al. (2016) cited the World Tourism Organization (WTO, 2004) directed its meaning as “tourism which meets the needs of the present tourists and host regions, while at the same time, protects and improves the qualities of the future. Thus, the focus of sustainable tourism expands through economic, environment, and socio-cultural dimensions of the community and how they are interrelated to each other. However, it is difficult to identify one sustainable tourism as it affects the other. Sustainability should be met by both parties not only satisfying large demands of tourists but also the stakeholders.

Hatipoglu et. al (2014) emphasizes the importance of the contribution and commitment of stakeholders as it will ensure the equitable distribution of benefits in the community. According to Ali, Hussain, V. Nair and P. Nair (2017) the stakeholders' attitude should be considered as it influences their interests and the success of sustainable tourism and assessing their perceptions is important to gain and maintain their support. Similarly explained “the more stakeholders are consulted and engaged in tourism planning, the more they will show acceptance and support for tourism development”. Identifying their importance and role can contribute to the success of sustainable tourism, and their absence may contribute otherwise. These stakeholders need sufficient information and communication to succeed in sustainable tourism. Many studies support stakeholder's participation on various levels and decision-making.

Stakeholders definition in tourism has been adapted from Freeman (1984) which is “any group or individual who can affect or can get affected by the organizations objectives” and from Donaldson and Preston (1995) definition, the group or individual that has a legitimate interest in the organization (D. Cardenas, E. Byrd and L. Duffy (2015); D'mello et al. (2016); & Hatipoglu et. al (2014). Thus, any group or individual affected by tourism and has legitimate interest in tourism is classified as a stakeholder. Lindeberg et al. (2019) clarified that the three pillars of sustainable tourism should serve as the concertation sustainable development, however, stakeholders also have different views as to how tourism should be developed, with its shape, content and relationships. D'mello et al. (2016) agrees with the idea that the three pillars conflict stems from the differences in their point of views.

M. Lusticky and M. Musil (2016) stakeholders' support on tourism policy is dependent on their attitudes towards its impacts, thus, assessing the stakeholder's perception is vital.

Cruz (2014) identified the role of the different stakeholder groups. The role of the local government includes formulating policies and tourism regulations while the provision of tourism facilities and services, tourism promotions, upgrading tourism product quality is for the private sector; and the local communities include contribution to the tourism policy and participation in the decision-making process. He further explained the importance of stakeholders' participation with these rationales: (1) stakeholder participation is mandated by law (2) it allows the exchange of ideas, understanding and experiences (3) it enables the community to harmonize objectives with their values (4) community stakeholders can help in preventing the recurrence of past mistakes (5) community can help in tourism inventory as they are intimate knowledge about the attractions (6) stakeholders involvement gives them a sense of ownership to the plan and feel important and motivated (7) the absence of stakeholders involvement impedes the success of tourism plan and (8) happy stakeholders make good promotions to the destination.

Understanding the perceptions and attitudes of the stakeholders affects tourism development (Ali, Hussain, V. Nair and P. Nair, 2017). They also concluded that the community will be inclined to support tourism development by making tourism development projects to have a "sense of belongingness to the community".

Ozel and Kozak (2016) utilized stakeholders' theory to explain the differences in their perceptions and revealed that the three dimensions of sustainable tourism - economic, socio-cultural, and environmental covers the perceptions of the residents. The study concluded that stakeholders' theory can really enlighten the perceptions of stakeholders and their reactions to tourism and it will also assist the local authorities in policy-making and strategies for problem solving. The authors also explained that the individuals' interactions are influenced by their social relations, costs and benefits and stakeholders who benefits most from tourism usually have positive attitudes towards the result.

Brokaj (2014) study revealed that local community's response is dependent on their stakes in tourism such as identified participating tourism destination has positive attitude towards sustainable tourism and those without perceives otherwise.

Conceptual Framework

The previous study and results focused on sustainable tourism with the stakeholders' theory was used to determine the perceptions of the respondents. Demographic profile was analyzed to determine the significant relationship of the respondents' profile with their responses to comply hypothesis one (1) and the significant difference was determined to test the hypothesis two (2). The degree of integrating sustainable tourism principles was determined through the dimensions of stakeholders' participation, situation analysis, and strategic planning which are the caveats of sustainable tourism.

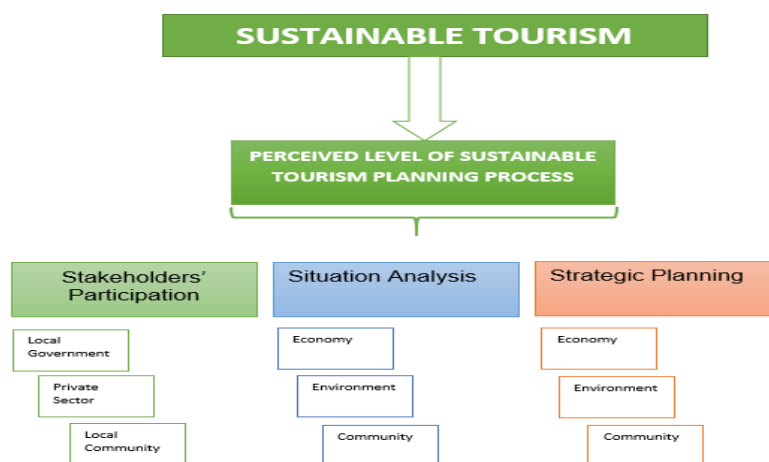


Figure 2. Perceptions of Stakeholders towards Sustainable Tourism Planning in the Province of Marinduque

Table 1: Conceptualization of Criteria, Dimensions and Sub-Dimensions for the Assessment of the Level of Tourism Planning

| Criteria | Sub-dimensions | Sources |
|--------------------------------|---|---|
| 1. Stakeholders' Participation | 1. Local Government Unit 2. Private Sector 3. Local Community | (Nowacki et al., 2018) (Birkic et al., 2014) |
| 2. Situational Analysis | 1. Physical 2. Economical 3. Environmental | UNWTO Sustainable Tourism Development Tool Kit (2013) |
| 3. Strategic Planning | 1. Goals 2. Objectives 3. Strategies | Ruhanen (2010) Ruhanen(2004) Simpson (2001) |

Statement of the Problem

The study aimed to determine the perception of the local stakeholders on the extent of the tourism planning and the challenges in the implementation of sustainable tourism development in the province. Specifically, it sought to answer the following research questions:

1. What is the profile of the respondents in terms of:
 - a. Age
 - b. Sex
 - c. Highest Educational Attainment
 - d. Employment?
2. What is the extent of tourism planning as rated by the local stakeholders in terms of:
 - a. Stakeholders' Participation
 - b. Situation Analysis
 - c. Strategic Planning
3. Is there a significant difference between and among ratings of the LGU representatives on their perception on the extent of tourism planning in terms of the above-mentioned process?
4. Is there any correlation between the tourism planning process on the demographic profile of respondents in terms of age, sex, educational attainment, employment status, position in the local government?
5. What are the constraints in the successful implementation of tourism planning for sustainable development in Marinduque?
6. What local tourism plan/ guidelines can be formulated for the province of Marinduque to spearhead the development of sustainable tourism?

Hypothesis

The null hypotheses to be tested are as follows:

Ho1. There is no significant difference between and among ratings of the Local Government Unit on the extent of tourism planning.

Ho2. There is no correlation between the tourism planning process on the demographic profile of respondents in terms of age, sex, education attainment, and employment.

Significance of the Study

The study was structured to determine the extent of sustainability principles integrated to the planning practices of LGUs in the province of Marinduque. The result of the study is important to identify factors that affect the

planning for sustainable development in the province. This descriptive study could assist researchers and tourism stakeholders interested in exploring and understanding the local participation in tourism planning. Specifically, it will benefit the following:

The tourism stakeholders. Assessment of the tourism planning process includes the evidence of stakeholders' participation and it will also determine its influence from various sectors involved therefore affected positively or negatively.

Local Government Unit. Administration and leadership run throughout LGUs and responsible for planning. They mostly influence the effects of tourism; hence, this study will assist them to incorporate sustainability in preparing tourism plans which decrease the chance of negative impacts.

Private Sector. The private sector is significant part of tourism industry as it provides tourism products and services, thus, this will help them to understand their roles in the stages of tourism planning.

Local Community. The local community is the direct recipient of tourism whether positive or negative. This study will be assessing the processes of local government tourism plans and focused in evaluating the incorporation of the community's vision and values. Thus, results will define the effect of community participation and implementation in the tourism planning.

The Academe and future researchers. Being the intellectual investment of a destination and one of the stakeholders in tourism industry and tourism planning, the result of this study is a gateway for a quantity of studies in the province in different aspects of the industry.

Scope and Limitations of the Study

The researcher confined the study at the province of Marinduque in MIMAROPA region analyzing the perceptions of the stakeholder in the sustainable tourism planning process and the challenges it entails.

The study covered the dimensions of planning process that includes the following: Stakeholders participation, Strategic planning, and Situation analysis.

The study involved local tourism officers, local planning officers and tourism personnel as representative of local government units of the six municipalities and one from the provincial government of the Province. The private sector was composed of eight (8) respondents representing travel agencies, hotels, and farm tourism industries who actively participate in tourism projects and activities. The local community has four (4) respondents which is composed of 2 out of 4 community-based tourism barangays managed and coordinated by the Provincial Environmental and Natural Resources Office and (2) two locally managed by barangays with a total of 30 respondents.

The data collection was done from June to July 2019.

Definition of Terms

The following terms are hereby defined conceptually and operationally as used in this study.

Goals refers to results from tourism planning achieved in the long-term of a particular local tourism destination.

Implementation refers to planning process where goals, objectives and strategies are applied properly to materialize the plan.

Local Community refers to stakeholder group

Local Government refers to one of the major tourism stakeholder's primary responsible in tourism planning and implementation in the local level.

Monitoring refers to the process where the status of the implementation is updated or revised accordingly.

Objectives refers to the results of tourism planning that must be achieved in the short-term of a particular local tourism destination.

Private Sector refers to one of the major tourism stakeholder groups which provides, responsible for promotion and operates tourism facilities, services to serve tourists needs.

Situational Analysis refers to the holistic analysis of tourism destination in terms of the current state of physical, economic, and environmental features.

Stakeholders individuals and groups which are affected and can affect the local tourism destination.

Stakeholders Participation refers to the involvement of public, private, and other sectors relevant to the tourism industry in its planning and implementation processes.

Strategic Planning refers to the activity of setting priorities and direction according to the situation analyzed and utilized proper mechanisms to achieve its goals and objectives.

Tourism Planning refers to the process framework for the holistic development of an area's tourism resources involving the relevant tourism stakeholders strategizing for the economic, social, and ecologic pacts of the tourism industry.

Chapter 2

REVIEW OF RELATED LITERATURE AND STUDIES

This study aimed to analyze tourism stakeholder in tourism planning with incorporation of sustainable tourism principles. This will enable them to identify the application level of sustainable tourism principles and to understand the challenges and opinions of the same. However, several research findings noted the need to focus academic investigations on sustainable tourism process with emphasis in the local level.

Sustainable tourism has been studied for three decades due to negative impacts it has brought from ill-planned tourism destinations. They prioritize economic gains without due consideration to tourism dimensions such as socio-cultural and environmental aspects. Navarro, Martinez & Jimenez (2019) notes one way to scrutinize the level of sustainable tourism implementation in the local level is by assessing the extent of integrating sustainable development in tourism plans in terms of stakeholder participation, strategic planning and sustainable tourism principles. Thus, this study emphasized tourism planning at the local level with due consideration of incorporating sustainable tourism principles and identify implementers' challenges.

Sustainable Tourism

Tourism has been used as an economic remedy during the decline of traditional industries. According to Lusticky and Musil et al. (2016), tourism has become a tool for economic growth since the 1970s by different countries, and it has compensated the loss of the traditional industry such as agriculture which helped many communities. Others discussed studies that have been made on the important benefits of tourism which was considered by countries to fuel up their economic growth (Alonso & Nyanjom, 2015).

Lusticky and Musil (2016) evaluated the list of positive economic impacts such as employment opportunities, income growth, development of small and medium business, government revenue, support for the new investments, reducing regional disparities, increase value of land and realty, changes in the quantity and quality of goods and services. Moreover, authors added that tourism can bring positive impacts such as emergence of nature reservations and open-air museums, protection of natural heritage, development of environmentally friendly facilities, conservation of natural resources, higher participation in resource management, and residents' environmental awareness. In contrast, negative impacts such as crowding out effect, seasonality of jobs, lower wages, inappropriate investments for the local government, possibility of increasing inflation were determined. Furthermore, they also noted environmental negative impacts of tourism that includes: air and water pollution, undesirable changes in natural processes, increasing waste production, increasing consumption of natural resources, disproportionate land use, devaluation of natural beauty, or interventions into the lives of animals.

Brokaj (2014) specified the challenges of his research locale- Vlora City, Albania, relative to tourism development such as: (1) environmental pollution; (2) excess of carrying capacity during the peak season; (3) uncontrolled development and (4) lack of planning for land-use in tourist areas. Despite the initiatives of the national government in environmental protection, challenges were faced such as (1) limited enforcement due to the weak capacity of the environmental authorities both in central and regional levels and (2) lack of resources for monitoring and ensuring full compliance with the environmental standards.

Banki and Ismail (2014) debated that albeit tourism being an industry recognized to ease economic decline, should not be considered a "remedy for economic decay" due to its potential benefits and threats to the economy, environment, and socio-cultural dimensions of the community. D'mello et al. (2016) also stated the potentials of tourism in creating opportunities to boosts the chance for the development of underprivileged destinations,

hence, this should not be taken as the sole treatment for economic decay.

D. Gomez and G. Gomez (2017) agreed with Banki and Ismail (2014) on the positive and negative impacts of tourism in the community and attributed the “unplanned tourism development”. Brokaj (2014) specifically stated unhealthy tourism management that results in negative impacts of tourism has been increasingly recognized, which is worsened with the lack of proper tourism planning. Ali et al. (2017) in their literature discussed how benefits can be brought by proper tourism planning and its absence can bring otherwise.

D'mello et al. (2016) presented the cautions on tourism impacts recalling the damages tourism brought to the communities and environment because of “unplanned growth” which calls for planning tourism to avoid dilapidation of natural qualities of the environment.

Thus, tourism is undoubtedly a great tool for up scaling community's economy but it is also recognized how it can greatly undermine the community's resources, the latter being improperly planned to prepare and handle its impacts.

It has been consistently mentioned how the negative impacts from mass tourism, which were worsened by lack of planning, resulted into adopting sustainable tourism. Brokaj (2014) stated that sustainable tourism concept was a result of the increasing consciousness on the negative effects of tourism development which was utilized by developing countries in their tourism development goals. He also discussed the general concept of sustainable development as an adaptive paradigm which was a successor of the concept in development, which begun during the 1960's environmental movements. The usage of the term was attributed to the Club of Rome report “The Limits to Growth” in 1972, gaining worldwide familiarization in the Brundtland Report of the World Commission on Environment and Development in 1987 which became a strong basis of the United Nations Conference on Environment and Development in Rio De Janeiro, Brazil in 1992; and eventually the principles were reiterated in the Word Summit on Sustainable Development in Johannesburg, Africa in 2002. Brokaj (2014) insisted that sustainable tourism is not a form of tourism but rather a practice, a lifestyle which should be the goal of all tourism forms.

Therefore, the introduction of sustainability by the Brundtland Report in 1987 was an efficient measure to familiarize the people on the importance of sustainability for tourism, a practice rather than an option.

Sustainable tourism basically has good intentions in satisfying the economic, environmental, and socio-cultural needs of the community, however, challenges have been relatively present from planning to its implementation.

D'mello et al. (2016) reasoned that even with various extensive researches on sustainable tourism, there remains a vague conception which allowed the term to be modified according to the different views of groups of people. Nowacki et al. (2018) similarly observes that implementation level of sustainable tourism has very few studies. The former argued that the controversies on the issues of tourism still persists despite being studied for significantly long and extensively, having few agreements in its practical implications. Lindeberg et al. (2019) also contested that despite the broad researches on sustainable tourism, the implementation on the local level of sustainable tourism and community-based policy initiatives still have inadequate explanations. Brokaj (2014) inserts the difference among implementation and planning of sustainable tourism as challenges: lack of support in tourism planning and lack of effective instruments to enable implementation led to unrealized numerous plans. Cardenas et. al (2015) pressed that transition to practice needs to be implemented with attempts having relative success.

Hatipoglu et. al (2014) also explained that sustainability meaning varies per people when used in multitude context and settings. Moreover, it is seen as difficulty in measuring and operationalizing. Lindeberg et al. (2019) cited Dwyer (2018) argued that “the underlying causes of the unsustainable direction of tourism development are embedded in the type of mindset that characterizes key tourism stakeholders.” (p. 30). Lindeberg et al. (2019) stressed the importance of public awareness in sustainable tourism as reference from Miller, Rathouse, Scarles, Holmes, and Tribe (2010) “there is a lack of public awareness of tourism's impact on the environment and a general unwillingness to make significant behavioral changes”. By recognizing the concept of sustainable tourism, the community will be able to understand and protect and conserve their resources for the benefit of all stakeholders. Navarro et al. (2019) in their literature discussed that stakeholders usually focus on one dimension of sustainability, thus, having an instrument to measure such will help them improve their perspectives. Despite of

many indicators used, lack of information led to failure in the practice of sustainable tourism. Navarro et al. (2019) included another way of analyzing the degree of implementation of sustainable tourism at local level is to assess the extent to which sustainable development is incorporated into tourism development plans; that is, to evaluate the tourism development strategies in terms of strategic planning, stakeholder participation and sustainable development principles. In respect, Simpson (2001) –developed an assessment instrument with 36 assessment items, which he applied to 19 regional tourism development plans in New Zealand. Nowacki et al. (2018) applied the Simpson developed assessment to 37 tourism development strategies in Poland. Other applications include: Hatipoglu, Alvarez, and Ertuna (2016) in the Thrace region; Malik and Bhat (2015) in the Himalayan region; Noordeoos (2018) in Amsterdam Oud-West; Paddison and Walmsley (2008) in New York; and Perles Ribes et al. (2018) in Calpe.

UNWTO (2017) described the critical process of achieving sustainable tourism by mentioning that sustainable tourism is a continuous process and requires ongoing monitoring of the changes it entails, the introduction of necessary preventive measures and corrective action if necessary.

Approaches to tourism planning have been consistently recognized such as economic contribution, land-use, environmental, and community approaches (Ruhanen, 2004) as cited by Cardenas et al (2015). Hatipoglu et al (2014) argued that these approaches have limited focus. Whereas, sustainable tourism attends to economy, environment, and socio-cultural dimension without compromising each aspect and recognizes the importance of stakeholder involvement in various level and strategic orientation.

To resolve the existing challenges in tourism, “a preventive and specific approach is essential” (Hatipoglu et al, 2014) cited Budeanu (2005). They also cited the works of Ruhanen (2004) the importance of minimizing the negative impacts of tourism through “policy and planning.” Jani (2018) stressed that the potential benefits and costs of tourism should enable the tourism planners to manage its negative impacts.

Investigation by Hanrahan and McLoughlin (2015) found that level of tourism planning in Ireland focused on socio-cultural orientation was analyzed and resulted to the lack of integration of socio-cultural tourism indicators from institutionally developed tools; policies without strategies for implementation its budget and personnel allocation and time frame; higher plans was not being implemented at the local level as measured through UNEP, UNWTO, and EU Sustainable Tourism Indicator System.

“Planning, led to handful of researchers emphasized the importance of stakeholders’ perception of tourism impacts and thus, there is a need to plan for the future development to mitigate its impacts. The strength of the host-guest relationship, a fundamental to sustainable tourism, determines the tourist satisfaction as well as the degree of their impacts as it involves different stakeholders in tourism process and experience. “

With these, they concluded that local authorities’ plan lacks policies and strategies for the integration of socio-cultural tourism indicators which is fundamental to sustainable tourism.

Rozite and Van der Steina (2019) tourism planning at the local level is often a painful process which raises a number of unresolved issues and unimplemented activities. The authors have different observation among the majority on tourism planning as they reflected on the insufficiency of researches on the issues encountered by the local planners in the implementation of tourism and noted a part of the plan was implemented but not all. In the case of the province of Marinduque, DOT MIMAROPA (2014) and National Economic Development Authority (NEDA) admitted that tourism targets have not been achieved.

Sustainable tourism planning entails various challenges in terms of the length of time, stakeholders, policy, and implementation and strategies which can be rooted from different situations however; tourism planning should still be pursued and prioritized as the negative impacts are at times irrecoverable. Hence, it is equally important for the stakeholders, particularly the local government, to understand various steps and levels of tourism planning; tourism characteristics and its limitations; and the factors affecting the effectiveness of tourism planning to better prepare for its implementations and challenges

Navarro et. Al (2019) recognizes that one of the challenges in attaining sustainability is the ability to measure, as there is no universal way to measure. Despite many have tried to measure, there is still a drawback due to existing

confusion with the concept of sustainable tourism. On the other hand, measurements allow us to observe the changes which can be compared to different locations and different timeline and will enable us to evaluate the current situation of the destination. UNWTO (2013) provided a comprehensive instrument on how to measure the sustainability of tourism which can be applied in a national down to the local level which is a great help for local tourism planners evaluate their current tourism. This comes with possible solutions that the government can adopt and even presented case studies where the policy makers can learn. The sustainability toolkit allows the stakeholders to assess tourism based on the principles of sustainable tourism from the aspect of government, environment, cultural heritage, economy, and community.

Tourism Planning

According to Cruz (2014), tourism planning process includes the following steps (1) gathering and evaluating information to identify and prioritize current tourism development issues; (2) imagining a desired future of tourism in the destination, and (3) choosing from a number of alternatives for achieving them. The activity also helps produce a preliminary list of potential tourism attractions and an identification of local issues that has implications on tourism development. In technical terms, this process involves (1) situational analysis; (2) vision, goals, objectives, and (3) strategies. Tourism dimensions include (1) levels of government; (2) short, medium, long-term plan; (3) area scope and (4) spatial units.

TOURISM CHARACTERISTICS AND THEIR PLANNING LIMITATIONS (Cruz, 2014)

1. Tourism is a composite product – the tourism value chain which where the tourism goods and services are provided can be sabotaged if there is no proper planning to ensure tourism experience satisfaction.
2. Tourist destinations are intangible- thus negative information from word of mouth can affect a tourist's decision.
3. Tourism destinations have long gestation period- a commitment in planning must be given to cover a short- and long-term prospect.
4. Tourism is very capital intensive- a realistic and feasible financial estimate is needed for implementation together with the identification of sources of funds and a feasibility study to attract investors.
5. Tourism main assets are nature and culture- plans must incorporate its protection.
6. tourism is subject to external forces that are largely uncontrollable- tourism planners must be able to identify the key drivers to growth and decline, prepare strategies and contingencies and discern if tourism should be prioritized or supplemented only
7. Tourism exerts impacts on the environment, culture and economy of destinations- their impacts are interrelated and tourism involves multidimensional interaction with the stakeholders, thus, planning should identify the possible impacts to mitigate it at the early stage of the destination.
8. Tourism is a highly dynamic and competitive industry – thus plans should keep up with the competition
9. Tourism involves stakeholders from various sectors; thus, their inputs are valuable to the success of a tourism plan

Cruz (2014) also discussed the benefits of tourism planning which include (1) Identify the issues and development opportunities; (2) Planning prevents waste of time money and effort; (3) Planning helps avoid mistakes that can lead to irreparable damage to destinations and (4) Participatory planning contributes to the development of social capital by building trust and support among the various stakeholders in a destination. In his previous year of study, he described the factors to be considered for effective tourism planning which includes

- (1) Availability of planning expertise- the quality of tourism planning outputs is determined by the expertise of the planners; however, since there is a limited planning professionals and education offered in the country, some tourism plans are challenged in quality
- (2) The type and variety of tourism resource- it limits options for tourism development.
- (3) The culture and destination of the residents- this affects the tourists decisions based on their like-mindedness to the culture

- (4) Tourism development paradigm held by influential actors in tourism development – it defines the goals, objectives and strategies depending on the paradigm of planning that it follows
- (5) Geographic location and spatial distribution of the tourism development units- it has the direct influence to tourism development, primarily with the accessibility; and therefore, affects the tourist quantities
- (6) Perception and attitudes of stakeholders- it plays an important role on the level of support the stakeholders' give to tourism development depending on how they perceive the industry.
- (7) Awareness of external forces impinging on tourism planning and development- tourism planners should be aware of the effects of socio-cultural, technological, environmental, economic and political dimensions to tourism
- (8) Financial capital requirement- the available funds determines the procedure to tourism development implementation

With the understanding of these, as it may be a lot to take, it would also be a great way to facilitate tourism planning.

Stakeholders and Sustainable Tourism

Stakeholders in sustainable tourism have been contained in the numerous tourism researches and being promoted as one of the pillars of sustainability.

Jani (2018) explained that concept of residents' perceptions regarded as residents' feelings about the tourism impacts, have been extensively studied attributing to its fundamental importance in the management and development of tourism. It is also explained that perceptions and attitudes are different as attitudes it relates to values and personality while perceptions are views of the quality of life. The author further explained how different theories have been employed such as social exchange theory, dependency theory, social representation theory, stakeholder theory, and growth machine theory.

Banki and Ismail (2014) supported the stakeholders' participation by discussing that stakeholders is being well known in the business and academic platforms and emphasizing that one of the keys to an organization's success is the ability of establish value and satisfaction for them. Alampay (2015) emphasized how the local level is essential as the interactions of the host and visitors as well as the costs and benefits take place locally.

Ali et al. (2017) also stressed that culture of local community is a fundamental influence on the tourist experience and motives.

Okazaki (2008) in Hatipoglu et. al (2014) stated that collaborative participation is still hopeful as it promises the implementation, secure the community image, and matches the vision of the projects that will surely result in a visitor friendly destination. Lusticky and Musil(2016) discussed the most important stakeholders observed in the literatures between 1990 and 2006 are residents, tourist, local government, and entrepreneurs.

D'mello et al. (2016) acknowledged the stakeholder's participation, should not be equally involved in planning but their interests should be considered since failure of considering their interests and understanding them may lead to the failure of the planning process. The same explained that when agreement between the stakeholder increases, so does the likelihood of collaboration and compromise. Thus, to stress the importance of stakeholder's participation as an essential part of tourism planning, understanding the perceptions and interests of the stakeholders should be taken into account.

Brokaj (2014) discussed that stakeholders in tourism may compose of "various levels of government, tourism developers and entrepreneurs, tourism industry operators, non-tourism business practitioners and the broader community including the indigenous groups". Banki and Ismail (2014) also claimed that studies on the perceptions of tourism impacts has been dominated by the focus on the community and few studies focused on multi-stakeholders which by far included residents, government officials, entrepreneurs and tourists.

Furthermore, Ali et al. (2017) insisted in their literature how studies have focused on the residents and not on the various stakeholders in tourism as it opposes the idea of actively participating to gain their support in tourism

development. The authors cited literatures on the stakeholder's studies involving government, business and the local community as also cited from (Brida et. al, 2014; Del Chippa, 2012; Nunkoo&Gursoy, 2012; Pulina et.al, 2013) which contends that governance transcends beyond the government but involves other stakeholders as they may use their own resources, by citing the studies of (Presenza et al., 2013). They highlighted the argument of (Ven, 2015) that stakeholders' participation is vital in having the "hospitality atmosphere" of any destination.

Banki and Ismail (2014) agreed with other authors on understanding the perceptions and attitudes of the stakeholders as a first step to tourism planning, asserting that it is only fundamental to plan and manage tourism "responsibly and sustainably" for it to be successful. Similarly, conversed that the absence of stakeholder's participation in the community equates to the impossibility of developing tourism in a sustainable manner, supporting the idea of many authors that stakeholder's inclusion is one of the solutions to sustainable tourism development. Alonso and Nyanjom (2015), also identified that stakeholder's participation is vital to planning process through their level of collaboration that presents various perspectives but their interests should also be taken into consideration, concluding that regardless of the type of country, stakeholders are important to sustainable tourism development.

Jani (2018) agrees with the notion that the studies on residents' perceptions have been usually conducted in the developed countries as they have longer history of tourism, however, the perspectives in the less developed countries have been overlooked especially with poverty to be considered as a factor.

Local Government

Calleja, Hechanova, Canoy&Alampay (2016) aimed to investigate the transformation of the local government in the Philippines, by interviewing fifty-five leaders of local governments.

According to the author's literature, the following challenges were brought about by the devolution of power that affects the performance of the local government as cited from (Wunsch &Olowu, 1996; Silva, 2005; Rees and Hossain, 2010; Schoburg, 2012):

Inactive and uninformed constituents; confusion in the roles of state, regional, and local government institutions; unwillingness of the central government to loosen its grip even with the inability to deliver key services; lack of financial, material and human resources at the local government level; weak leadership in all levels; greater opportunities for corruption due to strengthening of informal or familial local power bases; increased regional disparities especially in trade and investment policy, structural and social capital gaps that impede development.

Additionally, lack of fund which results to the incapacity to hire enough people needed for efficient functions constrains the local government to transform. Moreover, the impact of the electoral term in sustaining a reform was articulated. It was explained in accordance to the Philippine Constitution of 1986 which limits the local government leaders for three (3) years term in the office. In effect, the reforms are only limited to their office terms and upon electing another local leader, the previous leader's reforms may continue or not depending on the political party they are involved with. Along with this, the removal of the department heads not politically preferred by the leaders and eventually leads to the discontinuity of the programs. These inherited challenges are also true for tourism. However, despite the challenges, there are few successful local governments who managed to succeed by setting their vision achievable in the three years of their electoral terms. In addition, the best practices included citizen engagement, having a vision, leadership that stimulates the transformation of the local government. It has stressed the importance of stakeholders' involvement and the balance between stakeholders' participation and leadership decision-making. Indeed, the local government has a great weight of responsibilities on their shoulders as a result of the devolution and the challenges of bureaucracy, limited financial and human resources and corruptions, is still felt today. Moreover, other local government can learn from those who succeeded by: acknowledging the deficiencies of their locality and transform it into vision; demonstrating management and leadership skills especially in planning and establishing a system; and engagement of citizen to ensure the sustainability of their initiatives by listening to their expression of needs as representation of governance.

Alampay (2015) presented the initiative of the national government with the partnership between the Philippine and Canadian Government, the Local Governance Support Program for Local Economic Development which

assisted 134 local government units and nine (9) regions in the country. It aimed to make the destinations more competitive to be more attractive by (1) increasing the visitor arrivals and length of stay (2) ensure necessary infrastructure and (3) ensure business- friendly and supportive local government units.

Local government has a critical role in tourism as they are the ones responsible in structuring, planning, implementing, monitoring and designing policies. Moreover, they have the information on tourism situation and controls the tourism resources (Brokaj, 2014). Ali et al. (2017) insisted that government should facilitate and boost stakeholders' participation and strategize on the engagement of all stakeholders. Similarly emphasized how crucial the role of government is in the initiatives of stakeholders' engagement. Furthermore, communication and equal representation can maximize their participation and involvement, thus, identifying the stakeholders is important (as cited in Presenza et al., 2013). A decentralized kind of government was suggested, as the interrelationships among the stakeholders are influenced by the kind of governance (Hall, 2011, p.442).

Brokaj (2014) concluded in their study that the government is aware of the sustainable tourism principles but finds it hard to implement because their roles and responsibilities are not "well-defined" notwithstanding the focus on the economic growth. In a similar manner explains the role of local government in "stimulating actions", encouraging the stakeholders to be responsive in issues, in ensuring sustainability by executing a procedure for tourism development. It is an interesting point of the authors that the regional government can make applicable changes in the policies despite that policies are usually equated with the national government and stressing that the tourism resource management in Vlora, Albania is a multi-sectoral issue, which is also true to other destinations. They revealed the challenge in the government coordination such as the (1) absence of inter-regional departments together with (2) the overlapping functions and duties between the departments with regards to environmental and tourism resource management and (3) lack of reliable information about the tourism industry resulted to the "ineffectiveness of current liability practices". The author asserted that there are only few academic investigations given to the roles and responsibilities of the local government relative to sustainable tourism which has vital role in creating activities supporting the goals of sustainable tourism. These actions to providing encouragement to the different stakeholders in tourism to be responsive in issues surrounding their destinations and crafting policies aligned with sustainable tourism principles reinforced by the national policy framework. The author specified the roles of and responsibility of the local government as they (1) have the immediate access on the problems as regards the tourism management (2) have mostly the immediate control in most of the tourism aspects (3) know the detail of the tourism resources available in the community. As the local government has existing challenges in the effectiveness in tourism planning, their greatest challenge is "integrating the management of tourism with other functions and activities of local government". Despite recognizing the importance of pro-active planning and proactive policy, the local government does not have funds for implementation.

Local Community

Jani (2018) discussed that those who support sustainable tourism stressed the importance of the residents' perceptions as they are their length of residence allows them more observations in the changes occurring in the destinations, thus providing more valid information.

Alonso and Nyanjom (2015), argued the importance of the local community as being the more immediate recipient of the costs and benefits of tourism development, however, not all community stakeholders have the same level of interests in tourism as it may negatively affect the lives of the local residents. The authors presented how local residents' perceptions and attitudes are affected by tourism development through experiencing benefits from it. The authors agreed with other authors that local residents have been the focus of most academic investigations, however, also argued that it has been conducted mostly in the developed countries. They presented literature on the importance of understanding the resident's attitudes in tourism development.

Tourism can affect and change the lives of the host community, directly or indirectly and in a positive and negative way (Lusticky and Musil, 2016).Banki and Ismail (2014) identified the factors on the changes of community's quality of life by tourism: (1) tourist-host relationship (2) and the tourism industry development as tourism as studies have been "inconsistent observations" presenting the negative and positive impacts of tourism. The authors support the notion on the understanding and assessing of tourism impact of tourism in the community as one of the keys to long-term sustainability.

Ali et al. (2017) presented how the literatures have focused on the perceptions weighted more on the residents than all of the tourism stakeholders which also have different interest in tourism as cited in Ellis and Sheridan (2014) that in practice, stakeholders are given insufficient consideration in tourism development.

Cardenas et al. (2015); Hatipoglu et. al (2014) agrees on the types of citizen participation by presenting the Ladder of Citizen Participation of Arnstein (1969) where nonparticipation describes a public participation where planners only explain and has autonomy to any decisions; degrees of tokenism describes a public participation where stakeholders have expression of ideas and thoughts but without influence to the decision; and the degrees of citizen power where stakeholders are entitled for expression of ideas and influence on the decision. Thus, this ladder determines what kind of participation the stakeholders are practicing since even with the presence of stakeholders' participation, the level in how they participate will determine the presence of sustainable tourism principles in the planning process. This theory of Ladder of Participation is pivotal in the discussion of stakeholders' participation as the usual highlights its importance but the level of engagement was overlooked. Hence, there can be a stakeholder's participation in the community, but if there is only in the degree of tokenism, it cannot be deemed sustainable as the interests of stakeholders involved are not recognized which may be taken advantage of the more dominant groups, resulting to a less sustainable community.

Challenges in Stakeholder's Participation

However, even with the recognition of stakeholders' participation, and their importance, Cardenas et. al (2015) presented how often the education on sustainable tourism is inaccessible to most of the stakeholders, as cited from (Simmons, 1994). Relative to this, they also cited Marien and Pizann (1997) notion on the insufficient knowledge may challenge participation, and lead to misunderstanding and miscommunication. Moreover, it was suggested that the lack of experiences in tourism affects their perception and may limit their participation in tourism planning. This supports the statements of Hatipoglu et. al (2014) that participation is also dependent on the level of education. This leads to the saying "to be empowered, there is a need to be educated and the loss of it might mean losing control and influence in the tourism planning and development process." Thus, without sufficient education on sustainable tourism, even with the highest degree of citizen power, the efficiency of stakeholders' participation is compromised; and to empower the community, they must be educated on sustainable tourism.

On the other hand, application of stakeholders' participation has a share of criticisms. Take for example Hatipoglu, Alvarez, Ertuna, (2014) notes that application of collaborative participation in reality arouses challenges of institutional dynamics, together with the conflict and power struggles in the community. Stakeholders participation is beneficial and is intended for the good of the tourism environment, however, challenges are also present in its implementation. The authors concluded that barriers in tourism include the lack of institutional structure, lack of collaboration between agencies, and effective governance hampers the stakeholders' participation in tourism planning. Furthermore, the politics affect the vision and continuity of the tourism projects since the government posts are elected for a limited number of years thus, limiting the implementation of previous projects. Additionally, decisions for tourism development are centralized, as its approval for tourism development. Narrow vision and lack of strategic vision, financial driven interest was also identified impeding the realization of sustainable tourism development despite community involvement. Specific challenges in collaborative tourism planning process involves conflict in interest, power relations, and inequitable benefits among the stakeholders in the community, where residents were deprived of their participation as external influences take over; and often predominantly focused on economic gains.

Ali et al., (2017) also noted possible constraints such as lower levels of awareness and competencies, lack of financial support and investment capital, lack of government support and apathy of different actors etc. However, D. Gomez and G. Gomez, (2017) indicated that interaction between actors is never free of conflict. The conflict flows from the divergent views produced by the uneven distribution of influence among stakeholders. Moreover, the study focused more on the socio-political side of the stakeholders' participation such as the distribution of power and the closeness of the stakeholders to the decision-making as factors that determines the success of stakeholders' participation. There also emerged another issue which may be attributed to being a socio-politically excluded by the stakeholders: the non-influential stakeholders and least benefited by the tourism projects while the influential receiving the most benefits (Cardenas et. al 2015).

Ali et al., (2017) through the work of (March and Wilkinson, 2009) presented the argument of considering the complicated interrelationships of the stakeholders as their level of unity directly influences how the destination performs. Brokaj (2014) revealed that awareness of the local government plays a role in the implementation of sustainable tourism into practice. Banki and Ismail (2014) concluded that the tourism development affects the stakeholders one way or another and cannot be “free of conflict” which stems from the individual interests and level of costs and benefits of the development but which may be reduced by identifying and understanding attitudes and perceptions of stakeholders.

Cruz (2014) detailed the limitations in community involvement that affects the achievement of sustainable tourism plan which are categorized into (1) operational level (2) structure and (3) culture. The operational level describes the centralization of public administration of tourism in economies where the power has not yet devolved to the local level. Lack of coordination in tourism planning and development brings frustrations to the local communities to be involved. With the lack of information, the communities are deprived of their rights to be heard and get involved based on what they know. The structural limitations refer to the attitude of the professionals who minimize the potential contribution of the community; lack of training expertise and human resources; lack of fund; elite domination; high cost of participation. The cultural limitations describe the limited capacity of poor people; and apathy and low level of awareness in the local community.

Thus, the challenges in stakeholders’ participation are influenced by the kind of governance, socio-political situation, distribution of powers, education of stakeholders, and stakeholders’ attitudes which are complex problems and more weighted on the government sector.

Solutions to the Challenges in Stakeholders’ Participation

Cardenas et. al (2015) suggested that there is a need for the stakeholders to share their knowledge and experiences as well as their differences as this may help the planners to maximize the positive impacts of tourism. Before providing tourism education to the community, it is important to assess their awareness first so that different perspectives of the stakeholders will be considered and benefit all the stakeholder groups; and the community’s level of awareness in order to determine their level of support in sustainable tourism development. In addition, Banki and Ismail (2014) stated that the conflict that may arise from the unavoidable direct and indirect consequences of tourism development can be effectively avoided by identifying the stakeholder’s attitudes and perceptions, as well as for the tourism planners to consider their interests before proceeding with tourism development. Since sustainability and its dimension is also a form of competitive advantage (Banki&Ismail, 2014) considering their perspectives and attitudes is of vital importance as stakeholders should be active participants and not just a mere recipients of sustainable tourism plans. The authors have interesting points on how the complexity of tourism industry and the interdependencies of various stakeholders with different views and how these characteristics create chaos in its environment when shared with the rapid pace of change eventually creates uncertainty and complexity. Consistent communication with and education of the stakeholders can lessen the chaos between them, improves their understanding and lead to a more competitive destination, and most of all, reduction of negative tourism impacts. Cardenas et al. (2015) as cited from Hitchcock and Willard (2009) interdependencies of the environment, economic, and socio-cultural dimensions need to be understood as deficiency leads to “poor decisions”.

Ali et al., (2017) mentioned the suggestion of (Presenza et al., 2013) in the replacement of the top to bottom approach of governance known as ‘embedded governance’ approach as this harmonizes the participation of stakeholders. D. Gomez and G. Gomez, (2017) raised the issue of the diverse views which are ignored by the decision-makers and this creates crisis of political legitimacy in their projects, along with the uneven impacts on populations and territories. They have recommended that stakeholders’ analysis be included as a prior stage in all tourism development projects themed sustainable. They highlighted the importance of stakeholders’ participation, a sustainable development challenge on the local dimension: exposure to the development, decreased involvement of local administration. Despite of this promotion, they also indicated that interaction between actors is never free of conflict which flows from the divergent views produced by the uneven distribution of influence among stakeholders. Moreover, the discussion focused more on the socio-political side of the stakeholder’s participation such as the distribution of power and the closeness of the stakeholders to the decision-making as factors that determines the success of stakeholders’ participation. In a study, indicate inadequacies and environmental inequality in the design and implementation of tourism development, thus, there is a need for the top and down

participation level to meet halfway for inclusive governance. The study supported the notion of stakeholders' inclusion and the importance of determining the views of the stakeholders as a way to improve stakeholders' participation in sustainable development Cardenas et. al (2015).

Therefore, the solutions to the stakeholder challenges sums up to the openness in communication and consideration of interests to attain the level of support and informative participation in sustainable tourism planning.

Despite of the challenges and criticisms, it is considered necessary as it safeguards the destination in accordance to its local vision and determines the project implementation becoming more attractive to the visitors (Hatipoglu et. al, 2014). Collaboration between stakeholders as a focus of literature should also be promoted and taken seriously by other areas as emphasized by Banki and Ismail (2014).

Demographics of the Respondents

Cardenas et.al (2015) found that involving 289 local stakeholder respondents, statistically significant difference was found between women who have higher score mean than men; there is no significant differences in age, and level of education; respondents engaged in tourism have high mean scores. The significant difference in gender was explained that women understand the importance of resource preservation and maintaining community resources for future use than men, thus, for a group with men as dominant population, there is a need to focus on these concepts to achieve better understanding of sustainable tourism. Many of the demographic profile did not show a statistically significant difference in their understanding of sustainable concepts.

D'mello et al. (2016) studied about the perceptions of different dimensions of sustainable tourism and showed that the large portion of the respondents have age brackets of 18- 27 (28.5%), 28-37 (24.7%) , and 38. 47 (20.8%). Males and female respondents were equal in representation. Most of the respondents were college graduate and dominated by married respondents. The age and education of the respondents were interpreted as the young respondents with high education indicating better understanding of sustainability. The tourists comprised of 48.5%, residents were 37. 5%, tourism entrepreneurs were 7.5 %, and representatives from the local government were 6.5%, respectively. Entrepreneurs and government officials were observed to have the lowest response rates which indicates "lethargic attitude" in their judgment about sustainability. The authors concluded the existence of significant differences in the perceptions among the various stakeholder groups which are similar to the previously researches. The government and tourism entrepreneurs were found to have the highest most positive responses in terms of focus of sustainable tourism, understanding of sustainability, sustainable tourism management, economic focus of sustainability, attitude toward stakeholders, and tourism industry and sustainability. On the other hand, four of five dimensions aforementioned except for sustainable tourism management have the lowest or least positive perceptions from the tourists which may be attributed to their being visitors and little emotional and economic connection with it. Meanwhile the residents had the lowest or least positive perceptions in terms of support for sustainable tourism which could indicate that their residence and attachment to the community allowed them to observe the proximity of the negative impacts while having the least benefits from tourism. The authors suggested that government officials and tourism entrepreneurs are more involved in tourism planning and management than residents or tourists, concluding that all needs of stakeholders should also be satisfied, particularly the experiences of the community. D'mello et al. (2016) also recommends the education of stakeholders to make them have an informed participation on the kind of tourism that they will support in their community. It is interesting to note that the authors still presented the challenge in the implementation of stakeholder's participation sustainable tourism which are accompanied with practical difficulties, despite being well studied.

Whereas, Hatipoglu et. al (2014) on the barriers to tourism planning, study showed differences on their perceptions in the impacts of tourism and how it should be implemented. The presence of divergence of perceptions and interests are considered barriers for stakeholders' participation for sustainable tourism development. The study also indicates that that the more the stakeholder is exposed in tourism planning, they tend to have more knowledge and more participation in sustainable tourism concerns.

Cardenas et. al (2015) concluded that differences may exist among the stakeholders in understanding sustainable tourism and that demographic and psychographic variables can be used to differentiate residents' awareness.

In the study of Banki, M. & Ismail, H. (2014) on multi-stakeholder perceptions on tourism impacts, there was an evident difference displayed by the respondents particularly between the local government with the other stakeholder groups like residents and tourism entrepreneurs as to the impacts of tourism and how it should be sustainably developed. Generally, eleven (11) of the eighteen (18) items, the respondents were found to differ in their perceptions. The authors concluded that irrespective of the number of stakeholders studied in tourism development, there may always be varying positions on the impacts of tourism. Banki and Ismail (2014) also suggests that entrepreneurs have higher perceptions on the tourism impacts as they are beneficiaries of the economic activities, however all the stakeholders found an agreement on the occurrence of tourism negative impacts. They concluded conflict forms the negative and positive impacts of tourism and is “based on the different individual interests and perceptions of the overall costs and benefits of development, thus, reiterating the importance of considering the attitudes and perceptions of stakeholders by the tourism planners before proceeding with the development.

Ali et al. (2017) study concluded that government failed to involve the local stakeholders in the process of tourism development which is especially dangerous if a country plans to develop tourism. The authors emphasized the variances in the attitude and perceptions of tourism in tourism development and categorized the respondents on their opinions and perceptions, which are optimists, favorers, and nay-sayers which is important in understanding the stakeholders. Moreover, the study pointed the variances of the stakeholder’s perceptions in terms of the dimensions of sustainable tourism- economic, environmental, and socio-cultural which implies “low integration level of the stakeholders, specifying the role of the government in the improvement of stakeholders’ involvement.

Banki and Ismail (2014) study found differences in the perceptions of the stakeholders on tourism impacts, particularly among (1) local government employees and all stakeholder groups (2) residents and all stakeholder groups (3) entrepreneurs and all stakeholder groups (5) tourists and all stakeholder groups and (6) tourism and all stakeholder groups (D. Gomez&G. Gomez, 2017). The authors aimed to show the diversity of viewpoints existing in the local environments (where such golf-based projects are implemented) and highlight the need to take into account the diversity of views with their varying ways of understanding and experiencing the local authority. Through mixed methodology, they were able to determine that there are significant differences among the two segments of the stakeholders. The influential who has direct influence in the decision-making and has oriented views towards traditional development, generally feared, however, this view are also focused on environment. The non-influential stakeholders have negative views when it comes to the development particularly in its negative impacts on social values and economy.

Jani (2018) study also utilized social exchange theory in determining the differences in the perceptions of the stakeholders of tourism impacts which has results that shows the residents gaining economic benefits, direct contact with tourists and participates in tourism planning have comparatively more positive perceptions on tourism impacts. Further revealed that male dominates the female in terms of the quantity of respondents with married statuses and less relatively involved in the tourism industry in terms of economic, tourist’s involvement and tourism planning and decision making. The author concluded that there is a presence of both negative and positive perceptions about tourism in the research area with majority being satisfied with the area having perceptions of more positive than negative impacts. This directs to social exchange theory, and those not supported are explained by the others under the subset of Set. Jani (2018) also concluded that the government, which is primary responsible in planning and policy making should ensure the inclusion of the residents to raise their concerns to minimize tourism impacts and craft a policy that will guide the employment qualification of residents in tourism jobs.

Situational Analysis and Strategic Planning

Nowacki et al. (2018) mentioned the works of Simpson (2001) and Ruhanen (2004) as of the first to study about the area using the dimensions of stakeholders’ participation, vision and values, environmental analysis, objectives and assumptions, implementation and evaluation. The authors found that in terms of strategic planning indicator, strategies were created in 2003–2016, and their time horizon ranged from 0 (no time horizon) to 14 years. The most frequent planning horizon was 8 years (six strategies), 10, 11, and 13 years (five strategies), and 6, 7 years (four strategies). It can be stated that the planning horizon is increasing, along with the year of strategy development: the newer the strategy, the longer the horizon.

The assessed strategies do not take into account potential negative effects of tourism development on local communities. Little attention has been paid to the impact of tourism on the natural environment. The analysis of natural resources, in diagnostic parts, was performed in terms of tourism value rather than the sensitivity of the area to anthropoppression. Rare was the inclusion of strategic environmental impact assessment documentation.

Lack of long-term vision development and failure to take into account events that may adversely affect the attainment of goals may consequently prevent the implementation of strategies and the continuation of the future issues.

Lack of significant differences between older and newer strategies indicates a lack of improvement in the quality of emerging strategies in Poland. Although the analyzed strategies were created in different periods and under different conditions, their quality, and especially the elements of sustainable development, has not improved significantly in recent years.

And yet sustainable development relies on a long-term perspective, hence it requires a strategy looking ahead 10 to 15 years. Frequent staff rotation. Strategy domain Strategic planning indicators Environmental analysis Stakeholder participation in the planning process Vision and values Implementation, monitoring and evaluation n Strategy area Provincial ministerial positions and alternation of government coalitions are responsible for the lack of cohesion in strategic policies. The problem also extends to lower levels of state administration, including local governments. To achieve cohesion in the guidelines and decisions at different levels of administration and management, the issue of sustainable development must be clearly understood by all players, and this requires proper communication channels.

Hatipoglu et. al (2014) identified the challenges in tourism planning as having the “lack of shared vision, clear leadership, and long-term strategy. The authors explained that with the presence of divergent views of various stakeholders, reaching a consensus is really difficult for the community. Hence, this leads to the agreement in Cardenas et. al (2015) on the need for educating the stakeholders and considering their level of perceptions in stakeholders’ participation, to correct the divergence and align to sustainable tourism principles. The authors cited from Jamal and Stronza (2009) highlighted how the negative impacts of tourism can be attributed to tourism marketing and promotions and disregarding the tourism planning stages. It is also interesting to note that despite the tourism planning precedence, improving the visitor attractions are prioritized; outcome rather than processed is the focus; and insufficient inclusivity which may hinder the realization of sustainable tourism development. This supports DOT (2014) that prior to tourism marketing and promotions, planning should be done before anything else as it may lead to undesirable impacts of tourism.

Brokaj (2014) study found that albeit local government assumed that their objectives were clear, most of the respondents perceived that it is focused mostly on economic growth. It has recommended the local government should take into account the importance of collaboration with various levels of government and convene the stakeholders to manage the tourism destination in a sustainable manner. With these considerations, crating strategies that facilitates sustainable tourism management should be taken into account. It was stressed that consideration of the stakeholder’s perspectives and effective communication and coordination should be done by the national and local government.

Banki and Ismail (2014) cited various studies within 1970’s to 2010 on stakeholders’ participation revealing significant differences among stakeholders in terms of their perceptions on tourism impacts. As such: (1) Pizam (1978) found differences in the perceptions between the residents and entrepreneurs in the impacts of tourism in the quality of life, and no significant difference on the perceptions on the negative impacts (2) Androitis (2005) on the same study of (3) Byrd (2009) with significant differences between the local government officials and entrepreneurs. The authors’ study revealed similar results in their literature by having significant differences in the stakeholders’ impacts, asserting that the similar findings suggests that variation may always be present regardless of how many stakeholders are involved. This leads to the notion that different stakeholders have different perceptions.

Rozīte and Van der Steina (2019) studied about the experiences gained at different levels of tourism destination planning in Latvia, identify the problems encountered during strategy planning and implementation, analyses the causes, and search for solutions.

Summarizing and analyzing the responses obtained during document analysis and interviews, it has emerged that similar problems exist in each of the three steps mentioned above (organizing and conducting the planning process, situation analysis and developing set of actions). They are further described in the analysis of results, explaining their possible objective causes and the importance of subjective factors in finding solutions to these problems in previous studies and recommendations. The following are the results on situation analysis:

As already mentioned, it is necessary to evaluate the situation in the development plans and to build on existing or special research. Several problems have emerged in this area. Some experts had encountered a situation where the municipality had already drafted planning documents at the higher-level and hierarchy, whose goals, guidelines and strategies needed to be coordinated with action plans at the lower level. Difficulties arise when changes are needed in these higher-level long-term documents, but local authorities are reluctant to update and revise them, as their discussion and coordination requires more time.

It was also mentioned that the municipalities had well-developed planning documents for the previous period with a clear purpose, vision, actions, but the results had not been achieved and there is a dilemma whether to attempt to achieve the same unfulfilled goals, or to develop more realistic, achievable goals that match the existing situation. ‘

The authors believe that in such cases, the plan commissioners, municipalities, city councils should have a flexible approach both in relation to the predetermined deadlines for drafting the plan and to the documents in force. All the experts acknowledged that local governments lacked long-term comparative tourism research, especially on significant sustainable tourism aspects such as tourist satisfaction, local and entrepreneurial attitudes towards tourism development and statistics at the local or regional level, including tourism business data.

Performance indicators are not being used in evaluating the implementation of previous documents and actions, for example, evaluation of the effectiveness of marketing strategies or campaigns. This problem is also present in other countries as the plans are based on traditional tourism development indicators (visitor number, lengths of stay, spending, etc.) and do not use sustainable development indicators and indicator systems (Ruhanen, 2004; Hanrahan & McLoughlin, 2015).

Some of the interviewees admitted that the local community is not sufficiently involved in the process of analyzing the situation, for fear of their criticism, although it is the local people who best know the situation and are interested in solving the current local problems. Researchers emphasize that in the SWOT analysis of tourism it is necessary to identify and understand the strengths and weaknesses of the geographical periphery of the destination (lack of developed infrastructure, dependence on one transport connection, etc.) (Koščak & O'Rourke, 2017).

Similar to previous planning periods there is a lack of common actions, investment policies among the various municipalities involved for drafting tourism activities and action plans. This can be attributed to a lack of knowledge, scarcity of resources and a lack of political will to cooperate. Nowadays, there is a need for proactive, sustainable action from municipalities to avoid the negative effects of tourism (Hanrahan & McLoughlin, 2015).

Strategy of the development plans and programs is developed without budget, or without assessment of availability of funds. Therefore, when they are critically evaluated, it can be seen that the objectives set are not achievable. Often, the annual budget approach of municipalities is a limiting factor in the development of plans. That is, precise actions and funding are planned only for the current year, without a long-term view and goals, rejecting projects or activities that require more investment over a longer period.

Synthesis

Sustainable tourism is indeed extensively studied but pressing existing issues needs to be addressed. However, it is also obvious how important it is to measure the extent as to how locality incorporates sustainable tourism principles in their planning activities. Some researchers found that local governments have failures in the process; there are still few that focus on the challenges especially on a developing country and islands which have inherent governance challenges that affect sustainability of tourism.

Stakeholders' participation and perceptions has been also studied vastly in order to promote understanding on sustainable tourism principles gives emphasis to inclusivity of community. Nevertheless, conflicts arise in every way of planning, due to various perceptions; according to their demographic profile, interests in tourism and their costs and benefits experienced in tourism. In able to form a consensus, all the concerns of the stakeholders should be considered. It also noticeable that local government has the most crucial role especially in policy making and governance.

More studies supported proposed solutions such as education of stakeholders before tourism planning participation to ensure vertical knowledge on sustainable tourism. It is frequently suggested to assess the perception of the stakeholders so that their stand would be known and concerns will be addressed before proceeding to the planning activity.

Measuring sustainability, a constant criterion hence, this should be taken seriously because this can gauge the performance of tourism time after time. This can also determine the current incorporation of sustainable tourism principles to a local destination Tourism planning could be a long process and sustainability may have challenges in the implementation but the drive to sustainability is for the welfare of the economy, environment and socio-cultural dimension.

Chapter 3

METHODOLOGY

This chapter provides an overview of the methodological choices which were undertaken in doing this empirical study. It covers the research design, the population, the validation of the instrument made, the data collection procedure and the data measurement and analysis through statistics. It details how the information and data were gathered based from the posted statement of the problems in Chapter I which came up with concrete answers to the main problem— the level of sustainable tourism planning as perceived by the local government of Marinduque.

Research Design

This study used descriptive research design utilizing the mixed method approach which means this approach involved the combination of at least one quantitative method (designed to collect numbers) and one qualitative method (designed to collect words) into the research methodology of a single study (Azorin& Font,2015) indicated that in mixed methods research the researcher mixes or combines quantitative and qualitative research techniques, methods, approaches, concepts or language into a single study.

The first phase of this research was gathering the related literatures on the perceptions of stakeholders on tourism planning. The second part of this research was the survey and interview.

The rankings of the respondents were calculated by getting the weighted mean and used analysis of variance (ANOVA) to determine the significant differences on the rankings of the respondents. This was followed by chi-square test to determine the significant relationship among and between the demographic profile of the respondents and their responses. The questionnaire used a 5-point scale to measure the rankings ranging from 1- to no extent; 2- to a small extent; 3- to some extent, and 4- to a moderate extent, and 5- to a great extent to determine the extent of incorporating sustainability in the tourism planning process by the local government units. The challenges in the role of tourism government was determined by conducting a semi structured interview to gather the respective situational factors that affects the sustainable tourism development implementation in the province. The interview responses were analyzed using content analysis to categorize the items.

Sampling and Sample Size

The respondents of the questionnaires and interviews were the 18 personnel from the local government units, 8 from private sectors, and 4 from the local community. The local government units were composed of local planning officer, local tourism officer and tourism personnel in the 6 municipalities of the province and the provincial government. The private sectors were composed of the accredited travel agency, accredited farms, and

accredited accommodation who was actively engaged in tourism, partners with other tourism establishments and members of the local chamber of commerce at the same time. The local community was composed of 2 personnel of a community based-tourism under the management of Bureau of Marine and Biodiversity, and 2 from a community based-tourism managed by the local barangay.

Table 3: Distribution of the Respondents

| Stakeholders | Number of respondents |
|------------------------|-----------------------|
| Local Government Units | 18 |
| Private Sector | 8 |
| Local Community | 4 |
| Total | 30 |

Table 3 shows the distribution of respondents where the largest portion was from the local government unit and the lowest was from the local community.

The researcher used purposive sampling technique due to the limited local government units engaged in tourism planning, local stakeholders active in tourism, and local community which was operational. It is said that this technique may prove to be effective when the limited quantity of people can serve as primary data sources due to the nature of research design and aims and objectives.

Advantages of Purposive Sampling include:

1. Purposive sampling is one of the most cost-effective and time-effective sampling methods available
2. Purposive sampling may be the only appropriate method available if there are only limited numbers of primary data sources who can contribute to the study
3. This sampling technique can be effective in exploring anthropological situations where the discovery of meaning can benefit from an intuitive approach

Disadvantages of Purposive Sampling are as follows:

1. Vulnerability to errors in judgment by researcher
2. Low level of reliability and high levels of bias.
3. Inability to generalize research findings

Construction of the Instrument

The study employed the adapted instrument based on Simpson, 2001 evaluation instrument of the tourism planning process which was utilized by Birkic et al. (2014) in determining the extent to which sustainable principles were integrated in tourism planning by the local government. This was combined with the criterion from the UNWTO (2013) Sustainable Tourism Development Tool Kit; and DOT Guidebook in Tourism Planning for Local Government Units (2014).

The researcher utilized four-point likert type scale (similar to the more quantitative likert scale), to determine whether the evaluative criteria are 0-to no extent, 1- to a small extent, 2- to some extent, and 4- to a great extent of the tourism planning documents in incorporating sustainability in planning process.

Moreover, as cited by Birkic et.al (2014) from Ruhanen (2010) describes that although Simpson’s tourism planning evaluation instrument was initially developed to quantitatively assess regional tourism destinations’ planning approaches, studies addressing tourism planning issues have also adopted qualitative methods, particularly the content analysis of tourism plans Moreover, they claimed that Simpson’s evaluation instrument, due to its quantitative origins, had been subjected to considerable efforts to reduce bias in the construction.

This quantitative ‘thoroughness’ can assist the qualitative researcher in reducing some of the inherent subjectivity in qualitative research, and was therefore considered a useful evaluation tool for analyzing the tourism planning

documents and therefore adopted for this study. The evaluative instrument has been slightly modified from Simpson’s to incorporate the differences in methodology and scope of the research; however, these changes have been minor. Consequently, a plan that was evaluated as having the highest rank categories suggested that the planning process had adopted the principles of strategic planning, stakeholder participation and sustainable development. Otherwise, if the plan ranked to no extent suggested that the planning process had not incorporated the sustainability principles under investigation.

It was administered by group in each municipality consisting of three (3) parts: the 1. Stakeholder participation 2. Situation analysis 3. Strategic Planning with the total of (21) questions. The instrument was validated through consultation with the adviser and professors and statistician in this field. The reliability was tested by employing 10 non-participants.

The questionnaire was validated by tourism practitioners and professors with expertise in the field in the tourism aspects and an expert in questionnaire construction who checked the survey for common errors. During the pilot testing survey, a subset of intended population of 10 non-participants was conducted. After collecting the pilot data, the responses were assessed for consistency and identified the underlying components by a guided principal components analysis. A standard test of internal consistency is Cronbach’s Alpha (CA) to measure the reliability and consistency of responses.

Validation for Reliability of the Instrument

The questionnaire was validated through the dimensions and sub-dimensions based on the studies of researchers on integrating sustainable tourism planning. The instrument was validated by 8 people: 4 from the tourism industry, and 5 from the academe.

Table 4: Content Validation of the Indicators as Measured in the Questionnaire / Instrument

| Validation Indicators of the Questionnaire | Mean Rating | Descriptive Rating |
|--|-------------|--------------------|
| It consistently and accurately measures each variable of the investigation | 3.6 | highly valid |
| It fits with the variables under investigation, thus measuring what it intends to measure | 4.12 | highly valid |
| It has the capacity to measure items of variables within a given timeframe | 4.12 | highly valid |
| It can distinguish the characteristics or properties of differing attributes of the subjects under study | 4.2 | highly valid |
| It can gather factual data, eliminating biases and subjectivity | 4.2 | highly valid |
| It can generate quick and complete data within the timeframe | 4.3 | highly valid |

Legend: 4.50 – 5.00, very highly valid; 3.50 – 4.49, highly valid; 2.50 – 3.49, valid; 1.50 – 2.49, less valid; 1.00 – 1.49 not valid at all

Content validation results showed that the instrument or the questionnaire has “very highly valid” to “highly valid” as presented in Table 3.

Data Gathering Procedures

Letter of approval to the respondents was sent, signed and acknowledged respectively as a sign of approval to conduct the study. The distribution of the questionnaires started on the first week of June until July 2019 and were retrieved on the last week of July 2019 for analysis and interpretation.

The survey tool is divided into two parts. The first part is designed for gathering the profile of the respondents and the second part is about the tourism planning process. The demographic profile and the survey were consecutively answered by the respondents. The significant differences were extracted from the survey instrument on tourism planning process, whereas, the significant relationship was extracted from the data in the demographic profile.

Statistical Treatments

For the first research question, the percentage of the profile of respondents describes its relationship to the respondent's perception of the tourism planning process. In percentiles, we ranked the observations into 100 equal parts. We can then describe 25%, 50%, 75% or any other percentile amount. The median is the 50th percentile. The interquartile range was the observations in the middle 50% of the observations about the median (25th-75th percentile)

For the second research questions 2 and 3, weighted mean was employed to determine the significant difference of the rankings and the extent of incorporating sustainability in tourism planning with the given sets of criteria.

Mean is the sum of all the scores divided by the number of scores. Mean may be influenced profoundly by the extreme variables which has the formula of:

$$\bar{x} = \frac{\sum x_i}{n}$$

Analysis of Variance was used to separate the total variation in a set of data into two or more components. The source of variation was identified so that one can see its influence on the total variation. It was also used to compare means where there were three or more ANOVA used to analyze the data from experiments. The purposes were for estimating and testing hypotheses about population variances and population means. There are several types of experiments and techniques which utilize ANOVA. These include one-way ANOVA, two-way ANOVA and multiple ANOVA, which come from experiments employing the completely randomized design, randomized complete block design, repeated measures design or factorial experiment design. One-way ANOVA is used to determine if there is any significant difference between the means of groups of data. These groups may vary under the effect of one factor.

This was followed by the Chi-square test of Independence to determine the significant relationship between the demographic profile of the respondents and their responses.

The Formula for Chi S

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

where:

c = degrees of freedom

O = observed value(s)

In this test, “degrees of freedom were utilized to determine if a certain null hypothesis can be rejected based on the total number of variables and samples within the experiment”.

A chi square (χ^2) statistic is a test that measures how expectations compare to actual observed data.

There are two main kinds of chi square tests: the test of independence for data and tests of goodness of fit for a model.

These tests can be used to determine if a certain null hypothesis can be rejected in hypothesis testing.

Chapter 4

RESULTS AND DISCUSSION

This chapter presents the data gathered based on the statement of the problems indicated in Chapter 1 as well as the statistical analysis done in Chapter 3. This chapter also shows the statistical interpretation of the data gathered from the 30 respondents of this study.

1. Demographic Profile of the Respondents of the Study

a. Age Bracket and Sex

Table 1 below presents the profile of the stakeholders in terms of Age Bracket and Sex. In terms of Age Bracket, 56 and above has the highest frequency of 10 or 33.33 % while 28-34 has only 1 or 3.33%. In terms of Sex, Male has the highest frequency of 16 or 53.33% and female has a lower frequency of 14 or 46.67%.

It shows that majority of the stakeholders involve in tourism planning in the province of Marinduque are composed of the older age and has a big gap from the other stakeholders and are dominated by male. It has an opposite result than the study of Cardenas et al. (2015) which women have more dominant population. Meanwhile, D'mello et al. (2016) study showed that the large portion of the respondents have age brackets of 18-27 (28.5%), 28-37 (24.7%), and 38-47 (20.8%) which generally have younger generation of respondents and males and female respondents equal in representation. However, this study has the same result as Jani (2018) where males dominates the females, by more than half of the respondents (56.3%) which is not a dramatic difference. It is almost similar to Birkic et al. (2014) with males having 16 or 53.33% that dominates the female with 14 or 46.67%.

Table 5: Demographic Profile of the Stakeholders in Terms of Age Bracket and Sex

| Demographic Profile of the Stakeholders | Frequency | % | Rank |
|---|-----------|---------------|------|
| A. Age Bracket | | | |
| 21-27 | 5 | 16.67 | 3 |
| 28-34 | 1 | 3.33 | 7 |
| 35-41 | 2 | 6.67 | 5.5 |
| 42-48 | 3 | 10.00 | 4 |
| 49-55 | 7 | 23.33 | 2 |
| 56 and above | 10 | 33.33 | 1 |
| Undisclosed | 2 | 6.67 | 5.5 |
| Total | 30 | 100.00 | |
| B. Sex | | | |
| Male | 16 | 53.33 | 16 |
| Female | 14 | 46.67 | 9 |
| Total | 30 | 100.00 | |

The wide gap between the age of the respondents may generally constitute to the number of the local planners and tourism officers as they compose most of the respondents. This could mean that since they are older, they know more about sustainable tourism. This may also imply that the stakeholders, particularly in the local government in the tourism industry of the province who knows more about tourism, are possibly be retiring soon and the transition of knowledge to a newer younger generation will be a challenge as the adjustment period and the learning will take some time. Their ability to perform may also be affected by their age. Papastathopoulos, Ahmad, Al Sabri, & Kaminakis, (2019) cited Látková and Vogt (2012) study which revealed that older residents perceive tourism impacts more positively than do younger residents in the study area which is a well-established as a tourism destination, hence, residents know that the positive impacts of tourism outweigh the negative impacts. However, the authors also presented other researchers' studies that younger residents have a more positive perception than older residents regarding the impacts of tourism cited from (Bagri and Kala 2016) because older

residents are more resistant to change, especially cultural change. In this study, there are older respondents such as those from local governments that are also aware of the negative impacts of tourism and there are some from the private sector who has perceives tourism positively. It is also fair to imply that the younger generations are also aware of tourism such as those from private sectors with farm and the other ones from the local government units. It is only a matter of educating the stakeholders more about sustainable tourism to achieve a consensus among them.

The dominant presence of male, according to Papastathopoulos, et al. (2019) which cited the studies of (Jani 2018; Nunkoo and Gursoy 2012) is interpreted as being more supportive of tourism than their female counterparts while in some researches, women tend to perceive tourism more positively than men as influenced by their benefits, as cited from (Sinclair-Maragh2017).

b. Highest Educational Attainment and Status of Employment

Table 2 below presents the demographic profile of the stakeholders in terms of Highest Educational Attainment and Status of Employment. The College graduate has 24 respondents or 80%, while those who have the masters’ degree have 6 or 20%. In terms of Status of Employment, Permanent Government

Table 6: Demographic Profile of the Stakeholders in Terms of Highest Educational Attainment and Status of Employment

| Demographic Profile of the Stakeholders | Frequency | % | Rank |
|---|-----------|---------------|------|
| A. Highest Educational Attainment | | | |
| College Graduate | 24 | 80.00 | 1 |
| Masters’ Graduate | 6 | 20.00 | 2 |
| Total | 30 | 100.00 | |
| B. Status of Employment | | | |
| (Local Community) Temporary/ Casual Gov’t Employees | 5 | 16.67 | 3.5 |
| (Tourism Employees) Permanent Gov’t Employees | 5 | 16.67 | 3.5 |
| (With Temporary Designation in Tourism) Permanent Gov’t Employees | 12 | 40.00 | 1 |
| Private Tourism Employees | 8 | 26.66 | 2 |
| Total | 30 | 100.00 | |

Employees with Temporary Designation in Tourism has 12 or 40%, while Temporary/ Casual Government Employees and Permanent Government Tourism Employees have 5 each or 16.67% each. It shows that the stakeholders are mostly college graduate and are permanent government employees with temporary designation.

In the study of D’mello et al. (2016), most of the respondents were college assumed to have high education indicating better understanding of sustainability. In the opposite, Jani (2018) majority of the respondents had an education level of primary school (61.3%) with very few (4.4%) indicated to be employed while majorities (67.5%) were self-employed.

The education profile of the respondents is composed with higher and master’s education which can be related to their knowledge level and understanding of sustainable tourism. Although it could be taken positively to have these levels of education, tourism education is another more important matter and the experience is the most important. Cruz (2014) discussed that availability of planning expertise is one of the factors for effective tourism planning. Having stakeholders with master’s degree can be helpful in terms of research that will also assist in tourism planning. On the other hand, it should also be noted that those with college degrees are not necessarily completely aware of the basics of tourism as well as with the masters’ degree.

It is also important to note that tourism officer are graduates from other courses but tourism which is not aligned with the provisions of the Tourism Act of 2009 that tourism officers should be a graduate of tourism related studies. However, it presents the insufficient human resource which is also experienced by other provinces, especially in a small island where graduates usually go outside the province to get a job and there are limited options for applicants.

This leads to the notions that educating stakeholders about tourism is equally important to have an informed participation and decision. Papastathopoulos et al. (2019) referred that education can enhance residents' communication skills and awareness levels with regard to tourism related issues. Moreover, the authors cited the following studies regarding the effect of gender in their perceptions that residents with high education level perceives tourism more positively than those with low education; that those with high level of education tend to support tourism because of its positive impacts and disapproves the negative impacts. Sinclair-Maragh (2017) suggested that college graduates represent the majority of tourism supporters which is considered logical. Moreover, Papastathopoulos et al. (2019) pointed out that residents with these degrees of education perceives tourism as an employment source.

The presence of having employees with temporary designation in tourism can be a sign that tourism is just a part and not a priority. Calleja et al. (2016) reviewed that one of the challenges brought by the devolution of power to the local government is the lack of human resources. This might be one of the reasons of not having full time permanent tourism officers. The DOT Region 4 (2018) recognizes that one of the challenges in tourism is not having permanent tourism officers. It is interesting how the province is eager in promoting it while lacking enough human resources to manage and plan for tourism. It is also attributed to the political situation as the local chief executives can appoint their personally preferred officer, regardless of their educational background.

UNWTO (2017) described the critical process of achieving sustainable tourism by mentioning that achieving sustainable tourism is a continuous process and requires ongoing monitoring of the changes that it entails. Given this premise, critical processes in tourism would be difficult to manage with someone whose work is only partly for tourism.

Rozite and Van der Steina (2019) also referred that part of the plans were implemented but not all. This situation still goes down to implementation as having human resources who partly works for tourism will constitute to the plans also being partly implemented. Cruz (2014) discussed that tourism stakeholders' inputs to tourism plans are valuable. Thus, the quality of input will be affected with the quality of work focused on tourism.

2. Extent of tourism planning as rated by the local stakeholders in terms of:

a. Stakeholder's Participation

Table 3 below presents the level of stakeholders' participation as perceived by the three groups of respondents.

Table 7: Extent of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province on Stakeholder's Participation

| | Local Government | | Private Sector | | Local Community | |
|--|------------------|------------|----------------|------------|-----------------|------------|
| | WD | QD | WD | QD | WD | QD |
| A. Local Government | | | | | | |
| 1. Local chief executives | 4.2 | TME | 2.3 | TSME | 4.5 | TGE |
| 2. Local government agencies | 3.4 | TSE | 2.4 | TSME | 4.8 | TGE |
| 3. Relevant Regional tourism | 2.5 | TSE | 2.6 | TSE | 4.5 | TGE |
| Total | 3.37 | TSE | 2.43 | TSE | 4.60 | TGE |
| B. Private Sector | | | | | | |
| 1. Tourism service providers participate in planning | 2.9 | TSE | 3.8 | TME | 2.5 | TSE |
| 2. Tour operators/travel agencies | 2.4 | TSME | 3.9 | TME | 2.5 | TSE |

| | | | | | | |
|---|------------------------------|------------|-------------|-------------|-------------|------------|
| 3. Potential investors | 2.2 | TSME | 3.1 | TSE | 2.5 | TSE |
| Total | 2.50 | TSE | 3.60 | TME | 2.50 | TSE |
| C. Local Community | | | | | | |
| 1.The community with tourism destinations | 3.4 | TSE | 1.9 | TSME | 4.3 | TME |
| 2.Local organizations | 2.8 | TSE | 1.9 | TSME | 4.3 | TME |
| 3. Local formal and informal traders | 2.2 | TSME | 1.8 | TSME | 3.5 | TME |
| Total | 2.80 | TSE | 1.87 | TSME | 4.03 | TME |
| Overall Mean | 3.08 - To Some Extent | | | | | |

The local community perceived that the local government participated better with a total mean of 4.60 or to a great extent, while the private sector perceived that the local government participated to some extent or a total mean of 2.43

The private sector participated to a moderate extent or a total mean of 3.60, according to the private sector themselves. Meanwhile, the local community participated to a moderate extent or 4.03, according to the local community themselves. In general, the stakeholders participated to some extent with an average weighted mean of 3.08.

The high level of local government can be attributed to their consistent exposure in tourism as they are the primary responsible in the management and planning of tourism. It confirms the study of Hatipoglu et al. (2014) which stated that stakeholders who are more exposed in tourism planning are more knowledgeable and supportive of local involvement. However, it is quite interesting that the local community gave a high perception when they also stated that they haven't been invited to a tourism planning. The private sector's low perception can be attributed to their demand for support and initiative from the local government. For example, the private sector consistently coordinates with the regional tourism office in terms of relevant trainings in tourism, more probably since they directly benefit from tourism activities. In the study of Birkic et. al (2014), it was concluded that a low level of support in tourism from the population indicated a need for education of the local population on sustainable tourism. It was also highlighted in the study that the sustainable tourism is dependent on the increased level of stakeholder's participation and strategic planning. Thus, having a low participation level of the stakeholders indicates the low success of sustainable tourism in the province. Although it should be noted that in Marinduque, the low level of perceptions from the private sector can be a call for the local government to do its part completely. Jani (2018) study concluded that the local government should ensure the inclusion of the residents so that they can raise their concerns to minimize tourism impacts (or any concerns in tourism, in this study). However, education of the stakeholders about sustainable tourism will resurface as the prerequisite for tourism planning. This will also take time as activities arranged in the government are relatively slow. Nevertheless, if tourism is a priority of the local government, it would be efficient to invest in educating them first on sustainable tourism as even the local government usually sees tourism more focused on the economic side.

b. Situational Analysis

Table 4 below presents the perceived level of tourism planning in terms of situation analysis. In terms of environment, the local community has the highest perception of 4.37 or to a moderate extent, while the private sector with a low 2.87, or to some extent only.

In terms of economic situation analysis, the local community gave the highest perception of 3.77 or to a moderate extent, while the private sector gave the lowest perceived level of 2.83 or to some extent only. In terms of physical, the local government units gave the highest perception of 4.03 or to a moderate extent, while the private sector with a mean of 2.67 or to some extent, and gave the lowest perception. The overall extent for situation analysis is 3.16 or to some extent only.

Table 8: Extent of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province on Situational Analysis

| Situation Analysis | Local Government | | Private Sector | | Local Community | |
|---|------------------------------|------------|----------------|------------|-----------------|------------|
| | WD | QD | WD | QD | WD | QD |
| A. Environment | | | | | | |
| 1. Environmental impacts are identified | 3.9 | TME | 2.6 | TSE | 4.3 | TME |
| 2. Causes of environmental problems are identified | 3.6 | TME | 3.0 | TSE | 4.5 | TGE |
| 3. Destination carrying capacity is observed | 2.3 | TSME | 2.0 | TSME | 4.3 | TME |
| Total | 3.27 | TSE | 2.87 | TSE | 4.37 | TME |
| B. Economic | | | | | | |
| 1. Economic impacts are identified | 3.4 | TSE | 2.6 | TSE | 3.5 | TME |
| 2. Tourism is greatly regarded as a source of economic development | 3.8 | TME | 3.0 | TSE | 4.5 | TGE |
| 3. Equal employment opportunities is identified | 3.4 | TSE | 2.9 | TSE | 3.3 | TSE |
| Total | 3.53 | TME | 2.83 | TSE | 3.77 | TME |
| C. Physical | | | | | | |
| 1. Land use for tourism is identified | 4.1 | TME | 2.8 | TSE | 4.5 | TGE |
| 2. Capacity for tourism infrastructure is evaluated | 3.8 | TME | 2.6 | TSE | 3.3 | TSE |
| 3. The fragility and resilience of physical environment is assessed | 4.2 | TME | 2.6 | TSE | 4.0 | TME |
| Total | 4.03 | TME | 2.67 | TSE | 3.93 | TME |
| Overall Mean | 3.16 – To Some Extent | | | | | |

The local community’s high perception of the local government can be attributed to the fact that they are from the destination which is managed together with the barangay and the Provincial Natural Resources Office. The high perception of local government is attributed to their local development plans that contain land use, infrastructure capacity, and fragility and resilience of physical environment. The private sector is obviously consistent with their low perceptions which indicate that they have negative perceptions on the tourism situation analysis in sustainable tourism planning. This is also a sign of a low level of communication and coordination with the stakeholders in tourism in the province. Hatipoglu et al. (2014) noted that the divergent views of the stakeholders make reaching a consensus difficult among the stakeholders. It should be noted that situation analysis will help in creating strategies, thus, if there is a low level of perception in the integration of sustainable tourism principles in situation analysis, the strategies will be compromised as this is the prerequisite to it.

c. Strategic Planning

Table 8 below shows the extent of tourism planning in terms of strategic tourism planning.

Table 9: Extent of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province on Strategic Planning

| Strategic Planning | Local Government | | Private Sector | | Local Community | |
|---------------------------------------|------------------|-----|----------------|-----|-----------------|-----|
| | WD | QD | WD | QD | WD | QD |
| A. Goals | | | | | | |
| 1. Long-term plan for the environment | 3.2 | TSE | 2.9 | TSE | 3.5 | TME |
| 2. Long-term plan for the economy | 3.1 | TSE | 2.9 | TSE | 3.5 | TME |
| 3. Long-term plan for the community | 3.1 | TSE | 2.9 | TSE | 3.5 | TME |

| | | | | | | |
|--|------------------------------|------------|-------------|------------|-------------|------------|
| Total | 3.13 | TSE | 2.90 | TSE | 3.50 | TME |
| B. Objectives | | | | | | |
| 1. Short-term plan for the environment | 3.4 | TSE | 3.1 | TSE | 3.8 | TME |
| 2. Short-term plan for the economy | 3.2 | TSE | 3.1 | TSE | 3.8 | TME |
| 3. Short-term plan for the community | 3.1 | TSE | 3.1 | TSE | 3.8 | TME |
| Total | 3.23 | TSE | 3.1 | TSE | 3.80 | TME |
| C. Strategies | | | | | | |
| 1. Proposed action for the environment | 3.6 | TME | 3.0 | TSE | 3.5 | TME |
| 2. Proposed action for the economy | 3.5 | TME | 3.0 | TSE | 3.5 | TME |
| 3. Proposed action for the community | 3.3 | TSE | 3.0 | TSE | 3.5 | TME |
| Total | 3.47 | TSE | 3.0 | TSE | 3.50 | TME |
| Overall Mean | 3.27 – To Some Extent | | | | | |

In terms of goals, the local community perceived higher with a mean of 3.50 or to a moderate extent, while the private sector gave the lowest with a mean of 2.90 or to some extent. In terms of objectives, the local community has a higher 3.80 or to a moderate extent, while the private sector at a lowest mean of 3.10 or to some extent.

In terms of strategies, the local community has the highest perception of 3.50 or to a moderate extent, while the private sector with a mean of 3.00 or to some extent gave the lowest. The overall mean of strategic planning is 3.27 or to some extent.

The average perceptions can mean that strategic planning is roughly integrated in tourism planning. It is observable how the private sector is consistent with the low perceptions that can be a sign of a lack of satisfaction in the tourism planning process. On the other hand, the high perception of the local community has also been consistent. These present opposite views on strategic planning. The study of Birkic et. al (2014) found an insufficiency in the implementation of strategies which the local government can use to mitigate the negative impacts of tourism. Hatipoglu, Alvarez, & Ertuna (2014) stated that narrow vision and lack of strategic orientation of stakeholders is one of the identified barriers in tourism planning in the Thrace Region in Turkey because of the marketing concern of the stakeholders which is more emphasized than the tourism planning itself. The authors cited from Jamal and Sonza (2009) that many destinations tend to focus on marketing and promotion and overlooking the planning stages, which may result in negative consequences of sustainability. Stakeholders prioritized short-term and outcome-related actions such as marketing and tourism product development such as improving infrastructure and superstructure or making development plans.

3. Significant difference between and among ratings of the LGU representatives on their perception on the extent of tourism planning in terms of Stakeholder’s Participation, Situational Analysis and Strategic Planning

Table 9 below presents the Significant difference between and among ratings of the LGU representatives on their perception on the extent of tourism planning in terms of Stakeholder’s Participation, Situational Analysis and Strategic Planning.

Table 10: Summary table for the ANOVA of the mean Extent of Sustainable tourism planning as perceived by the stakeholders in the province of Marinduque

| Area of Assessment | Sources of Validation | Sum of Sources | Degree of Freedom | Mean Sources | Computed F | Tabulated F (=0.05) | Decision | Interpretation |
|-----------------------------|-----------------------|----------------|-------------------|--------------|------------|---------------------|----------|----------------|
| Stakeholders’ Participation | Between Column | 6.39 | 2 | 3.195 | 44.38 | 5.14 | Reject | Significant |

| | | | | | | | | |
|---------------------------|----------------|------|---|-------|-------|------|-----------|--------------------|
| | Within Column | 0.43 | 6 | 0.072 | | | HO | |
| Situation Analysis | Between Column | 2.36 | 2 | 1.18 | 14.75 | 5.14 | Reject HO | <i>Significant</i> |
| | Within Column | 0.50 | 6 | 0.08 | | | | |
| Strategic Planning | Between Column | 3.00 | 2 | 1.50 | 22.06 | 5.15 | Reject HO | <i>Significant</i> |
| | Within Column | 0.41 | 6 | 0.068 | | | | |

In terms of stakeholders’ participation, the computed value of 44.38 is greater than the tabular value of 5.14, the hypothesis is rejected. This implies that the extent of sustainable tourism planning as perceived by the stakeholders is not totally the same at a 5% level of significance.

The stakeholders also have different perceptions as to situation analysis. The computed value of 14.75 is greater than the tabular value of 5.14 at 5% level of significance. The hypothesis is also rejected.

Considering strategic planning, the computed value of 22.06 is greater than the tabular value 5.14, the null hypothesis is rejected. This implies that the stakeholders are not totally the same with regard to perceived extent at 5% level of significance.

Banki and Ismail (2014) study concluded that variation may always be present regardless of how many stakeholders are involved. This leads to the notion that different stakeholders have different perceptions. Lindeberg et al. (2019) clarified that the three pillars of sustainable tourism should serve as the concentration of sustainable development; however, stakeholders also have different views as to how tourism should be developed, with its shape, content and relationships. Canizares et al. (2015) in their literature, discussed that the attitudes and perceptions of different stakeholders can lead to conflict when attempting to develop tourism in an appropriate manner in a given area. These conflicts arise as a consequence of the particular interests of each group’s attitude in their judgment about sustainability.

D’mello et al. (2016) concluded the existence of significant differences in the perceptions among the various stakeholder groups which are similar to the previous researches. The government and tourism entrepreneurs were found to have the highest most positive responses in terms of focus of sustainable tourism, understanding of sustainability, sustainable tourism management, economic focus of sustainability, attitude toward stakeholders, and tourism industry and sustainability. On the other hand, four out of the five aforementioned dimensions except for sustainable tourism management have the lowest or least positive perceptions from the tourists which may be attributed to their being visitors and little emotional and economic connection with it. Meanwhile the residents had the lowest or least positive perceptions in terms of support for sustainable tourism which could indicate that their residence and attachment to the community allowed them to observe the proximity of the negative impacts while having the least benefits from tourism. The authors suggest that government officials and tourism entrepreneurs are more involved in tourism planning and management than residents or tourists, concluding that all needs of stakeholders should also be satisfied, particularly the experiences of the community. D’mello et al. (2016) recommended the education of stakeholders to make them informed on their participation on the kind of tourism that they will support in their community. It is interesting to note that the authors still presented the challenge in the implementation of stakeholder’s participation sustainable tourism which are accompanied with practical difficulties, despite being well studied. However, their results revealed that there are no significant differences among the stakeholders’ perceptions in their study area.

While in the study of Hatipoglu et. al (2014) on the barriers to tourism planning, it showed differences on their perceptions in the impacts of tourism and how it should be implemented and that the presence of divergence of perceptions and interests are considered barriers for stakeholders’ participation for sustainable tourism

development. The study also indicated that that the more the stakeholder is exposed in tourism planning, they tend to have more knowledge and more participation in sustainable tourism concerns.

In the study of Banki & Ismail (2014) on multi-stakeholder perceptions on tourism impacts, there was an evident difference displayed by the respondents particularly between the local government with the other stakeholder groups like residents and tourism entrepreneurs as to the impacts of tourism and how it should be sustainably developed. Generally, eleven (11) of the eighteen (18) items, the respondents were found to differ in their perceptions. The authors concluded that irrespective of the number of stakeholders studied in tourism development, there will always be varying positions on the impacts of tourism. Banki & Ismail(2014) also suggested that entrepreneurs have higher perceptions on the tourism impacts as they are beneficiaries of the economic activities, however all the stakeholders found an agreement on the occurrence of tourism negative impacts. The authors that the conflict forms the negative and positive impacts of tourism is “based on the different individual interests and perceptions of the overall costs and benefits of development, thus, reiterating the importance of considering the attitudes and perceptions of stakeholders by the tourism planners before proceeding with the development.

Ali, F., Hussain, K., Nair, V., Nair, P. (2017) study concluded that government failed to involve the local stakeholders in the process of tourism development which is especially dangerous if a country plans to develop tourism. Furthermore, Ali et al. (2017) emphasized the variances in the attitude and perceptions of tourism in tourism development and categorized the respondents on their opinions and perceptions, which are optimists, favorers, and nay-sayers which is important in understanding the stakeholders. Moreover, the study pointed the variances of the stakeholder’s perceptions in terms of the dimensions of sustainable tourism - economic, environmental, and socio-cultural which implies “low integration level of the stakeholders, specifying the role of the government in the improvement of stakeholders’ involvement. Banki and Ismail (2014) study found differences in the perceptions of the stakeholders on tourism impacts, particularly among (1) local government employees and all stakeholder groups (2) residents and all stakeholder groups (3) entrepreneurs and all stakeholder groups (5) tourists and all stakeholder groups and (6) tourism and all stakeholder groups

Dominguez-Gomez, J., & Gonazalez- Gomez (2017) showed the diversity of viewpoints existing in the local environments (where such golf-based projects are implemented) and highlighted the need to take into account the diversity of views with their varying ways of understanding and experiencing the local authority. Through the mixed methodology, they were able to determine that there were significant differences among the two segments of the stakeholders. The influential who has direct influence in the decision-making have views oriented towards traditional develop mentalist which is generally feared towards, however, this view were also focused on environment. The non-influential stakeholders have negative views when it comes to the development particularly in its negative impacts on social values and economy.

3. Correlation between the tourism planning process on the demographic profile of respondents in terms of age, sex, educational attainment and employment status

Table 11: Correlation between the tourism planning process on the demographic profile of respondents in terms of age, sex, educational attainment and employment status

| Area of Assessment | Critical Region (Assessment) | Degree of Freedom | Computed Value of X | Critical value of x2 | Decision | Interpretation |
|--------------------|---|-------------------|---------------------|----------------------|-----------|----------------|
| Age | Reject HO if the computed value is higher than the critical value | 4 | 10.99 | 9.49 | Reject HO | Significant |

| | | | | | | |
|--------------------------------|------|---|-------|-------|-----------|-----------------|
| Sex | -do- | 1 | 0.014 | 3.84 | Accept HO | Not Significant |
| Highest Educational Attainment | -do- | 1 | 0.347 | 3.84 | Accept HO | Not Significant |
| Status of Employment | -do- | 9 | 17.12 | 12.24 | Reject HO | Significant |

Table 7 presents the Correlation between the tourism planning process on the demographic profile of respondents in terms of age, sex, educational attainment and employment status.

For Age, the computed χ^2 value of 10.00 is greater than the critical value of 9.49, the null hypothesis is rejected. There is significant relationship between age and perception of tourism planning. Hence, the perception of tourism planning is dependent on age. Since the highest frequency is the age 56 and above, it can be explained that the stakeholders who observed the tourism industry and governance, such as the local tourism officers and planners, have significant perceptions in tourism planning.

For sex, the computed χ value of 0.014, is far less than the critical value of 3.84 at 5% level of significance, the null hypothesis is accepted. The extent of tourism planning is independent from sex.

For the highest educational attainment, the computed χ^2 value of 0.347 is likewise lower than the critical value of 3.84, the null hypothesis is accepted. The extent of tourism planning is likewise independent from highest educational attainment.

In the case of status of employment, the null hypothesis is rejected because of its significant relationship to extent of tourism planning. The computed χ^2 value of 17.12 is higher than the critical value of 12.24 at 5% level of significance. Hence, the extent of tourism planning is dependent on status of employment.

Jani (2018) explained that demographics have influence on the stakeholder’s perceptions as these factors make the respondents experience tourism differently. Thus, the significant relationship in the age, status of employment, and monthly income are factors that makes the respondents see sustainable tourism planning process differently.

4. Constraints in the successful implementation of tourism planning for sustainable development in Marinduque

Table 11. Presents the constraints in the successful implementation of tourism planning for sustainable development in Marinduque.

Table 12: Challenges in Tourism Planning

| Challenges in Sustainable Tourism Planning | Local Gov’t | Private Sector | Local Community |
|---|-------------|----------------|-----------------|
| A. Stakeholders’ Participation | | | |
| 1. Lack of communication | 1 | | 1 |
| 2. Tourism knowledge and skills | 1 | | 1 |
| 3. Lack of involvement in tourism planning | | 4 | 2 |
| Total | | | |
| B. Situation Analysis | | | |
| 1. Lack of Fund | 7 | | 2 |
| 2. Ad hoc/Term-based/No proper planning | 8 | 5 | |
| 3. No permanent tourism officers/Lack of sufficient tourism personnel | 9 | 5 | |

| | | |
|---|---|---|
| 4. Insufficient resources capacity and management | 2 | |
| 5. Tourism is not prioritized | 2 | 4 |

Among the most frequently mentioned challenges in sustainable tourism planning falls on situation analysis, particularly the challenge of having ad hoc/ term- based/ and no tourism planning, together with the lack of permanent and sufficient tourism personnel, while the most frequently cited in stakeholders’ participation is their lack of involvement in tourism planning.

LGU (1) *“There should be an office designated for tourism and enough and qualified personnel”.*

“Tourism is term-based because it depends on the seat of administration, therefore, any plan that will be made will not surely be implemented because the tourism officer depends on the choice of the current local executive.” Therefore, even if a plan is created, it will not be sustainable as the next administration can freely choose not to continue it, resulting to waste of effort, time, money and personnel. Calleja et al. (2016) discussed challenges in the local governments brought about by the devolution of power from the national government which can also be attributed to the tourism governance. These challenges include lack of financial, material and human resources of the local government; and lack of fund which results in lessening the capacity of the local government to hire enough human resources to efficiently operate. While this is not an isolated case, this is particularly true to the province of Marinduque. According to the respondents from the local government units: (LGU2) *“I do all the tasks for tourism alone, which is a designated one, plus the one which I am really assigned for. Sometimes I will get money from my own pocket just to have the activity delivered.”* (LGU 3) *“There is a need for coordination with the stakeholders but there is not enough manpower to do all the tourism tasks even if you want to do all those.”* (LGU4 and 5) *Although the local government wants to have a permanent tourism officer, we cannot do it because we have to follow the Personnel Limitations.”* It means if we have enough personnel, we cannot hire permanent positions except for DRRM, but not for tourism. This does not align with the Tourism Act of 2009 which stipulates that tourism officer should be hired by the local government unit.

There is an observable disappointment with the private sectors with their perceptions on the challenges in the tourism planning process in the province.

PS 1: *“We need hundred percent supports from the LGU. We always initiate in the tourism activities but we need them to take the lead and feel that they plan to support us.”*

PS 2: *“Stakeholders should be identified to know who is interested and willing to contribute. There is no strict compliance with tourism guidelines. Councils are formed but not sustained.”*

Although the local community gave high ratings for the local government, they also have sentiments on tourism planning which is needed to be considered as they are the ones immediately affected by any impact’s tourism would bring.

(LC 1): *“We haven’t been invited to a tourism planning yet.”*

(LC2) *“We need budget in the management of the destinations. We do not have enough to sustain it. The request for fund also takes time and depends on who is seated, if they are, they support your community or if they are your political ally”.*

5. Proposed Tourism Guidelines for Incorporating Sustainable Tourism Principles in the Tourism Planning Process in Marinduque

To address the constraints and other challenges found in this study based on the results gathered, the following guidelines have been suggested by the researcher.

I. STAKEHOLDERS AWARENESS

Research on the awareness of tourism stakeholders on sustainable tourism which will be conducted by tourism faculty of the Marinduque State College in order to help the local government in understanding how much the stakeholders know and what is the gap to be filled in. this will also help the stakeholders to broaden their

perspectives in tourism so that they will have an “informed participation” particularly in the tourism planning activities. This will also make the tourism planning more productive as there is sufficient knowledge from the stakeholders that they can relate to their experiences. Thus, the stakeholder must be identified and educated more before the tourism planning process begins.

The academe will do its part in research to help the local government in the tourism planning process by providing scientific data which can be their bases on the process. Consultation with other higher education with extension programs in tourism will also be conducted to have valuable inputs externally.

| Activity | Person Responsible | Output | Timeline | |
|---|--|--|----------------|--|
| Research Proposal (To be presented in MSC and Local Government Unit) | Glynis Karen Raza Lenni Grace Sapungan | Stakeholders’ Awareness on Sustainable Tourism | September 2020 | |
| Research Findings | -do- | do- | December 2020 | |

II. TOURISM PLANNING

a. Creation of Tourism Planning Committee/ Council

According to DOT (2014), the first step to tourism planning is the creation of the Tourism Planning Committee which is composed well represented of the various stakeholders in tourism. It is also encouraged by DILG MC No. 95-162 that the local chief executives should form a tourism council which is represented by the public and private sector. In line with sustainability, the local community should also be included in tourism planning to hear their voice and positions in their communities with regard to the tourism planning and development in their area. Although provincial tourism council was formed around 2012, it wasn’t fully realized. However, Boac Municipality has also formed their local tourism council recently where the researcher is one of the members. Other municipalities should also form a tourism planning committee and tourism council.

a. Members of the Tourism Planning Committee

- i. Local Government Units
- ii. Local Government Agencies (DENR, DA, DOT, DILG, PNP)
- iii. Regional Tourism Office
- iv. Private Sector/ Tourism Industry
- v. Local Community
- vi. Academe
- vii. Transport Sector
- viii. Other relevant Sector

b. Creating an Executive Order on Tourism Planning Committee

Format can be adopted from the DOT (2014) Tourism Planning Guidebook. The executive order contains the functions of the committee, the compositions, and the roles of the committee members. The tourism planning committee is advised to anchor on the local development plan to ensure the its adoption.

c. Functions of the Tourism Council according to DILG MC No. 95-162

This can be used as guidelines by the local government unit and also refer to the Tourism Act of 2009 for the

functions of tourism stakeholders

- i. formulate programs and recommendations to develop local tourism facilities and attractions tapping local resources and funds;
- ii. assist in the regulation and supervision of tourism-oriented establishments thereby ensuring wholesome and clean tourism activities;
- iii. assist in monitoring the implementation of the LGC on the matter of licensing of tourism establishments in the locality to ascertain safe and enjoyable stay of travelers;
- iv. and strictly enforce sanitary standards in public restrooms frequented by public utility vehicles and tourist transport services, i.e. gasoline stations, restaurants along main highways and bus stops.

d. Preparing the Work plan

The specific activities, responsibilities, and resource a requirement is discussed in the preparation of the work plan including the timeline of its implementation.

III. DATA GATHERING FOR PROFILING TOURISM INDUSTRY AS BASELINE DATA

This includes the inventory of local tourism assets and resources of the local municipalities including the components of transportation, tourist attraction and activities, accommodation, other facilities and services, institutional Elements and other infrastructure.

- a. Basic LGU information**
- b. Categorizing Tourism Attractions and Activities**

B1. Tourism attractions are categorized into nature, cultural, sun and beach, leisure and entertainment, MICE, health and wellness, cruise and nautical, diving and marine sports, and education tourism.

B2. Creating a Local Tourism Map

Based on the categorized attractions, a tourism map will then be plotted to have a holistic perspective of the local destinations. This will also be helpful in making brochures as tourists will identify it easily.

- c. Accommodation and other facilities**

This includes the consolidation and summary of nature of accommodation, facility name, location and contact details.

Accommodation Profile

This includes the name of establishment, type, number of rooms, average rate, and occupancy rate.

Transportation

This includes the information on the type of transportation vehicle, schedules to the tourist attractions/destinations, route, and average fare.

Institutional Elements

This data includes the groups of stakeholders in tourism, their role, the name of organization, and contact details.

Labor Force

This data includes the summary of tourism sectors and their number of employees. Total revenue contributions to LGU for the last 3 years. This data can be retrieved from the local government, NSO and NEDA.

Emergency Contacts

This includes the contact information tourist can access in cases of emergency such as the office/agency, contact persons, addresses, and contact details.

Tourism Education

This includes the documentation of the local gov't personnel in terms of tourism related trainings which may be conducted by the LGU or training providers in the last 5 years. This is to assess the preparation of tourism practitioners in various aspects of tourism. This is summarized by the type of trainings, date, venue, number of participants, and organizers.

Tourism Projects in the last 5 years

This assessment will show if the local government have invested in tourism improvement in its municipality and give a signal on how to proceed. This is summarized through the name of tourism projects, duration, implementing agency, partners, amount and sources of funds.

Peace and order and incidence of crime

This is important to address the safety and security of the tourists which requires coordination with the local police. It involves the information on the nature of incident and the description.

Hazard Matrix and Multi hazard maps

This data helps the local government to plan and prepare for disaster risk reduction and management for tourists. The data contains the information on the type of hazard, location, tourist attraction location, and number of populations affected. A Multi hazard map has the consolidated views of the tourist attractions in the locality.

Infrastructure

This data contains the information on the type of infrastructure, nearest tourist attractions, areas covered and status.

Data Gathering for Tourist and Visitor Profile

Visitor Activity Survey

Visitor survey form can be distributed in points of entry and exit. This contains the data on the demographics of the tourists, their length of stay, the attractions they will visit, the activities they will engage, their companions and their quantity, their expenditures, their form of travelling, their expenses on travelling, and their knowledge about the locality.

After the collection of the summary of tourist visitors will be presented in terms of attractions, year, number, sex, and place of residence.

Visitor Arrival Estimation/Statistics

Data from the visitor survey will be computed through tourism statistics.
Training for Tourism Statistics

IV. SITE EVALUATION

This activity will be done to rank and prioritize tourist sites/attractions which qualifies most in the criteria of tourism site evaluation. This will be evaluated by well-traveled local and foreign tourists or residents. Students will be of assistance in the conduct of the evaluation by collecting the answered instruments and encoding the results. The faculty will facilitate the evaluation, ensure that all areas are answered and will report the result for analysis.

| Activity | Output | Person Responsible |
|---|---|--------------------|
| Coordination with the LGU and experts on the conduct of site evaluation | Finalized activity and site evaluation plan | MSC |
| Orientation | Oriented evaluators/respondents | MSC and LGU |

| | | |
|-----------------------------------|---|----------------|
| Individual site/attraction | Completely Answered Site Evaluation sheet | MSC Evaluators |
| Accomplishing Site Prioritization | Site prioritization Scores per category | MSC and LGU |
| Ranking of sites | Ranked sites | LGU |

V. SITUATION ANALYSIS

Problem identification based on the Profile of tourism industry, Visitor survey, and Site evaluation will be conducted.

| Situation Analysis | | | Person Responsible |
|----------------------------|-----------|-----------------|-----------------------------------|
| Tourism Industry | Component | Problems/issues | LGU, MSC, Tourism Council, UP AIT |
| Visitor Profile | Component | Problems/issue | LGU, MSC, Tourism Council, UP AIT |
| Site/attraction Evaluation | Component | Problems/issue | LGU, MSC, Tourism Council, UP AIT |

Problem Analysis tool can be used to make a detailed analysis from each the tourism industry, visitor profile, and site attraction. Collection of relevant data about the problem identified, explaining its cause and effects, and its relationship will present the problem analysis clearly.

| Problem Analysis Area | Component | Problems | Cause | Effects | Relationship of cause and effects |
|-----------------------|---------------|----------|-------|---------|-----------------------------------|
| Tourism industry | Accommodation | | | | |
| Visitor Profile | | | | | |
| Site Attraction | | | | | |

VI. STRATEGIC PLANNING

From the situational analysis, the setting of goals, objectives and strategies will be conducted. Situation analysis will be categorized into economic, environment, and social sector to incorporate the sustainable tourism principles.

Goals and objectives are linked to the identified issues and problems that affects tourism destination which should contribute to the sustainability of the destination.

Effects of the problems may be used as basis for the goals. Objectives can be easily analyzed by reference to the problems and converting it to positive statements. Causes of the problems can be bases for the program, projects and activities.

Chapter 5

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS**Summary**

This study aimed to assess the perceptions of the different stakeholder groups- local government, private sector, and local community on the extent of incorporating sustainable tourism principles in the tourism planning process along with the challenges encountered by the local implementors in the province of Marinduque. This chapter presents the empirical data gathered to base on the statements of the problem as follows: (1) the profile of the respondents in terms of Age, Sex, Highest Educational Attainment, Employment; (2) the extent of tourism planning as rated by the local stakeholders in terms of Stakeholders' Participation; Situation Analysis and Strategic Planning; (3) the significant difference between and among ratings of the LGU representatives on their perception on the extent of tourism planning in terms of the above-mentioned process; (4) any correlation between the tourism planning process on the demographic profile of respondents in terms of age, sex, educational attainment, employment status, position in the local government; (5) the constraints in the successful implementation of tourism planning for sustainable development in Marinduque; and (6) the possible local tourism plan/ guidelines which can be formulated for the province of Marinduque to spearhead the development of sustainable tourism.

Data were gathered through a mixed method which utilized quantitative by having a face to face survey and qualitative by collecting relevant literatures and face to face interviews with the respondents.

Conclusions

Based from the findings of the study, the following conclusions have been drawn:

Majority of the respondents were male and in older age who were college and master's graduates who are permanently employed with the local government having a temporary designation on tourism.

The extent of incorporating sustainable tourism principles in tourism planning process is "to some extent".

There found to be a significant relationship with Age and Status of employment on their perceptions and no significant difference with Sex and Highest Educational Attainment.

Moreover, significant differences were found among the stakeholders on their perceptions of incorporating sustainable tourism principles in the tourism planning process at the local level in the province of Marinduque.

The challenges encountered were community not involved in tourism planning (R); insufficient human resource in tourism; lack of proper planning; tourism is not prioritized; lack of involvement of stakeholders in tourism planning; conflicting policy of the local government agencies related to tourism; and education of stakeholders.

Recommendations

The following are hereby recommended:

1. To enhance the extent of incorporating sustainable tourism principles in tourism planning process, the local government, being the primary responsible with it should include the stakeholders and include all relevant stakeholders in tourism planning and seek their opinions.
2. Prioritize tourism to have an organized tourism system; create a tourism office and permanent officers by virtue of the power of the local government; start a little by hiring a qualified tourism personnel whose work only focuses on tourism works; have a succession of tourism human resource; and be guided by the Provisions of Tourism Act of 2009 and other tourism guidelines.
3. Assess the situation of tourism industry to be able to set strategies in the tourism plan which are achievable and which can be continued by the succeeding administrations.
4. Assess the awareness of the stakeholders to determine the extent of their knowledge and thereby filing the gaps by educating them on what they need to know more to achieve an "informed participation"

before any tourism planning activity is conducted. These will also make the stakeholders feel relevant which can lead to a more support in sustainable tourism planning in the province.

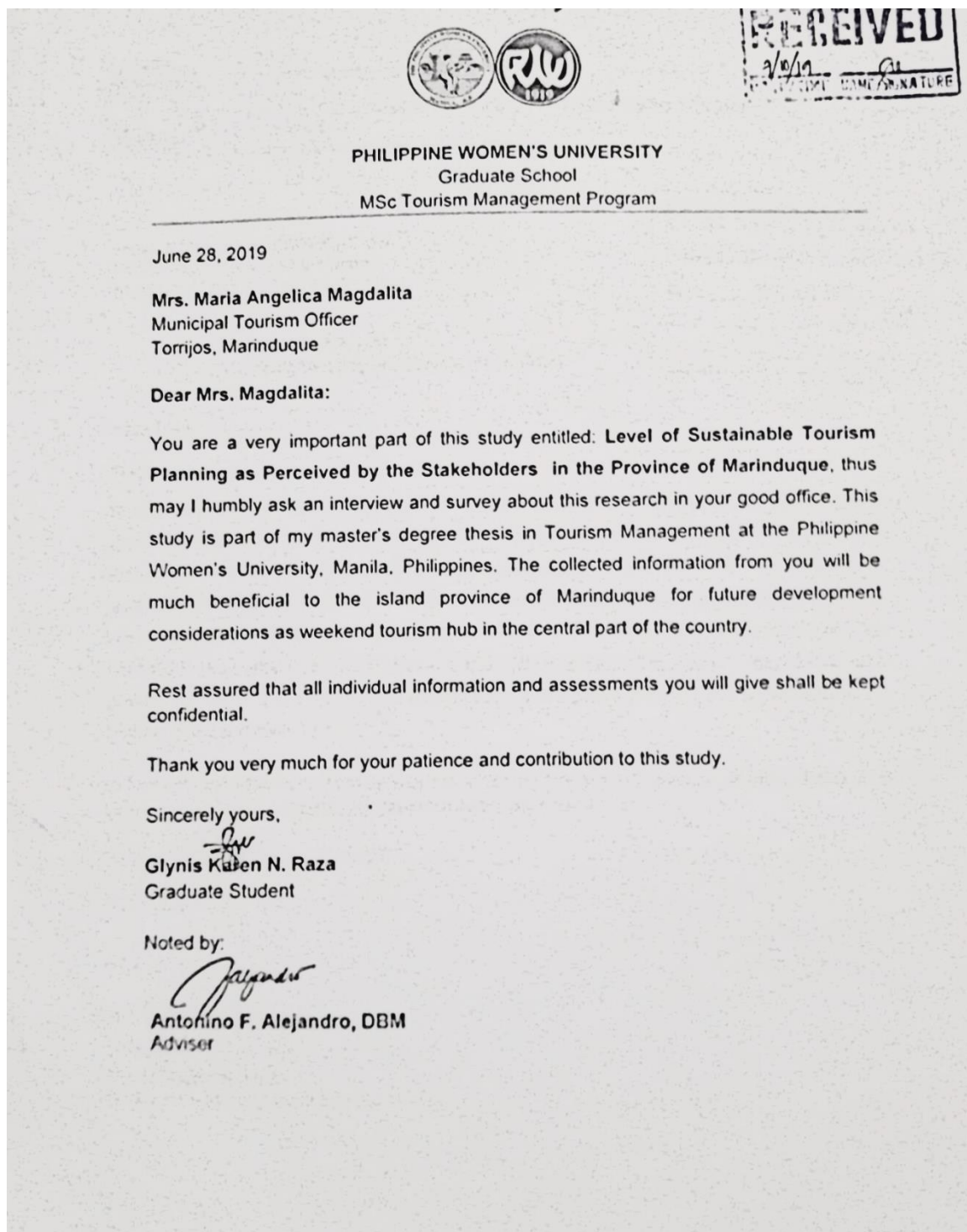
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27. Rozīte, M., Van der Steina, A. (2019) Tourism Planning and Strategy Implementation: Practice in Municipalities of Latvia. *Research for Rural Development*, Volume 2. DOI: 10.22616/rrd.25.2019.064
28. Tourism Guidebook for Local Government Units (2014)
29. Sustainable Tourism for Development Guidebook (2013) First edition: 2013
30. DILG Memorandum Circular No. 95-162

APPENDIX A

LETTER TO CONDUCT THE STUDY



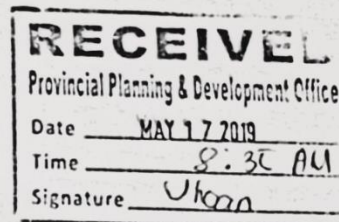


PHILIPPINE WOMEN'S UNIVERSITY
Taft Ave., Manila
GRADUATE STUDIES OF BUSINESS, HOSPITALITY AND TOURISM
MANAGEMENT
Master of Science in Tourism Management

May 16, 2019

HON. ROMULO A. BACORRO JR.
Provincial Governor, Marinduque
Provincial Capitol, Boac, Marinduque

Thru: MARIAN CUNANAN
OIC- Provincial Planning and Development Office



Dear Mam:

Good day!

The undersigned is taking up Master of Science in Tourism Management in the Philippine Women's University and currently writing graduate thesis entitled "The Role of Local Government in Tourism Planning towards Sustainable Development in the Province of Marinduque". This study is structured to determine the extent to which sustainability principles were integrated into the planning practices of LGUs in the Province Marinduque and the challenges that affect the sustainable tourism development. The result may assist local government units and other tourism stakeholders in the future planning and implementation of tourism in our province.

In line with this, this is to humbly requesting for a copy of the Provincial Physical Framework Development Plan to support the research being conducted.

Your assistance highly appreciated.

Thank you very much!

Very truly yours,

Glynis Karen N. Raza
MS Tourism Management student



PHILIPPINE WOMEN'S UNIVERSITY
Taft Ave., Manila
GRADUATE STUDIES OF BUSINESS, HOSPITALITY AND TOURISM
MANAGEMENT
Master of Science in Tourism Management

May 16, 2019

HON. ROMULO A. BACORRO JR.
Provincial Governor, Marinduque
Provincial Capitol, Boac, Marinduque

Thru: MR. GERARDO JAMILLA
Provincial Tourism Officer

Dear Sir:

Good day!

I am taking up Master of Science in Tourism Management in the Philippine Women's University and currently writing my graduate thesis entitled "The Role of Local Government in Tourism Planning towards Sustainable Development in the Province of Marinduque". This study is structured to determine the extent to which sustainability principles were integrated into the planning practices of LGUs in the Province Marinduque and the challenges in the planning and implementation of sustainable tourism development. The result may assist local government units and other tourism stakeholders in the future planning and implementation of tourism in our province.


In line with this, I am humbly requesting for a copy of the following documents within the period of 2016-2018:


- Tourist Arrivals
- Inventory of Tourist Attractions and Destinations in the Province
- Inventory of Tourism Related Establishments
- Tourism Employment Report
- Tourism Masterplan
- Tourism Related Initiatives/Projects, Programs, and Activities

Your assistance is highly appreciated.

Thank you!

Very truly yours,


Glynis Karen N. Raza
MS Tourism Management student

PROVINCIAL TOURISM OFFICE
RECEIVED
DATE: 05-17-19
TIME: 2:13
SIG: 



PHILIPPINE WOMEN'S UNIVERSITY

Graduate School
MSc Tourism Management Program

June 28, 2019

Mr. Ildefonso Go
Municipal Tourism Officer
Mogpog, Marinduque

Dear Mr. Go:

You are a very important part of this study entitled: **Level of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province of Marinduque**, thus may I humbly ask an interview and survey about this research in your good office. This study is part of my master's degree thesis in Tourism Management at the Philippine Women's University, Manila, Philippines. The collected information from you will be much beneficial to the island province of Marinduque for future development considerations as weekend tourism hub in the central part of the country.

Rest assured that all individual information and assessments you will give shall be kept confidential.

Thank you very much for your patience and contribution to this study.

Sincerely yours,

A handwritten signature in blue ink, appearing to read 'Glynis', is written over the text 'Sincerely yours,'.

Glynis Karen N. Raza
Graduate Student

Noted by:

A handwritten signature in black ink, appearing to read 'Antonino', is written above the name 'Antonino F. Alejandro'.

Antonino F. Alejandro, DBM
Adviser



PHILIPPINE WOMEN'S UNIVERSITY

Graduate School
MSc Tourism Management Program

June 28, 2019

Mrs. Dhalia Ituralde
Municipal Tourism Officer
Gasán, Marinduque

Dear Mam Ituralde:

You are a very important part of this study entitled: **Level of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province of Marinduque**, thus may I humbly ask an interview and survey about this research in your good office. This study is part of my master's degree thesis in Tourism Management at the Philippine Women's University, Manila, Philippines. The collected information from you will be much beneficial to the island province of Marinduque for future development considerations as weekend tourism hub in the central part of the country.


Rest assured that all individual information and assessments you will give shall be kept confidential.

Thank you very much for your patience and contribution to this study.

Sincerely yours,


Glynis Karen N. Raza
Graduate Student

Noted by:


Antonino F. Alejandro, DBM
Adviser



PHILIPPINE WOMEN'S UNIVERSITY

Graduate School
MSc Tourism Management Program

June 28, 2019

Mrs. Susan M. Nace

Owner/Manager, Dream Favor Travel and Tours
Santol, Boac, Marinduque

Dear Mrs. Nace:

You are a very important part of this study entitled: **Level of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province of Marinduque**, thus may I humbly ask an interview and survey about this research in your good office. This study is part of my master's degree thesis in Tourism Management at the Philippine Women's University, Manila, Philippines. The collected information from you will be much beneficial to the island province of Marinduque for future development considerations as weekend tourism hub in the central part of the country.


Rest assured that all individual information and assessments you will give shall be kept confidential.

Thank you very much for your patience and contribution to this study.

Sincerely yours,

Glynis Karen N. Raza
Graduate Student

Noted by:


Antonino F. Alejandro, DBM
Adviser



PHILIPPINE WOMEN'S UNIVERSITY

Graduate School
MSc Tourism Management Program

June 28, 2019

Mr. Raul Roldan
Municipal Tourism Officer
Sta. Cruz, Marinduque

Dear Mr. Roldan:

You are a very important part of this study entitled: **Level of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province of Marinduque**, thus may I humbly ask an interview and survey about this research in your good office. This study is part of my master's degree thesis in Tourism Management at the Philippine Women's University, Manila, Philippines. The collected information from you will be much beneficial to the island province of Marinduque for future development considerations as weekend tourism hub in the central part of the country.


Rest assured that all individual information and assessments you will give shall be kept confidential.

Thank you very much for your patience and contribution to this study.

Sincerely yours,


Glynis Karen N. Raza
Graduate Student

Noted by:


Antonino F. Alejandro, DBM
Adviser



PHILIPPINE WOMEN'S UNIVERSITY

Graduate School
MSc Tourism Management Program

June 28, 2019

Mr. Ranel Castillo
Municipal Tourism Officer
Buenavista, Marinduque

Dear Mr. Castillo:

You are a very important part of this study entitled: **Level of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province of Marinduque**, thus may I humbly ask an interview and survey about this research in your good office. This study is part of my master's degree thesis in Tourism Management at the Philippine Women's University, Manila, Philippines. The collected information from you will be much beneficial to the island province of Marinduque for future development considerations as weekend tourism hub in the central part of the country.


Rest assured that all individual information and assessments you will give shall be kept confidential.

Thank you very much for your patience and contribution to this study.

Sincerely yours,


Glynis Karen N. Raza
Graduate Student

Noted by:


Antonino F. Alejandro, DBM
Adviser



PHILIPPINE WOMEN'S UNIVERSITY

Graduate School
MSc Tourism Management Program

July ____, 2019

Dear Mam/Sir:

You are a very important part of this study entitled: **Level of Sustainable Tourism Planning as Perceived by the Stakeholders in the Province of Marinduque**, thus may I humbly ask an interview and survey about this research in your good office. This study is part of my master's degree thesis in Tourism Management at the Philippine Women's University, Manila, Philippines. The collected information from you will be much beneficial to the island province of Marinduque for future development considerations as weekend tourism hub in the central part of the country.


Rest assured that all individual information and assessments you will give shall be kept confidential.

Thank you very much for your patience and contribution to this study.

Sincerely yours,


Glynis Karen N. Raza
Graduate Student

Noted by:


Antonino F. Alejandro, DBM
Adviser

APPENDIX B

SURVEY QUIESTIONNAIRE

SUSTAINABLE TOURISM PLANNING IN THE PROVINCE OF MARINDUQUE

Instruction: Please fill up this part by putting a check (√) mark on the space provided before each written note and fill-out the indicated items. Thank you!

Name: _____

Facebook account/ Email address: _____

Part I. Respondent's Demographic Profile

1.1 Age: _____

1.2 Sex: male female

1.3 Highest educational attainment:

- elementary
- secondary
- college
- master's
- doctorate
- post-graduate

1.4 Status of employment

- Co-terminus
- Permanent
- Designated
- others, please specify: _____

PART II.

Part II.

To our valued stakeholder respondents, your actual experiences and observations about the extent of integrating sustainable tourism principles in tourism planning process are highly valued in this research. The following statements relate to your personal experience and observations in tourism planning process which you will be evaluating. Please honestly rank/ indicate the extent to which you observe the mentioned tourism planning process in your respective municipality at the scale of (5).

Name of Stakeholder Group: _____

Likert Scale Descriptor

1-Not at all, 2- To a small extent, 3-To some extent 4- To a moderate extent 5- To a great

Level of Sustainable Tourism Planning in the Province of Marinduque

| Assessment Criterion | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|
| 2. Stakeholders Participation | | | | | |
| 2.1. Local lGovernment | | | | | |
| 2.1.1 Local Chief executives participate in planning. | 5 | 4 | 4 | 4 | 4 |

| | | | | | |
|--|--|--|--|--|--|
| 2.1.2 Local government agencies participate in planning | | | | | |
| 2.1.3 Relevant regional tourism agencies participate in planning. | | | | | |
| 2.2. Private Sector | | | | | |
| 2.2.1 Tourism service providers (hotel, resorts, transport) participate in planning. | | | | | |
| 2.2.2 Tour operators/travel agencies participate in planning. | | | | | |
| 2.2.3 Potential investors participate in planning. | | | | | |
| 2.3 Local community | | | | | |
| 2.3.1 The Community with tourism destinations participated in planning | | | | | |
| 2.3.2 Local Organizations (women's, youth) participate in planning. | | | | | |
| 2.3.3 Local formal and informal traders/vendors participate in planning. | | | | | |
| 3. Situation Analysis | | | | | |
| 3.1 Environment | | | | | |
| 3.1.1 Environmental impacts from tourism are identified for mitigation. | | | | | |
| 3.1.2 Causes of the environmental problems are identified. | | | | | |
| 3.1.3 Carrying capacity of the tourism destinations are observed. | | | | | |
| 3.2 Economic | | | | | |
| 3.2.1 Long-term plan for the environment through tourism is specified | | | | | |
| 3.2.2 Long-term plan for the economy through tourism is specified | | | | | |
| 3.3.3 Long-term plan for the community through tourism is specified | | | | | |
| 3.3 Physical | | | | | |
| 3.3.1 Land use for tourism development is identified | | | | | |
| 3.3.2 Capacity of tourism infrastructure is evaluated | | | | | |
| 3.3.3 The fragility/resilience of physical environment is assessed. | | | | | |
| 4. Strategic Planning | | | | | |
| 4.1 Goals | | | | | |
| 4.1.1 Long-term plan for the environment through tourism is specified. | | | | | |
| 4.1.2 Long-term plan for the environment through is specified. | | | | | |
| 4.3 Long-term plan for the economy through tourism is specified. | | | | | |
| 4.2 Objectives | | | | | |

| | | | | | |
|---|--|--|--|--|--|
| 4.2.1 Short- term plan for the environment through tourism arealigned with the goals. | | | | | |
| 4.2.2 Short- term plan for the economy through tourism is aligned with the goals. | | | | | |
| 4.2.3 Short- term plan for the community through tourism is aligned with the goals. | | | | | |
| 4.3 Strategies | | | | | |
| 4.3.1 Proposed actions for the environment through tourism are matched with the goals and objectives. | | | | | |
| 4.2.2 Proposed action for the economy through is matched with the goals and objectives. | | | | | |
| 4.3.3 Proposed action for the community through tourism are matched with the goals and objectives. | | | | | |

APPENDIX C

GUIDE QUESTIONS FOR INTERVIEW FOR CHALLENGES OF TOURISM

1. What are the constraints that you experienced or observed in participating in tourism planning process?
2. What do you think about the constraints in the involvement with the following?
 - a. Local government
 - b. Private Sector
 - c. Local Community
3. What are the constraints that you observe or experience when it comes to assessing the situation in tourism?
4. What are the constraints that you observe when it comes to making strategies in tourism?

APPENDIX D

VALIDATION OF QUESTIONNAIRE

VALIDATION OF QUESTIONNAIRE

| | |
|----------------------------|--|
| NAME OF VALIDATOR | Noemi J. Cancio/Toots L. Lopez |
| HIGHEST EDUCATIONAL DEGREE | MBA major in Marketing, DLSU, Taft Avenue, Manila/Foreign Service, UP, Diliman |
| POSITION/DESIGNATION | School Director/Asst. School Director |
| YEARS IN SERVICE | Both recent |
| RESEARCH TITLE | THE ROLE OF LOCAL GOVERNMENT IN TOURISM PLANNING FOR SUSTAINABLE DEVELOPMENT IN THE PROVINCE OF MARINDUQUE |

Direction: This tool asks for your evaluation of the questionnaire to be used in the data gathering for the investigation stated above to establish its validity. Kindly provide your honest assessment using the criteria state below. Please check only one from the selection.

| Scale | Interpretation | Description |
|-------|-------------------|--|
| 5 | Very Highly Valid | The questionnaire can provide unbiased data for the investigation, allowing 0-5% error |
| 4 | Highly Valid | The questionnaire can provide unbiased data for the investigation, allowing 6-10% error |
| 3 | Valid | The questionnaire can provide unbiased data for the investigation, allowing 11-15% error |
| 2 | Less Valid | The questionnaire can provide unbiased data for the investigation, allowing 16-20% error |
| 1 | Not Valid at all | The questionnaire can provide unbiased data for the investigation, allowing 21-25% error |

A. Validator's Questionnaire Assessment

| INDICATORS | RATING | | | | |
|--|--------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| The indicators in the questionnaire consistently and accurately measure each variable of the investigation | | | | / | |
| The questionnaire fits with the variables under investigation, thus measuring what it intends to measure | | | / | | |
| The questionnaire has the capacity to measure items of variables within a given timeframe | | | / | | |
| The questionnaire has the ability to distinguish the characteristics or properties of differing attributes of the subjects under study | | | / | | |
| The questionnaire has the ability to gather factual data, eliminating biases and subjectivity | | | / | | |
| The questionnaire has the ability to generate quick and complete data within the timeframe | | | / | | |

REMARKS:

NC Noemi Cancio
Can there just be 3 scales? 3/2/1: Highly Valid/Valid/Not valid at all

Glynn Karen
Mam Noemi, I think that would make it easy/more helpful for the validators and I am open to reducing it to 3 scales, however, most of them already returned the instrument.

Glynn Karen

Glynn Karen

NC Noemi Cancio
I don't feel right mentioning percentages of error, can you use other descriptors?

Glynn Karen
I will try to use other descriptors, Mam. I'll consult with the research department so I can at least improve the descriptors.

VALIDATION OF QUESTIONNAIRE

| | |
|----------------------------|--|
| NAME OF VALIDATOR | JUVY C. TAMONDONG |
| HIGHEST EDUCATIONAL DEGREE | DOCTOR IN BUSINESS MANAGEMENT |
| POSITION/DESIGNATION | FACULTY/ DEPARTMENT CHAIR/DEAN |
| YEARS IN SERVICE | 22 YEARS |
| RESEARCH TITLE | THE ROLE OF LOCAL GOVERNMENT IN TOURISM PLANNING FOR SUSTAINABLE DEVELOPMENT IN THE PROVINCE OF MARINDUQUE |

Direction: This tool asks for your evaluation of the questionnaire to be used in the data gathering for the investigation stated above to establish its validity. Kindly provide your honest assessment using the criteria state below. Please check only one from the selection.

| Scale | Interpretation | Description |
|-------|-------------------|--|
| 5 | Very Highly Valid | The questionnaire can provide unbiased data for the investigation, allowing 0-5% error |
| 4 | Highly Valid | The questionnaire can provide unbiased data for the investigation, allowing 6-10% error |
| 3 | Valid | The questionnaire can provide unbiased data for the investigation, allowing 11-15% error |
| 2 | Less Valid | The questionnaire can provide unbiased data for the investigation, allowing 16-20% error |
| 1 | Not Valid at all | The questionnaire can provide unbiased data for the investigation, allowing 21-25% error |

A. Validator's Questionnaire Assessment

| INDICATORS | RATING | | | | |
|--|--------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| The indicators in the questionnaire consistently and accurately measure each variable of the investigation | / | | | | |
| The questionnaire fits with the variables under investigation, thus measuring what it intends to measure | / | | | | |
| The questionnaire has the capacity to measure items of variables within a given timeframe | / | | | | |
| The questionnaire has the ability to distinguish the characteristics or properties of differing attributes of the subjects under study | / | | | | |
| The questionnaire has the ability to gather factual data, eliminating biases and subjectivity | / | | | | |
| The questionnaire has the ability to generate quick and complete data within the timeframe | / | | | | |

REMARKS:

VALIDATION OF QUESTIONNAIRE

| | |
|----------------------------|--|
| NAME OF VALIDATOR | REIL G. CRUZ |
| HIGHEST EDUCATIONAL DEGREE | PHD IN MANAGEMENT |
| POSITION/DESIGNATION | ASSOCIATE PROFESSOR/RESEARCH DIRECTOR |
| YEARS IN SERVICE | 35 |
| RESEARCH TITLE | THE ROLE OF LOCAL GOVERNMENT IN TOURISM PLANNING FOR SUSTAINABLE DEVELOPMENT IN THE PROVINCE OF MARINDUQUE |

Direction: This tool asks for your evaluation of the questionnaire to be used in the data gathering for the investigation stated above to establish its validity. Kindly provide your honest assessment using the criteria state below. Please check only one from the selection.

| Scale | Interpretation | Description |
|-------|-------------------|--|
| 5 | Very Highly Valid | The questionnaire can provide unbiased data for the investigation, allowing 0-5% error |
| 4 | Highly Valid | The questionnaire can provide unbiased data for the investigation, allowing 6-10% error |
| 3 | Valid | The questionnaire can provide unbiased data for the investigation, allowing 11-15% error |
| 2 | Less Valid | The questionnaire can provide unbiased data for the investigation, allowing 16-20% error |
| 1 | Not Valid at all | The questionnaire can provide unbiased data for the investigation, allowing 21-25% error |

A. Validator's Questionnaire Assessment

| INDICATORS | RATING | | | | |
|--|--------|---|---|---|---|
| | 5 | 4 | 3 | 2 | 1 |
| The indicators in the questionnaire consistently and accurately measure each variable of the investigation | | | | X | |
| The questionnaire fits with the variables under investigation, thus measuring what it intends to measure | | | | | X |
| The questionnaire has the capacity to measure items of variables within a given timeframe | | | | | X |
| The questionnaire has the ability to distinguish the characteristics or properties of differing attributes of the subjects under study | | | | | X |
| The questionnaire has the ability to gather factual data, eliminating biases and subjectivity | | X | | | |
| The questionnaire has the ability to generate quick and complete data within the timeframe | | X | | | |

REMARKS:

See comments in the questionnaire.

SURVEY QUESTIONNAIRE

PERCEIVED/EXPERIENCED LEVEL OF SUSTAINABLE TOURISM PLANNING

Instruction: Please fill up this part by putting a check (✓) mark on the space provided before each written note and fill-out the indicated items. Thank you!

Name: _____

Facebook account/ Email address: _____

Part I. Respondent's Demographic Profile

1.1 Age: _____

1.2 Sex: male female

1.3 Civil Status: single married

1.4 Monthly Income: _____

1.6 Highest educational attainment:

- elementary master's
- secondary doctorate
- college post-graduate

1.8 Position in the local government: _____

1.7 Status of employment

- Co-terminus
- Permanent
- Designated
- others, please specify: _____

1.8 Length of Service: _____

RC **Ralf Cruz**
Before the instruction, provide a background of what the research is all about. Identify your name, degree and school

RC **Ralf Cruz**
Better provide choices of income brackets

RC **Ralf Cruz**
Include in the choices "did not finish elementary"

RC **Ralf Cruz**
I thought the intended respondents are the tourism officers, so why ask?

RC **Ralf Cruz**
As Tourism Officer?

APPENDIX E

INTERVIEW DOCUMENTATION



Provincial Environment and Natural Resources Office



Provincial Tourism Office



Provincial Planning and Development Office



Tourism Officer



Brgy. Captain,-Pinggan, Gasan



Municipal Planning Officer

BUENAVISTA



Brgy Kagawad of Malbog



Municipal Planning Officer and Tourism Officer

CURRICULUM VITAE

Glynis Karen N. Raza

[Santol, Boac, Marinduque] | [4900] |
[0948 754 0723]
| [karidad83@gmail.com]



Education

- **Master of Science in Tourism Management**, 2015-present, The Philippine Women's University
- **Master of Science in Management Major in Hospitality Management**- 15 units, 2014, Manuel S. Enverga University Foundation
- **Bachelor of Science in Tourism**, 2010, Manuel S. Enverga University Foundation

Experience

- **Instructor 2**, Marinduque State College, 2013-present
- **Tourism Operations Officer**, Provincial Government of Marinduque, 2012
- **Receptionist**, Quan Spa, Marriott Hotel Manila, 2010-2011

Trainings and Seminars Attended

- **DOT Farm Tourism Workshop**, Boac, Marinduque, December 2017
- **NC III Events Management**, Mariana Maritime Training Center, Ermita Manila, October 2017
- **NC II Tour Guiding**, Mariana Maritime Training Center, Ermita Manila, September 2016
- **Spanish Language Training**, TESDA Taguig, May 2016
- **NC II Tourism Promotions**, Mariana Maritime Training Center, Ermita Manila, July 2015
- **DOT Ecoguiding Workshop**, Tamayo, Sta. Cruz Marinduque, July 2015