

Tourism development plan for the Calicoan Island: A community-based tourism (CBT) approach

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Abstract

This paper intends to analyse the perception of the stakeholders towards tourism development plan using community-based tourism approach in the case of *Calicoan* Island, Municipality of *Guiuan*, Eastern Samar. Data were collected by providing surveys for the locals and tourists and conducting an interview with the municipal mayor and the tourism officer of *Guiuan*. For this tourism development plan using the community based-tourism approach, the perception of the tourists and locals were identified and analysed. From the paper, it has been found that *Calicoan* is still a very raw island. Although the island has its limits to its tourism products such as accommodation, goods, and other services, *Calicoan* Island is a tourist destination with great potential and a lot of opportunities in different factors. *Calicoan* Island will be able to achieve success if it is properly organised by the tourism industry.

Keywords:

Calicoan Island; community-based tourism; tourism development plan

1 Introduction

The concept of community-based tourism (CBT) is usually projected or viewed as a more sustainable form of tourism compared to mass tourism because it permits the host communities to be free from the management of outside operators. To achieve the objectives of community development and maximise the advantages and benefits of tourism to local people as one of its proponents' advocacies, there is a need to build and strengthen the community empowerment and its capacity (Rocharungsat, 2008). By developing CBT, the UNWTO was able to help and guide local communities for developing tourism under the principal of sustainability (UNWTO, 2008). Guiuan, Eastern Samar is situated at the southernmost tip of Samar where Calicoan Island can be found. The island is branded as the "Surfer's Paradise" of Visayas. It offers rich landscapes, delightful lagoons, tropical rainforests, a majestic long stretch of white sand beaches, blue crystal-clear water and spectacular sunlight that the tourists are looking for. But, one of the more current problems or issue of the tourism industry in Guiuan is the lack of strategies implemented in strengthening the industry in their place. The ways on how to develop and strengthen the tourism industry, specifically in Calicoan Island using the community-based approach, was the general problem.



Figure 1: Municipality of Guiuan, Eastern Samar

(Source: Wikipedia.com)



Figure 2: Calicoan Island, Guiuan, Eastern Samar
(Source: Wikipedia.com)

This study generally seeks to integrate a tourism development plan of Calicoan Island using a CBT approach. The researchers assessed the current tourism development factors in Calicoan Island in terms of attractions, amenities, and facilities, and the accessibility of the place. The researchers also gathered information on the perspectives of the local community or the residents of the island, the tourists, and the local government unit (LGU) of Guiuan in developing Calicoan Island with the use of the CBT approach. This study will benefit the local government as well as the local community of Guiuan to understand the challenges and opportunities presented by the tourist attractions of the island. The local community in this province will have other sources of income and more job opportunities as a result of growth in the tourism industry. This study will assess possible improvements and development of Calicoan Island as well as the marketing strategies needed to promote the destination. Also, this would enhance the quality of life of the local community and contribute to an economic level.

Calicoan Island, Guiuan, Eastern Samar is the center of this research. The first part of the theory is related to the international perspective. Under the international perspective is the United Nations World Tourism Organization (UNWTO) Convention Global Code of Ethics Article Number 5 that emphasizes the involvement of tourism as an activity that would benefit both the host country and the community and the Association of Southeast Asian Nations (ASEAN) Tourism Strategic Plan 2016-2025 specifically the ASEAN Community-based Tourism Standard. The second part of the theory is related to the national perspective, which includes the Republic Act (R.A.) No. 9593 or the Tourism Act of 2009 and the National Tourism Development Plan (NTDP) 2016-2022 execution. The approach that the researchers will use is the CBT approach, where the perspectives of the local community were included.

1.1 Theoretical Framework

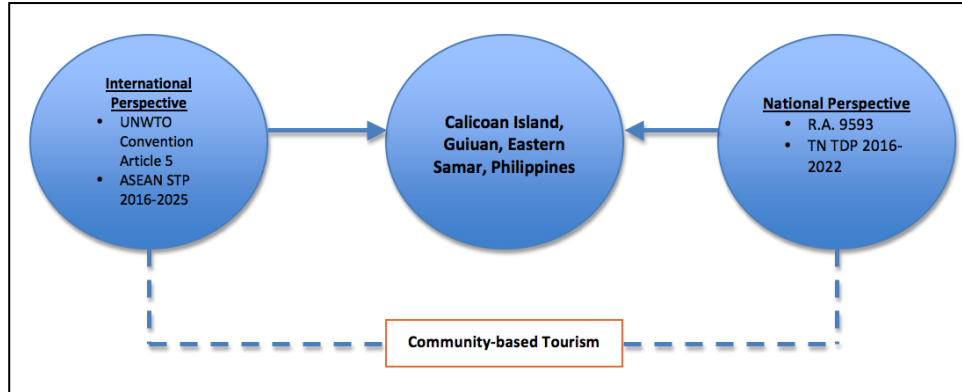


Figure 3: Research Framework

2 Literature Review

2.1 Background of the Tourism Industry

According to United Nations World Tourism Organization (UNWTO), tourism consists of the things and activities that people or tourists are travelling or staying to other places in not more than a year that is not their habitual place for leisure, work, and others. Tourism is the temporary, short term movement of people to destinations outside the places where they normally live and work and their activities during the stay in the destination they go. It also includes the movements for all purposes. However, Ugurlulu (2011) said that tourism is not the same as travelling. There are standards that are utilised at the same time with the end goal to portray an output as having a place with tourism. The displacement must be such that; (a) It involves a displacement outside the usual environment: this term is of utmost importance and will be discussed later on; (b) Type of purpose: the travel must occur for any purpose different from being remunerated from within the place visited: the previous limits, where tourism was restricted to recreation and visiting family and friends are now expanded to include a vast array of purposes; (c) Duration: only a maximal duration is mentioned, not a minimal. Tourism displacement can be with or without an overnight stay. Though travel and tourism were said to be different from each other, the other two still correlate with each other. Travel and tourism were used before for one main purpose, which is leisure.

2.2 Tourism Planning and Development

Sharpley (2015) believes that tourism has long been considered an effective vehicle of development. Indeed, it was its potential to contribute to or to catalyse economic growth in destination areas that, reflecting and then prevailing modernist paradigm of development, first, there is a need to have established tourism as a favoured path to development, particularly within the international context. The need for tourism planning is significant for the development of the industry. Tourism planning is also defined as a process that involves the coordination between the planning on land usage,

development on the economy and communal participation for the development and improvement of the tourism industry in a nation, region and, a destination (Cruz, 2011). Countries focusing on the development of its tourism industry will benefit from planning. For developed nations or countries, planning is used as an instrument for revitalising tourism and prolongs its feasibility in the future. (WTO, 1994, p.3). A carefully planned tourism development plan is an instrument for achieving cultural conservation objectives and producing socio-cultural benefits (Cruz, 2011). The coordination between the different sectors will result in better quality service that will satisfy the needs of tourists and the general public.

According to Cruz (2011), Tourism Development Plan was defined as a plan that defines the proper serving of visitors or tourists, adapting to their continuously increasing numbers, and protecting their established cultures and environments in a manner that ensures sustainability. Tourism development plan helps in avoiding the eventual decline of a destination. Through proper land and water use planning program, the deterioration and destruction of a tourist destination will be avoided. A tourism development plan program can create guidelines for the destinations, which will help both the government and private sectors in managing the destinations.

2.3 Community-based Tourism (CBT)

Tolkach (2014) highlighted in his paper that the Community-based Tourism (CBT) generally talks about how the local community of a destination uses it as an alternative form of tourism development while maximising the local benefits and area capacity in order to achieve the objectives of community development. In addition to what Tolkach discussed, Dodds et. Al (2015) stated that CBT is an alternative form of mass tourism and a sustainable approach to tourism. If this kind of tourism will be developed well, CBT could alleviate the poverty in the local community by providing such mechanism and become a way to improve the quality of life, provide empowerment and build an economic benefit to the local community.

CBT is more focused on the tourism impacts on the community and its environment while having the participation of local people (Rest, 2013). Ruiz-Ballesteros (2012) emphasised in his research that CBT is different from any other forms of tourism because it does not only focus on maximising profits for foreign investors but in maximising the benefits for community stakeholders. The study of Guzman et al. (2011) has also mentioned that CBT is an attempt for more sustainable tourism through substituting mass tourism. It offers various benefits to its stakeholders. It generally focuses on the community who are tasked to handle this kind of tourism. Its main focus is not about earning a profit. Instead, it focuses more on sustaining the environment and trying to avoid compromising the resources that will be used by the tourists in a certain destination.

2.4 Perspective of the Local Community

Establishing communications and partnerships, specifically partnership with the stakeholders, is a requirement of a sustainable development, which often refers to

stakeholder theory (Simpson & Dodds, 2007). It is evident that there is a need for improving tourism outcomes using a cooperative approach for the host communities to tourism development. Madrigal (1994) considered residents who share identical or the same beliefs or views as part of the culture or identity of the community, wherein being competitive about development is part of the community's perception.

In line with the sustainable tourism development, it is believed that community participation plays an important role when it comes to community-based tradition. In tourism development, community involvement is essential when it comes to achieving sustainable development, and it should be described as both a process of involvement in decision-making of the local stakeholders and tourism development outcome (Okazaki, 2008). It is also believed that community participation plays an important role when it comes to community-based tradition (Iloro & Corsale, 2014; Saarinen, 2006; Beeton, 2006; Blackstock, 2005; Tosun, 2000; Murphy, Murphy, 1985).

2.5 Background of Calicoan Island

According to the *Island Directory of United Nations Environment Programme*, Calicoan Island is an island in the province of Eastern Samar under the municipality of Guiuan. The municipality of *Guiuan*, Eastern Samar is surrounded by the Pacific Ocean on its east and the Leyte Gulf on its west. It consists of 4 barangays, namely: *Baras*, *Ngolos*, *Pagnamitan*, and *Sulangan*. Figure 4 displays the picture of ABCD Beach in Calicoan Island.



Figure 4: ABCD Beach in Calicoan Island

(Source: photo from the researchers)

The island could be accessed by the use of the Pagnamitan Bridge that is connected to the main municipality of *Guiuan*. *Calicoan* Island is famous for its white sand beaches

and lagoons. Surfing is one of the main attractions of *Calicoan* Island. The beaches boast big waves from the Pacific Ocean for surfing, which makes it a prime surfing hub in the *Visayas* (Jamandra, 2018).

2.6 The Conceptual Model

Figure 5 provides the graphical representation of the conceptual framework focusing on Calicoan Island Tourism Development Plan using the CBT approach.

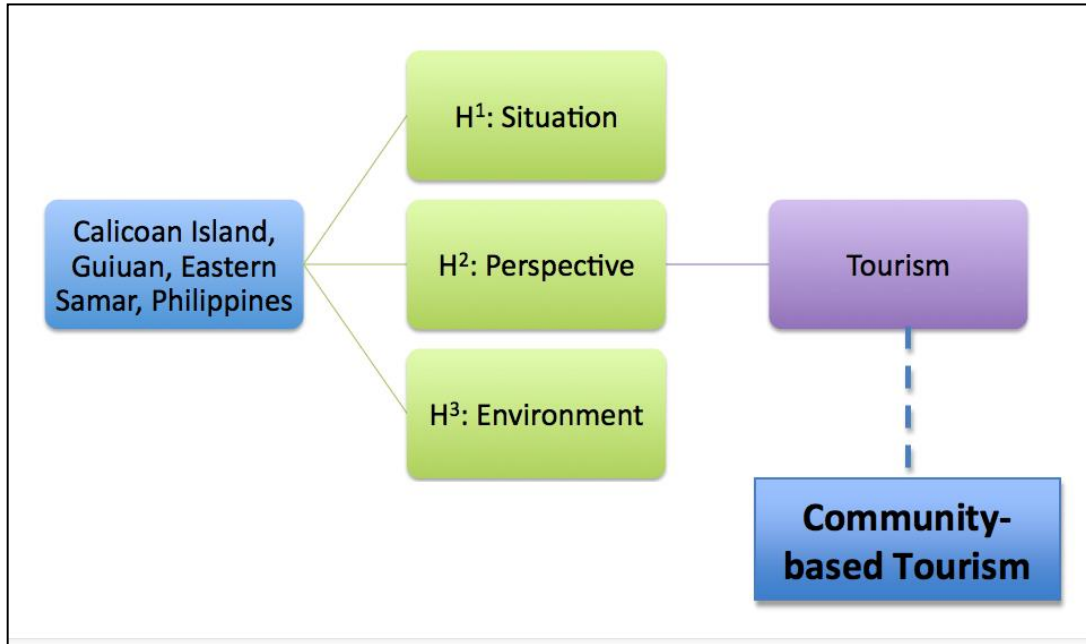


Figure 5: Calicoan Island Tourism Development Plan Conceptual Framework

The researchers intend to know the current situations in the island through assessing the different attractions, amenities, and facilities available as well as the accessibility and infrastructures in the area that serves as a pull factor for the tourists to visit the island. This also includes the goal of having a better understanding of the different perspectives of the stakeholders towards the community-based tourism and measuring the different aspects identified from the internal and external environment in developing tourism in the Calicoan Island. The researchers aim to formulate a tourism development plan using a community-based tourism approach. Based on the data to be gathered, the researchers aim to know different courses of action to propose throughout the process of planning until implementing to contribute to the community development and strengthening of the tourism industry.

3 Research Method

The study used the mixed method type of research design, specifically a narrative, correlational and exploratory approach. For the quantitative strand, the researchers used a random sampling technique for both the residents and tourists. For the residents, the participants were chosen from the four districts of Calicoan Island, which includes Baras, Ngolos, Pagnamitan, and Sulangan. A sample is taken from Calicoan Island's population, and to measure the confidence levels, and the margin of error, the Slovin's formula was used. The total population of Calicoan Island is 7,692 by adding the total population of the four barangays or districts. The required sample survey which will be obtained is 380. The required sample survey must be divided by four because there are four barangays in the island. For the tourists, the researchers based the tourists' population from the visitor statistics of each attraction located in Calicoan Island. A logbook is being tallied by the local government to monitor the number of tourists visiting a certain attraction. According to the local tourism office, the tourist arrivals in the municipality in the year 2016 are 1,781. By using the Slovin's formula, the total sample size for tourists is 327.

The researchers used a questionnaire for a survey or statistical study. The construction of the questions was based on the criteria of ASEAN on Community-based Tourism Standard. A 4-point Likert scale was used to measure the level of agreement of the respondents. The questions are close-ended, and the respondents will put a mark or check on each number of questions as to their response. The method used for analysing the quantitative data is Descriptive Analysis. Descriptive Analysis was used to show the basic features of the data in a study. It provides simple summaries and graphical representations about the sample and the measures.

For the qualitative strand, the researchers used a structured interview. A structured interview is a qualitative method of inquiry wherein it consists of essential predetermined questions that are verbally asked the interviewee. The interview will be conducted with the mayor of the municipality of Guiuan, the tourism officers and the chairmen of the four districts or barangays of Calicoan Island. The interviews, with the permission of the interviewee/s will be recorded for the purpose of transcribing their exact answers. The mode used for analysing the qualitative data is the Thematic Analysis. This mode of analysis helps the researchers to gain insight and knowledge from qualitative data gathered. It is used for analysing qualitative information and to gain knowledge and empathy about the participants systematically. Through the use of Thematic Analysis, broad patterns will be determined that will be used for conducting deeper research and analysis.

For the ethical consideration of the research, the researchers have taken into consideration certain ethical guidelines necessary for the validity and accuracy of the research as it is a primary obligation to practice reasonable precautions to protect confidential information obtained from people or any medium. The participation of respondents in the research is voluntary, and the participants have the rights to

withdraw from the study if they wish to do so. The researchers also provided sufficient information to allow participants to understand and reach a fully informed decision.

4 Findings, Results and Discussions

4.1 Current Situation of Tourism Development Factors of Calicoan Island

The current state of the tourism industry of Calicoan Island is in the process of improvement based on the assessment of the researchers. Figure 6 displays the Calicoan Island Tourism Map

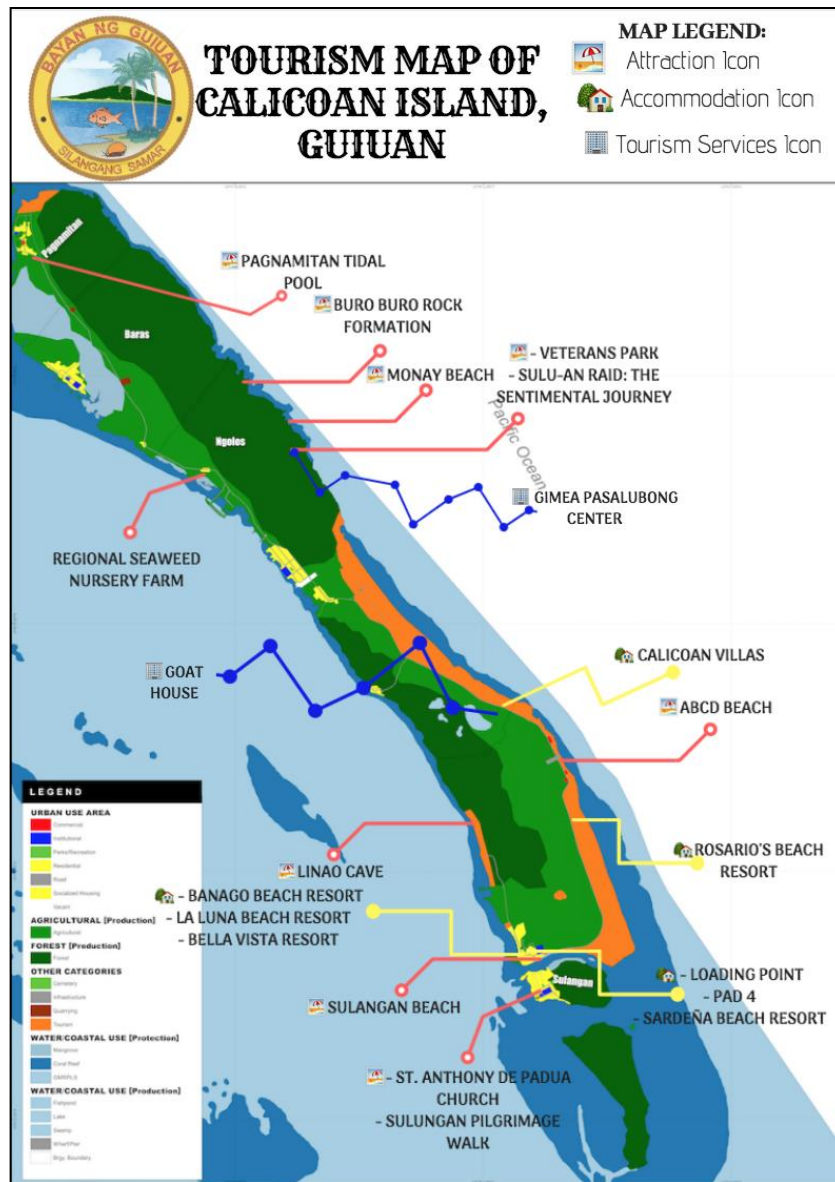


Figure 6: Calicoan Island Tourism Map
(Source: Local Government of Guiuan)

The accommodations presented were good and reliable in terms of its facilities and service being offered to the tourists. However, the number of accommodations found on the island is not enough to cater to all the potential tourists that will visit the island, especially during peak season. The rooms in each accommodation are only limited to a certain number of tourists/guests. The tourism infrastructures can generally serve the needs of the tourists. On the contrary, tourism services are very limited on the island. The needs of the tourists might not be sufficed by one food establishment and one pasalubong center or souvenir shop only. However, there are some sari-sari stores or convenient type stores found in each barangay.

In the context of the situation of attractions, the island is known for its beautiful and crystal blue water with a long stretch of white sand beach. It is shown that their natural attractions have been an asset to the tourism industry of the island such as the ABCD Beach, Sulangan Beach, the famous Linao Cave and the Buro Buro Rock Formation. Calicoan Island also has several built attractions like the St. Anthony de Padua Church, located in Barangay Sulangan, and has been very popular because of their belief. The patron saint of the parish is known for being a miraculous saint. Also, Veterans Park is related to its historical past. Also, events attraction has been one of the highlights of their tourism industry; one of the events held on the island is the Sulu-an Raid: The Sentimental Journey, which commemorates the heroic action of World War II veterans. The Sulangan Pilgrimage Walk is a factor of the rising tourist arrivals of Calicoan Island because thousands of devotees anticipate this event annually and because of these events, it became one of the factors why the island's tourist arrival is increasing.

4.2 Perspectives of Tourism Stakeholders

4.2.1 Local Community

In Table 1 it shows the result of the survey for the local community specifically highlighting the highest mean per standard under the ASEAN CBT standards. Numbers 1, 2, 5 and eight all signify the willingness of the local community to engage in activities related to community-based tourism. The statements "I am willing to practice community-based tourism approach for the development of our place", "I agree that old and young people should also contribute to the development of the island", "Our local community is willing to undergo training and programs about having proper interactions and good relationship with the tourists", and "There is willingness from our local community to cooperate with the tour operators" got the highest means of 3.82, 3.75, 3.81, and 3.79 respectively. Other statements that got the highest mean include the locals adhering to rules related to environment protection, assuring the tourists' safety and security, maintaining cleanliness in the kitchen, and opening accommodations to offer to tourists indicate their preparedness to become a tourist destination.

Table 1: Local Community's Survey Results Tabular Representation

Categories	Statements	Mean Score
Standards for Community Ownership and Management	<i>I am willing to practice community based-tourism approach for the development of our place.</i>	3.82 Strongly agree
Standards for Contribution to Social Wellbeing	<i>I agree that old and young people should also contribute to the development of the Island.</i>	3.75 Strongly agree
Standards for Conserving and Improving the Environment	<i>Our barangay facilitates programs about environmental protection.</i>	3.70 Strongly agree
Standards for Interaction between Local Community and Guests	<i>Our local community assures the safety and security of the tourists.</i>	3.76 Strongly agree
Standards for Quality Tour & Guiding Services	<i>Our local community is willing to undergo training and programs about having proper interactions and good relationship with the tourists.</i>	3.81 Strongly agree
Standards for Quality Food & Beverage Services	<i>The kitchen where the food is being prepared and the dining area will be maintained clean at all times.</i>	3.83 Strongly agree
Standards for Quality Accommodation	<i>There are available accommodations that we can offer to the tourists.</i>	3.76 Strongly agree
Standards for Friendly Tour Operator	<i>There is a willingness from our local community to cooperate with the tour operators.</i>	3.79 Strongly agree

The results from the survey have strengthened the observation gathered in the field by the researchers. The local community was found to be very accommodating and welcoming to tourists. Residents of all ages are willing to engage in conversation and offer suggestions. These people have positive feedback with regards to the LGU's programs regarding the development of Calicoan, focusing especially on community participation.

4.2.2 Tourist

In Table 2, it shows the result of the survey for the tourists, specifically highlighting the highest mean per standard under the ASEAN CBT standards. Tourists emphasise the potential of Calicoan Island to become a famous tourist destination. They have especially noted the importance the locals have made them feel and the absence or lack

of discrimination they experienced during their stay on the island. Tourists are also willing to participate in the tourism policies for the island, as mentioned in statement number 3. All in all, the tourists have found the services in Calicoan Island pleasing as they have mentioned their satisfaction in the tours offered is being both enjoyable and educational, in the maintenance of dining areas and food preparation, as well as the sufficient safety precautions found in the accommodations of the island.

Table 2: Tourists' Survey Results Tabular Representation

Categories	Statements	Mean Score
Standards for Community Ownership and Management	<i>I can see that the island has a big potential to become a famous tourist destination.</i>	3.73 <i>Strongly agree</i>
Standards for Contribution to Social Wellbeing	<i>I have not experienced nor seen discrimination in the place.</i>	3.66 <i>Strongly agree</i>
Standards for Conserving and Improving the Environment	<i>I obey and follow the rules, regulations and laws related to environmental protection in the island.</i>	3.79 <i>Strongly agree</i>
Standards for Interaction between Local Community and Guests	<i>The local community gives importance to tourists.</i>	3.72 <i>Strongly agree</i>
Standards for Quality Tour & Guiding Services	<i>The tours being offered in Calicoan is a good balance of being educational and enjoyable.</i>	3.56 <i>Strongly agree</i>
Standards for Quality Food & Beverage Services	<i>The food preparation and dining areas I've experienced are well-maintained in a clean state.</i>	3.62 <i>Strongly agree</i>
Standards for Quality Accommodation	<i>The establishment is providing safety precautions for ensuring our safety and security on the island.</i>	3.61 <i>Strongly agree</i>

The tourists' perception was identified and analysed as a basis for the creation of a tourism development plan using a community-based tourism approach. Based on the result of the survey, the tourists are in favour of using a community-based tourism approach as a basis for creating a tourism development plan for the island. They have positive feedbacks about the island and believed that the island has the potential to be a future CBT destination in the country. They also gave positive feedback on the local community by making them safe and welcome while they are on the island. They can also see that the local community can manage the tourism industry by the existence of the different tourism establishments and services run by the locals.

4.2.3 Local Government Unit

There are things that will help the development and improvement of tourism in the Island that the municipal mayor and tourism officer had said in common (Figure 7). In an example, the training and seminars that can be used to add knowledge for the locals in connection to their tourism. Next is the generation of income; the tourism industry will help give the locals employment in which they can have a source of income and help the local's lifestyle. They also mentioned the invitation of local and foreign investors, which will help build tourism infrastructures and establishments. Lastly, the Island is a disaster-prone area, and that is why they need to prevent destroy in case of a typhoon because it is a threat to the area. For the perspective of the local government unit, both the mayor and the tourism officer have mentioned their willingness to engage in Community-based Tourism.

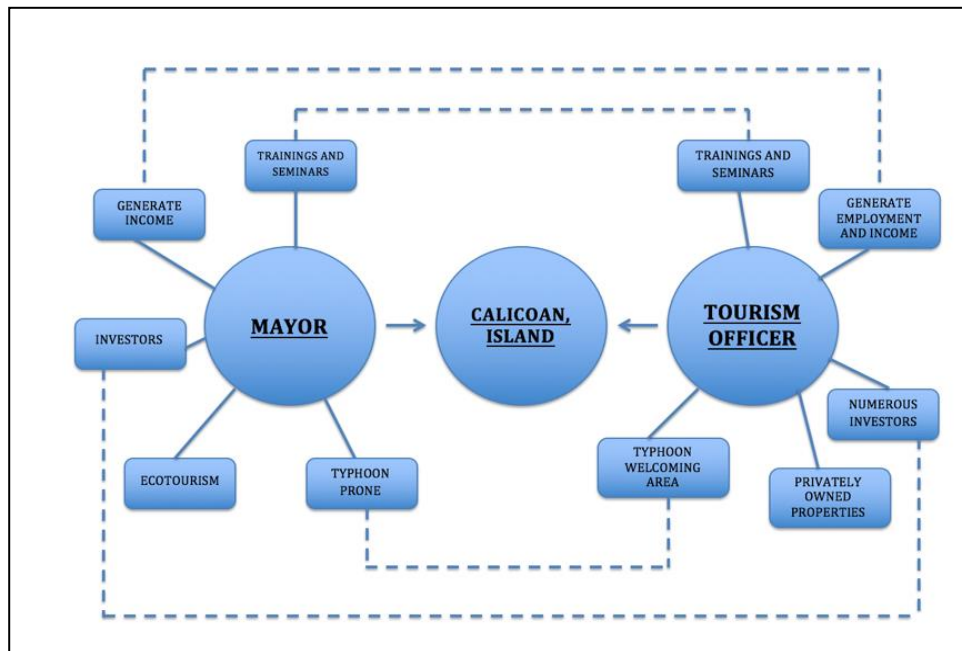


Figure 7: Thematic Analysis

The local government unit has already started using the approach through conducting training and seminars as well as reaching their goal of generating employment and income for the local community. They have also mentioned the island's openness to investors, and the mayor emphasised Calicoan Island's potential in ecotourism. However, the threat of the island being a typhoon-prone area was also pointed out by both individuals. The tourism officer has also said that privately owned properties could potentially be a problem.

4.3 SWOT Analysis

Figure 8 report the swot analysis. The strengths of Calicoan Island lie in the wide array of white sand beaches they offer and their undamaged natural landscape. There are different waves found in their waters conducive for surfing, marking their brand as the Surfing Capital of Visayas. Calicoan Island is also under the Marine Protected Landscape and Seascape in the Philippines. In terms of promotion and their offering local products and services, brochures or paraphernalia are being distributed to tourists. The prices of the products and services offered on the island are fair and reasonable. The local government unit has also done its part with the proper allocation of funds in tourism activities, provision of training for locals, as well as their transparency with regards to budget allocation and spending.

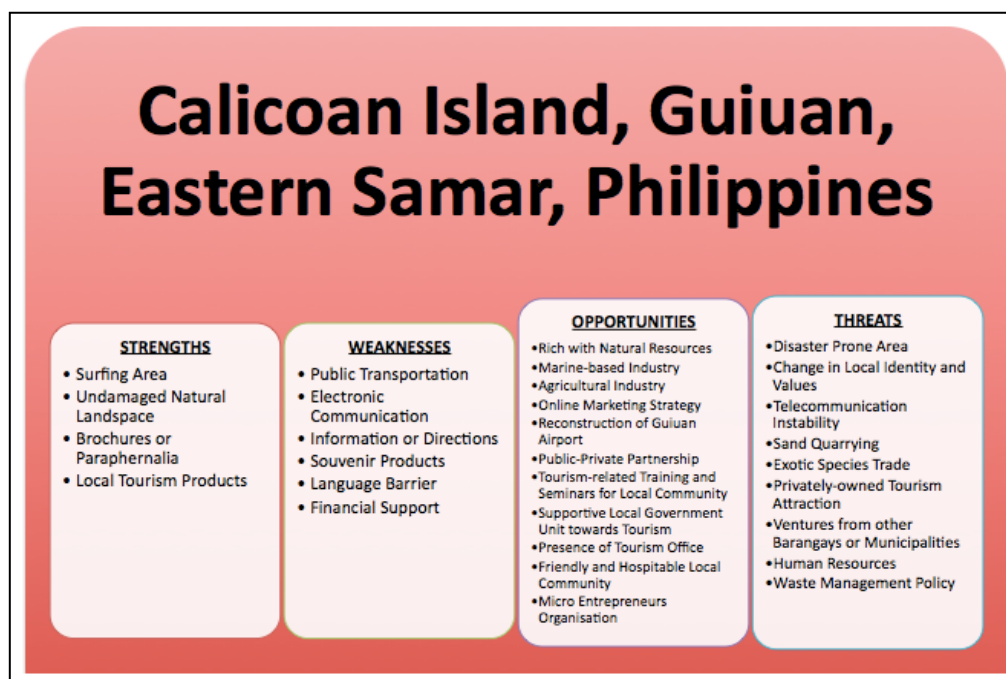


Figure 8: SWOT Analysis

The weaknesses are mainly focused on operating sectors. Public transportation options are limited, and phone reception is weak and unstable. Only one food establishment could be found on the island. Calicoan Island also lacks in souvenir products, which tourists could take home and in activities they could offer from their attractions. Most attractions also lack individual promotion. There is also a problem of the language barrier, as most locals speak Waray-Waray only. The identified opportunities in Calicoan Island include the island's abundance in natural resources, which paves the way for the area's marine-based and agricultural industry. Promotion could also be done through an effective online marketing strategy and the participation of micro-entrepreneurs organisations in tourism activities and programs. The

reconstruction of Guiuan Airport could also improve accessibility. The presence of a tourism office and the support from the local government also open multiple opportunities for the local community. Lastly, the threats are mostly environmental. Besides Calicoan Island being a disaster-prone area, its exploitation of natural resources through sand quarrying and exotic species trade pose a real threat to the island. There is also no waste management policy in effect to maintain the attractions and environment. Other threats include privately owned tourist attractions, ventures from other barangays or municipalities, and the change in local identity and values through the years.

5 Conclusion and Recommendation

From the results, the researchers have concluded that the tourism industry of Calicoan Island is still on-going progress. The island has a lot of attractions, both natural and built, which serves as an essential asset. There is also an event widely known for its religious nature. While there are accommodations present in the area, it has been concluded that they are not enough to cater to potential tourists during peak season. The same could be said with the tourism service of Calicoan Island, which includes one pasalubong center and one food establishment only. Public transportation options to and from the island are also minimal. With that, the positive feedback of the local government and community with regards to using the CBT approach in the formulation of a tourism development plan has been proven to be most advantageous for the area. The goal of these tourism stakeholders will be to maximise their strengths, improve on their weaknesses, develop their opportunities, and prepare and plan for the threats.

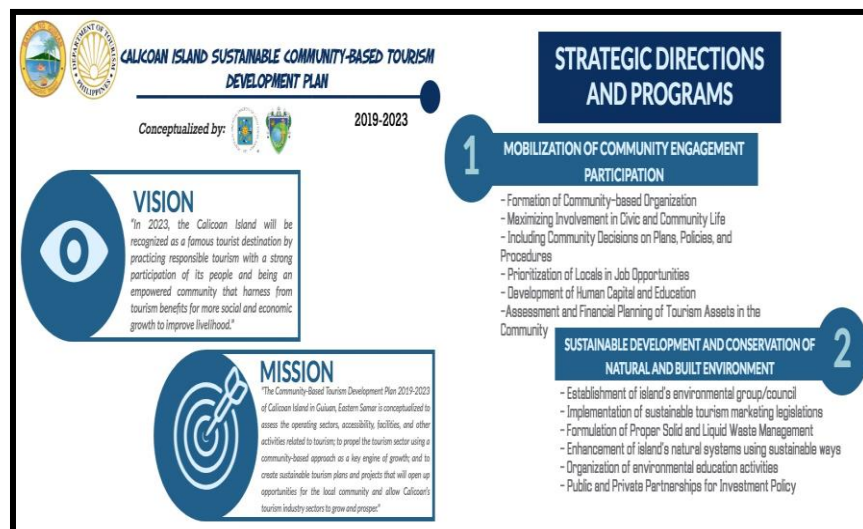


Figure 9: Representation of the Calicoan Island Sustainable Community-based Tourism Development Plan 2019-2023

(Source: Anore et al., 2018)

As part of the recommendation, the researchers envisioned that Calicoan Island would be known not just for being the “Surfing Capital of the Eastern Visayas”, but rather a tourist destination wherein the locals are empowered since they have already undergone numerous training and seminars. In this way, the locals will be knowledgeable enough and already enhanced their skills when it comes to facilitating tourism programs and in providing tourism services to the tourists. By practising community-based tourism approach, this would help to improve the livelihood of the local community while harnessing benefits from tourism to improve their social and economic growth.

The researcher aims to help the Calicoan Island to improve in their tourism industry. It also aims to improve the quality of life of the locals by improving all the sectors especially by using the tourism industry in the island through designing a tourism development plan as a guiding tool for the development of tourism-related infrastructure and project. The creation of Calicoan Island’s Tourism Development Plan (Figure 9) based on CBT are expected to benefits both the local community and tourists . Another goal is the achievement of sustainable development of its available resources, both human and natural, with emphasis on CBT.

To successfully implement the CBT approach in a destination, there is a need to increase the level of community participation. It promotes the pursuance of the area's tourism objectives not only to get things done but also to provide long-term benefits. The concentration of this strategic direction is tapping into the active involvement of the local community in making informed decisions and taking collective actions on things that would affect the economic, political, and social development of the island. In return, it gives the local government an effective means for communicating to those within their jurisdiction. Primarily, it aims to improve the growth of the area with the eradication of poverty effectuated through a change in control relations.

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