

# Roadmap of ecotourism development for emerging tourism destination in the Philippines

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## Abstract

This study established an empirical data of the ecotourism in the Philippines focusing on the following destination sites in Region VI, a region in some part of the Western Visayas Area such as: Bakhawan Ecopark at Kalibo, Aklan, Municipality of Tibiao in Antique, Capiz Ecopark in Cuartero, Capiz, Taklong Island in Guimaras, and Mariit Ecopark in Lambunao, Iloilo. Specifically, the present investigation has delved looking into the status of ecotourism development, the extent of implementation of the Philippines National Ecotourism Strategy (NES), and the problems encountered in the above-mentioned sites. The survey questionnaire was randomly distributed to 384 respondents from the Department of Environment and Natural Resources (DENR), Department of Tourism (DOT) as well as tourist and residents within the focus areas. The study implemented the quantitative approach utilizing the mean, standard deviation, frequency distribution, and the rank as descriptive statistical tools. One-way Analysis of Variance (ANOVA) and Pearson's Correlation Analysis were performed as inferential statistical tools. The results of the study pre-empted the formulation of a five-year roadmap for ecotourism development in Region VI, Western Visayas, Philippines.

## Keywords:

Ecotourism, Development, Roadmap, Emerging Destination, Philippines

## 1 Introduction

The National Ecotourism Strategy 2013–2022 provides a roadmap to the Philippines' quest to gain a competitive chunk of the ecotourism market. According to Tariella (2014) and Villepoux (2014), ecotourism will not only conserve biodiversity, but Lee

(2011) emphasised that ecotourism is helpful among the local communities to have another source of income without going into unsustainable natural resources extraction activities. Aguila and Ragot (2014) added that ecotourism is seen as a potential vehicle to provide environmental, socio-economic and cultural beliefs at both local and national levels. This is likewise similar to the arguments presented by Shodhganga (2010) that ecotourism is about uniting conservation, communities, and sustainable travel. Wang (2010) stated that ecotourism also provides effective economic incentives for conserving and enhancing bio-cultural diversity, and helps protect the natural and cultural heritage of our beautiful planet. Cornejo, Dhevie, Labasan, and Soliven (2016) likewise adhered that ecotourism is a practice emphasising on the enrichment of personal experiences and environmental awareness through interpretation by which ecotourism promotes greater understanding and appreciation for nature, local society, and culture. In its truest form, ecotourism deals with travelling to natural and cultural areas that support conservation and biodiversity (Pinto, 2000) which improves the lives of the local people and supports their educational programs, besides providing some form of education for visitors (Bansil, Capellan, & Castillo, 2015).

Ecotourism is also one of the most saleable products in the tourism portfolio, occupying almost 8 % of the Philippine GNP and GDP in the last 5 years. This revenue came from the expenditures of the foreign tourists from South Korea, China, Japan, Taiwan, United States of America (USA), and of visitors from Europe and the Middle East (Garcia,2012). However, the flocking of tourist to the different ecotourism destinations had also caused a myriad of problems, in particular, those that are related to tourism sustainability aspects like economic, socio-cultural, and environmental (Cater, 2012). Meanwhile, the update of the National Ecotourism Strategy (NES) based on the Ecotourism Initiatives in Asia and the Pacific is very timely as it responds to the recent call of the United Nations under a resolution entitled “Promotion of ecotourism for poverty eradication and environment protection”, for member countries to include in its plan and programs the development of ecotourism (Philippine National Ecotourism Strategy & Action Plan 2013–2022).

Cortum (2015) emphasised that through the NES, even the tourist can be relied on with their viable support for nature through the planting of endemic and indigenous trees in the ecotourism sites they visit, as part of their commitment in conserving and managing our natural areas. To summarise, the NES has the following strategies that will aid the pursuance of ecotourism planning as per Table 1.

Table 1: Ecotourism planning strategies

Strategy	Strategies
Strategy 1	Developing and marketing diversified and competitive ecotourism products;
Strategy 2	Creating a conducive environment for ecotourism investments
Strategy 3	Maximizing economic benefits for the host communities
Strategy 4	Promoting and developing a culture of ecotourism
Strategy 5	Strengthening institutional capacity
Strategy 6	Developing and strengthening partnerships

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Strategy 7	Establishing mechanisms for sustainable financing
Strategy 8	Monitoring outcomes and impacts

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The ultimate goal of the study is to analyse the comprehensive review of the ecotourism development in Region VI. The specific goal of the study is to assess the implementation of the National Ecotourism Strategy which was conceptualised by the Asia Pacific and its implementing guidelines. The findings of the study were used to develop a strategic action plan that leads to the formulation of a strategic roadmap of ecotourism for Region VI.

## 2 Issues

Along with the strategic directions of the NES and Action Plan 2013–2022, a strong cohesion among ecotourism stakeholders is required to pursue inclusive growth in the development of ecotourism sites and destinations (Castillo, Dimaano, Macaspac, Asilo, & Amaro, 2014). Cortum (2015) added that this venture can be networked within the identified clusters of tourism development in the country. The formulation of these new strategic goals adheres to the current and future needs on the development of ecotourism in the Philippines (Tariella, 2014). Also, the participatory thrust of the new NES strongly supports the mandate of Department of Environment and Natural Resources (DENR) and will be a centre point in making sure that even the local tourists will enjoy the natural beauty of the country's ecotourism sites besides learning about the value of conserving the natural resources.

However, the whole idea of the National Ecotourism Strategy localisation has failed to translate the planning process in the regional levels considering that ecotourism (planning) through the NES is within the national level perspective. This allows the application of the NES among selective ecotourism sites. According to Alampay and Libosada (2016), due to undeniable conflict in political agenda of the some of the leaders, the investors, the local people, and other stakeholders are discouraged from supporting the NES. This, therefore, has become a challenge for the development of ecotourism in some areas of the Philippines, particularly in Region VI or Western Visayas area.

Another issue that bloated the problems in the implementation of the NES are the absence of a regional ecotourism development plan in Region VI, in such a way that the strategies set for the national level are adopted for compliance of the mandates for implementation of the NES (Cortum, 2015). To date, the problem of applicability has become one of the multiplier effects affecting the efficiency and effectiveness of the NES. With these reasons, this study was conducted to come up with a customised roadmap of ecotourism development customized for Region VI benchmarking on the implementation the existing National Ecotourism Strategies among the different ecotourism sites in the Region namely: Bakhawan Ecopark at Kalibo, Aklan, Municipality of Tibiao in Antique, Capiz Ecopark in Cuartero, Capiz, Taklong Island in Guimaras, and Mariit Ecopark in Lambunao, Iloilo.

### **3 Methodology**

#### **3.1 Research Design**

This descriptive-correlational research aims to assess the current status of ecotourism in the Philippines, the extent of implementation of the Philippine NES, and the problems that had been encountered in implementing the NES. A quantitative approach was applied to interpret the results and preempt the formulation of a strategic action plan for ecotourism development planning in Region VI.

#### **3.2 Respondents of the study**

There are four groups of respondents in this study; the DENR personnel, DOT personnel (tourism officer), residents and tourists in the identified ecotourism sites. To come up with a definite number of respondents or sample size, the estimator formula:

$$(Necessary\ Sample\ Size = (Z\text{-score})^2 * StdDev*(1-StdDev) / (margin\ of\ error)^2)$$

Adapted from Sirug (2011)

In doing so, the confidence interval was set at 95%, margin of error at  $\pm 0.05$ . The Z score for 95 % is 1.96, considering the standard deviation of .5 and by substituting all the given value, the computed sample size or number of respondents needed was 384.

#### **3.3 Sampling and Instrumentation**

Stratified random sampling was used in the distribution of survey questionnaires; the respondents were divided across the provinces as substratum by making a proportionate distribution according to the number of municipalities at each province per respondent category or according to the census geographical data with respect to the number of municipalities at each province in Region VI. This stratification was based on the complex sampling concepts using the geographical census data with respect to the size of the municipality by Bluman (2007).

The current status of ecotourism in the Region VI was determined using a checklist based on the prioritisation criteria for ecotourism sites by the National Ecotourism Strategy. The checklist employed the point system to quantify the results of the survey. This checklist was then applied to the predetermined focus sites as follows: Bakhawan Ecopark at Kalibo, Aklan, Municipality of Tibiao in Antique, Capiz Ecopark in Cuartero, Capiz, Taklong Island in Guimaras, and Mariit Ecopark in Lambunao, Iloilo.

Another instrument was used to determine the extent of implementation of the National Ecotourism Strategy conceptualised by the Asia Pacific. The instrument has two parts. Part one elicits information about the respondents. Part two is the proper questionnaire that determined the extent of implementation of the NES. The survey questionnaire used a Four Point Scale to quantify the data gathered.

### **3.4 Data analysis procedures**

The study employed quantitative data analysis. Point system based on the NES prioritisation criteria was used to interpret the status of ecotourism development in Region VI. The rank tools and the frequency distributions were employed to interpret the most prevalent problem(s) encountered by the respondents such as the rank tools frequency distribution, mean and standard deviation. The inferential statistics were used to answer inferences. More specifically, the parametric tools were used such as One Way Analysis of Variance (ANOVA) to determine the significant differences between and among three or more independent samples by which in this study were the category or respondents and ratings of the respondents according to provinces. The Pearson's  $r$  was performed to determine the significant relationship between the variables namely the status of ecotourism development and its implementation.

## **4 Findings and Conclusions**

### **4.1 Current Status of Ecotourism in Region VI**

As shown in Table 1, the current status of ecotourism in Region VI was generally "Satisfactory" as indicated in the average score of 79.4 points. The score was based on the NES prioritization criteria such as physical attributes or the specific features of the identified ecotourism destinations in Region VI such as the flora and fauna; ecotourism products or the ecosystem types with ecotourism value, natural scenic attraction and geologic formation; social preparedness that can be manifested by the presence of people's organization; the presence of distinct cultural features in the ecotourism destination sites; ecotourism services or the presence of accommodation, transportation, dining services, and other utilities like water, electricity, communication, and other services like that of trained tour guides and the like; market or the recorded number of visitors or tourist arrivals in ecotourism sites within a given period of time; accessibility which can be enhanced through various services that surrounds it like transportation and roads, accommodation houses, facilities and other supplier of good and services for the tourist and other important entities; and pro ecotourism policies or the existing policies relating to ecotourism, its activities and products.

From the results, it can be deduced that some of the focus sites failed to meet the criteria due to limited technical, material and financial resources. Likewise, as per result, the extent of implementation of the NES was commendable according to the respondent category but not as much as those across provinces. Further, it was concluded that there are also areas in the Region that failed to implement the NES substantially. These results supported the arguments of Alampay and Libosada (2016) that there are areas in the country that has been affected by factors such as varying and non-spontaneous political agenda of the leaders. The most prominent multiplier effect of this issue is the low support of the officials, the people, and investors challenged the development of ecotourism particularly in Region VI. Table 1 reports the summary of the current status of Ecotourism in Region VI.

Table 1: Summary of the current status of Ecotourism in Region VI

Destination Constructs	PTS	AKLAN	ANTIQUE	CAPIZ	GUIMARAS	ILOILO	Region 6
Physical Attributes	50	44	34	15	50	50	38.6
Ecotourism Products	10	10	10	5	10	10	9
Social Preparedness	10	14	0	0	14	9	7.4
Cultural Features	8	4	7	6	4	4	5
Ecotourism Services	6	6	5	5	6	6	5.6
Market	6	6	6	6	5	5	5.6
Accessibility	5	5	3	3	4	5	4
Pro Ecotourism Policies	5	5	1	5	5	5	4.2
<b>TOTAL Points =104</b> including the bonus points.	100	94	66	45	98	94	79.4
Descriptive Rating		Outstanding	Fair	Poor	Outstanding	Outstanding	Satisfactory

#### 4.2 The extent of Implementation of the NES in Region VI

Generally, results in Table 2.1 showed that the NES was implemented substantially (Very High) when rated according to the respondent category as indicated in the mean score of  $M=3.50$  ( $SD: 0.31$ ). More specifically, it was described “Very High” both by DENR and tourist as indicated in the mean scores which fell within the range of 3.51-4.00, but the Tourism Officers and the residents described the implementation “High” as indicated in the mean scores which fell within 2.51-3.50. Further, results in Table 2.2 showed the ratings of the respondents from different provinces. Findings showed that the NES implementation was “High” in general and among respondents from the Provinces of Antique and Capiz as indicated in the means scores which fell within the range of 2.51-3.50. Respondents from the Provinces Aklan, Guimaras, and Iloilo rated NES implementation as “Very High” as indicated in the mean scores which fell within the range of 3.51-4.00.

Based on the results, it was construed that the implementation of NES varies from one Province to another. This may be caused by different perceptions and interpretations among tourism stakeholders in the local communities that can be influenced by several factors such as those related to political will and priorities of the leaders, culture among the people in the locality, awareness and dissemination, ecotourism practices. Although ecotourism was viewed by Wang (2010) to have positive impacts on the economic, socio-cultural, and environmental well-being of the local communities, ecotourism as a mechanism is still unpredictable. Thus, the results were parallel to the arguments raised by Cornejo et al. (2016) that ecotourism as a practice still depends on the enrichment of personal experiences and varying interpretations affected how it is disseminated and controlled.

Table 2.1: Extent of Implementation of NES as Perceived by Respondents classified according to Respondent Category

RESPONDENT CATEGORY	Mean	Desc	SD
DENR Officer	3.51	Very High	0.27
Tourism Officer	3.37	High	0.41
Tourist	3.57	Very High	0.23
Resident	3.50	High	0.31
Grand Mean	3.50	Very High	0.31

Table 2.2: Extent of Implementation of NES as Perceived by Respondents Across Provinces

PROVINCE	Mean	Desc	SD
Aklan	3.64	Very High	0.10
Antique	3.15	High	0.28
Capiz	3.18	High	0.31
Guimaras	3.70	Very High	0.10
Iloilo	3.68	Very High	0.11
Grand Mean	3.47	High	0.18

*Note: The extent of implementation of the NES was measured using the following scale: Very High (3.51-4.00); High (2.51-3.50); Low (1.51-2.50); and Very Low (1.00-1.50) (in reference to Table 2.1 and Table 2.2)*

### 4.3 Differences in the Extent of Implementation of the NES

In Table 3.1, the results revealed that there are significant differences in the extent of implementation of the NES when rated according to the respondent category on Strategy 1 and 2 as indicated in the p-value of  $0.009 < 0.05$  and  $0.024 < 0.05$  respectively. Significant differences were also found out on Strategies 4, 6, 7, and 8 which obtained p-value of  $0.000 < 0.05$ . However, no significant differences were found on Strategies 3 and 5 as indicated in their p values of  $0.078 > 0.05$  and  $0.788 > 0.05$ . Thus, with these shreds of evidence, the null hypothesis of no significant differences in the extent of implementation of the NES when rated by respondents according to the category was rejected for Strategies 1, 2, 4, 6,7, 8 but was accepted for Strategies 3 and 5.

Based on the results, it was concluded that ecotourism as a practice has a distinguishable economic impact among communities that strengthens the institutional capacity of various stakeholders at different levels within the different affected industries. The results were directly associated with the prepositions of Lee (2011) that ecotourism is a mechanism that helps the local communities to have a varying source of income. Ecotourism also widens the livelihood opportunities among the people because it has been regarded as one of the most promising providers of jobs to many stakeholders and to many beneficiaries in an emerging ecotourism destination like Region VI. These results may also be associated with the claims of Alampay and Libosada (2016) wherein the varying impacts especially in the economic aspect, maybe the result of politically related conflicts among leaders in the Region.

Meanwhile, the data in Table 3.2 showed that there are no significant differences in the implementation of the NES when rated by respondents across provinces from Strategies 1-8 as indicated in the p values of  $0.000 < 0.05$ , allowing the rejection of the null hypothesis in this aspect. It was concluded that NES across the Provinces in Region VI was implemented in almost the same manner. This might be due to the similar level of information and manner of execution of ecotourism practices. Again, the results supported the claims of Alampay and Libosada (2016) that the variation in the execution of ecotourism practices might be brought about by the wavering program implementation.

Table 3.1: One Way ANOVA Results on the Significant Differences on the Extent of Implementation of NES in Region VI according to Respondent Categories

Dependent Variable	Sources of Variation	Sum of Squares	df	Mean Square	F	p
Strategy 1	Between Groups	26.04	4	6.51	61.721	0
	Within Groups	39.975	379	0.105		
	Total	66.014	383			
Strategy 1	Between Groups	1.993	3	0.664	3.944	0.009
	Within Groups	64.021	380	0.168		
	Total	66.014	383			



Strategy 2	Between Groups	1.915	3	0.638	3.181	0.024
	Within Groups	76.249	380	0.201		
	Total	78.164	383			
Strategy 3	Between Groups	1.043	3	0.348	2.291	0.078
	Within Groups	57.696	380	0.152		
	Total	58.74	383			
Strategy 4	Between Groups	7.497	3	2.499	10.501	0
	Within Groups	90.432	380	0.238		
	Total	97.93	383			
Strategy 5	Between Groups	0.115	3	0.038	0.352	0.788
	Within Groups	41.54	380	0.109		
	Total	41.656	383			
Strategy 6	Between Groups	1.614	3	0.538	3.549	0.015
	Within Groups	57.625	380	0.152		
	Total	59.24	383			
Strategy 7	Between Groups	3.219	3	1.073	7.246	0
	Within Groups	56.278	380	0.148		
	Total	59.497	383			
Strategy 8	Between Groups	57.669	4	14.417	133.284	0
	Within Groups	40.997	379	0.108		
	Total	98.666	383			

Sig @\*P<0.05

Table 3.2: One Way ANOVA results in the Significant Differences on the Extent of Implementation of NES in Region VI across Provinces

Dependent Variable	Sources of Variation	Sum of Squares	df	Mean Square	F	p
Strategy 1	Between Groups	26.04	4	6.51	61.721	0
	Within Groups	39.975	379	0.105		
	Total	66.014	383			
Strategy 2	Between Groups	26.697	4	6.674	49.148	0
	Within Groups	51.467	379	0.136		
	Total	78.164	383			
Strategy 3	Between Groups	20.574	4	5.143	51.076	0
	Within Groups	38.166	379	0.101		
	Total	58.74	383			
Strategy 4	Between Groups	41.07	4	10.267	68.438	0
	Within Groups	56.86	379	0.15		
	Total	97.93	383			
Strategy 5	Between Groups	11.353	4	2.838	35.496	0
	Within Groups	30.303	379	0.08		
	Total	41.656	383			
Strategy 6	Between Groups	15.523	4	3.881	33.643	0
	Within Groups	43.717	379	0.115		
	Total	59.24	383			

Strategy 7	Between Groups	19.057	4	4.764	44.649	0
	Within Groups	40.44	379	0.107		
	Total	59.497	383			
Strategy 8	Between Groups	57.669	4	14.417	133.284	0
	Within Groups	40.997	379	0.108		
	Total	98.666	383			

*Sig @\*P<0.05*

#### 4.4 Relationship Between Implementation of the Status of Ecotourism and Implementation of NES in Region VI

Results in Table 4 revealed that there is a high and marked relationship between the status of ecotourism and the implementation of NES in Region VI as indicated by the r-value of 0.728. The relationship is also significant with the p-value of  $0.000 < 0.05$  and thus allowing the rejection of the null hypothesis. This means that the status of implementation of the ecotourism in Region VI is directly proportional to the implementation of the NES. This also means that if the ecotourism sites have sufficed the criteria of the NES, possibilities of substantial NES implementation is also high.

Knowing the results, it was construed that an ecotourism site, in particular, the sites that have been specified in the present investigation namely the: Bakhawan Ecopark at Kalibo, Aklan; Municipality of Tibiao in Antique; Capiz Ecopark in Cuartero; Capiz, Taklong Island in Guimaras; and Mariit Ecopark in Lambunao, Iloilo have to conform with the prioritization criteria set by the NES that generally will affect the economic, socio-cultural, environmental well-being of the people in the communities. Thus, it can be concluded that the NES can also be implemented to the optimum.

The results adhered with the provisions in the Philippine National Ecotourism Strategy & Action Plan 2013-2022 saying that the NES based from the Ecotourism Initiatives in Asia and the Pacific is very timely as it responds to the recent call of the United Nations under a resolution entitled "Promotion of ecotourism for poverty eradication and environment protection". In a way, it is also congruent with the arguments of Cortum (2015) saying that; through the NES, everyone including the tourists can be relied on as they adhere to ecotourism practices and policies implemented in the sites as part of their commitment in conserving and managing our natural areas.

Table 4: Pearson's r Results on the Significant Relationship Between Status of Ecotourism and Implementation of NES in Region VI

Variables		Assessment of Current Status of Ecotourism in Region VI	The extent of Implementation of NES
Assessment of Current Status of Ecotourism in Region VI	Pearson Correlation	1	.728*
	Sig. (2-tailed)		.000
	N	384	384
Extent of Implementation of NES	Pearson Correlation	.728*	1
	Sig. (2-tailed)	.000	
	N	384	384

\*Sig @  $p < 0.05$

#### 4.5 Problems Encountered in the Implementation of the NES

The results revealed that the most perceived problem by a different group of respondents namely the DENR officers, tourism officers, tourist, and residents found that language barriers between tourists and residents are the top problem (Rank=1). It was followed by the accessibility of ecotourism sites (Rank=2), and lack of accommodation facilities (Rank=3). From the results, it was concluded that aside from the local and domestic tourists, the ecotourism sites in Region VI were also visited by foreign tourists. More specifically since English is considered as Philippines' second language and they can speak and understand the language, it was presumed that most of the tourists among the ecotourism sites are those coming from non-English speaking countries. This is parallel to the statement of Garcia (2012) that as one the most saleable product in the tourism portfolio, ecotourism occupies an observable portion of the country's revenue coming from the expenditures of the foreign tourists from South Korea, China, Japan, Taiwan, United States of America, some part of Europe and the Middle East.

Also, it was intruded that the problem on accessibility is obviously related to the distance of the site from the main roads that can be reached by a few vehicles or either cannot be reached by vehicles. Moreover, due to inaccessibility, investors are discouraged from starting a business such as accommodation houses, restaurants, and other tourism support facilities. These results likewise favoured the arguments of Alampay and Libosada (2016) that the variation in the execution of ecotourism practices might be brought about by the wavering program implementation that may result to those problems that had been enumerated by the different stakeholders.

Given the foregoing results, this research undertaking was able to come up with a five-year strategic roadmap for ecotourism in Region VI. This document aims to guide the potential and emerging eco sites in the Region VI towards development which is relevant to the needs and goals of every stakeholder as well as to enhance the sustainable management and conservation of the natural resources and protect the livelihood among the local people through healthy interventions by government, non-government, and business institutions in the region, the country and from the global perspective as well. These development objectives were also framed in the Road Map

framework with the purpose to identify and promote ecotourism initiatives in all areas all over Region VI, especially to the focus eco sites.

## **5 Conclusion**

The Asia Pacific Ecotourism Initiatives had been conceptualised in 2006 by the Asia Pacific Ecotourism Society to act as a de-facto roadmap for ecotourism development in the Region and helps to attract development investments. Thus, had able to organize three of the most successful eco-tourism conference: the Vientiane Declaration in 2009; the Ministerial Round Table on Ecotourism in 2011; and the Sihanoukville Declaration in 2011, that promulgated and ratified the implementation of the National Ecotourism Strategies Strategic Action Plan 2013-2022 used by the Philippines through the Department of Tourism in collaboration by other government like the Department of Natural and Environmental Resources (DENR) and its bureaus, and the ecotourism bodies in the country such as National Ecotourism Development Council (NEDC), National Ecotourism Steering Committee (NESC), and the Regional Ecotourism Committee (REC).

In addition, recommendations for in house consultations among the eco sites administrations with the different ecotourism bodies is a must, especially for those eco sites with lower strategy implementation rates. This will serve as a follow up to improve the management of these destinations. For the problems encountered in the implementation of the NES, another consultative activity among the stakeholders like the tourists, residents in the ecotourism sites and the government agencies directly affiliated with the activities in ecotourism, like the DENR, DOT and the LGUs. Underpinning this ecotourism consultancy is an on-going regional tourism initiative of the DOT, through the Regional Ecotourism Committees to promote cooperation between the various provinces in Region VI for the development and promotion of the ecotourism industry. It is one of the objectives of this strategic action plan to seek out synergies with this on-going ecotourism initiative when articulating and strengthening national and regional strategies and action plans.

From this point, the road mapping to ecotourism needs to embrace a multi-scale approach. Local ecotourism products along with the implementing strategies only become viable when integrated into wider transnational and global tourism policy and industry frameworks as to sustain not only the conservation but the economic and social well-being of the people in these localities. They can only achieve their goal of poverty alleviation and sustainable livelihood creation when integrated with actual ecotourism markets, resource preservation policies and sustainable development programs at the national and international level.

## **6 About the author**

MA. Gerlia Aujero- Blanza, is currently an Assistant Professor at West Visayas State University (Philippines) and has a Doctorate Degree in Business Management with

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