

# An Assessment on the Resident's Perception on the Effects of Tourism in Southern Cebu, Philippines

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## *Abstract*

One of the global industries with the quickest growth rates is tourism. It is one type of project that generates income and helps a nation's economy grow and thrive. In order to assess the socioeconomic effects of the tourism industry in Barili, Cebu, this paper looked at the following factors: employment generation, increase in private and public investment in the region, entrepreneurial development, increase in standard of living, increase in foreign exchange earnings, development of public facilities, infrastructure development, social relationship development, increase in cultural activities, increase in pride, and cultural exchange, appreciation of local culture, positive change in people's lifestyle, behavior and values have a Neutral degree of responses perceived by the respondents . Furthermore, it's important to look at tourism's drawbacks, such as rising property values, benefits for non-residents, rising costs of living, commercialization of activities, dilution of regional languages, rise in crime, escalation of social conflicts, social dislocation, crowding and congestion, prostitution, inflation, pollution, and loss of cultural identity, as these effects would demonstrate the positive changes the industry brings.

**Keywords** – Effects, residents, perception, tourism destinations, assessments

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## **INTRODUCTION**

Over the years, Philippine tourism has continued to expand steadily. Since 2017, there have been more visitors, which has had a significant impact on the socioeconomic situation, notably in the country's top tourist sites. The rise of international travelers is associated with an increase in the generation of foreign exchange revenues, entrepreneurship, investment opportunities, and other societal economic advancements. A significant change brought about by the industry in the community is the appreciation

of local culture, a contributing factor to harmony and understanding amongst cultural groups, and other pertinent alterations on people's way of life and conduct.

The Philippines' strong gain in both inbound and outbound tourists opens the path for it to continue to be a popular tourist destination on a global scale. The province's tourism business is strengthened by the presence of natural attractions, its rich cultural and historical significance, and the sincere hospitality of the Cebuanos. As a result, Cebu is a significant

player in the tourism industry, driving both domestic and foreign travel.

The Municipality of Barili, which is situated in the southwest of Cebu, has been expanding its services in an effort to develop its tourism sector. Since five (5) years ago, a significant change in tourism-related activity has drawn more visitors to the area's tourist attractions. These give rise to a better tourist cycle from natural, man-made, cultural, historical, unique events, and festivals. Along with its tourist attractions, the town is known for its mouthwatering regional specialties such as *relyenong monngos*, *salbaro*, *tinapay*, *putobalanhoy*, *pinato*, and *bibingka*. Locals now have more chances to market and sell their goods and services to both domestic and international tourists because of the growth of tourism. The Municipality of Barili remains on the development plan for tourism in Cebu thanks to these attractions and activities. Nevertheless, with the effort and creativeness of its tourism personnel, its future development would come a long way towards successful tourism activity in the province. Further, the significance to assess its socio-economic impact would pave the way into the creation of a local tourism development plan that would help strengthen the industry not only as one of the income-generating resources but also as a means to improve the social lives of the people living in Barili.

## LITERATURE REVIEW

All travel-related activities that take place inside a tourist's destination outside of their home country are referred to as tourism. (UNWTO, OECD, Eurostat, International Recommendations on Tourism Statistics, 2009). The contribution that tourist spending makes to our nation's foreign exchange profits, investment opportunities, and infrastructure and superstructure advancements is very

significant.

Moreover, in terms of its social benefits, tourism motivates and encourages friendship between the host community and tourists, cultural enrichment and appreciation of cultural diversity, educational significance for gaining information and enhancing knowledge of the places visited, and lastly, a vital peace force for creating peace and harmony (Cruz, Zenaida; *Principles of Tourism*).

Thus, tourism's economic impact is observed through changes in the economic status and activities of the people who directly and indirectly are involved in tourism activities in the community (Research Resolutions and Consulting Ltd. 2007; *Guidelines: Survey Procedures for Tourism Economic Impact Assessments of Gated, Permanent Attractions*).

Tourism's economic characteristics include an increase in local income, employment opportunities, and business linkage. When tourists travel, their spending on local products and services thereby increases the economic activity in the area. White, Sean. 2010. *Measuring Tourism Locally; Guidance Note: Local Economic Impact Modelling Approaches*.

Social tourism is not similar to social impacts of tourism. Its main purpose is to make sure tourism is accessible to people. Socio-cultural impacts of tourism need to be considered since people living within the community are the primary beneficiaries of its changes and developments (Kraig, 2001). Tourism also needs to be controlled so as not to create irreversible damage to the environment, cultural and historical heritage, and other physical and intangible resources in the community. (Engelhardt, Richard UNESCO

Regional Advisor for Culture in Asia and the Pacific vi).

Generally, travel and tourism economic and social impacts huge as it is a good avenue for business opportunities and investments, creating more jobs and other entrepreneurial development in the country. Aside from that tourism protects heritage and cultural values through preservation and conservation of its resources. (2015, Scowsill David, President, WTTC).

Against this background, the proposed study will investigate the social and economic impacts of tourism in the Municipality of Barili. A better understanding and awareness on how tourism affects the lives of the people and how it contributes to the economic growth in the community could be realized. Further, the significance to evaluate and assess the socio-economic impact of the tourism industry in the Municipality of Barili, would also strengthen the industry not only as one of the income generating resource but also as a means to improve the social lives of the people living in the Barili.

## **OBJECTIVES**

This study identifies the socio-economic impact of tourism in the identified tourism destination in the Municipality of Barili. Specifically, this will answer the following questions:

1. Identify the visitor attraction record (VAR) in the Municipality.
2. Assess resident's perception on the positive and negative socio-economic characteristics of tourism in the Municipality of Barili.
3. Recommend ways and strategies to improve the tourism industry in the municipality.

## **Materials and Methods**

This study used quantitative descriptive

research design. It is anchored on the study of Sawant, Madhuri on the Socio-Economic Impacts of Tourism Development at Aurangabad District. Modified and adopted survey questionnaires and interview guides were the main instruments of the study.

The methodology centers on questions relevant to the change of economic stability of the people and the effects of tourism on people's way of life, values, and behavior. Primary data such as visitor attraction record (VAR), list of identified tourists' destinations, tourism arrivals and other pertinent records or archival documents were taken from the Tourism Legislative Office in the Municipality.

Clustered sampling is the method used in the study where cluster of participants are used to represent the population identified in the study. (Jackson, S.L. (2011) "Research Methods and Statistics: A Critical Approach" 4<sup>th</sup> edition, Cengage Learning).

Due to the fact that these are the Municipality of Barili's identified tourism sites, eight (8) of the Municipality's forty-two (42) barangays were chosen as destination samples. Both positive and negative aspects of tourism's socioeconomic effects were categorized.

The positive socio-economic characteristics were identified into employment generation, increase in investment in area by private and public organizations, entrepreneurial Development, Increase in a standard of living, increase in foreign exchange earnings, public facility development, infrastructure development, cultural conservation, social relation development, increase in cultural activities, increase in pride, cultural exchange, appreciation of local culture, and positive change in people's lifestyle, behavior and values.

Thus, the negative socio-economic characteristics were identified into increase in property prices, nonresidents are getting

benefits, increase in cost of living, commercialization of activities, dilution of local languages, increase in crime, increase in social conflicts, social dislocation, increase in crowding and congestions, prostitution, inflation, pollution and loss of cultural identity. Moreover, 5-point Likertscale was used to measure the value of each socio-economic characteristics which represents strongly agree, agree, neutral, disagree, and strongly disagree.

### Results and Discussion

The Municipality of Barili is composed of forty-two (42) barangays, eight (8) of which

were officially recognized as tourism destinations in the community. These barangays are Barangay Boloboloc, Campangga, Dakit, Luhod, Mantalongon, Mayana, Poblacion and Sayaw. Among others, these destinations primarily benefit the tourism industry since it is where major tourism attractions are found. Major changes and developments have been observed by local residents and tourists particularly these tourism sites. The tourism attractions found within these areas are further categorized into natural attractions, man-made, cultural, historical, festivals and other special activities.

**Table 1. Distribution Of Respondents**

Name of Barangay	Name of Identified Tourist Attraction
1. Barangay Boloboloc	Boloboloc Sulfuric Springs
2. Barangay Campangga	AC Tilapia Fun Fishing Mantayupan Falls
3. Barangay Dakit	Molave Milk Station
4. Barangay Luhod	Green Valley Mountain Resort
5. Barangay Mantalongon	Living The Gospel Community
6. Barangay Mayana	Salay Church
7. Barangay Poblacion	Santa Ana Shrine Barili Tennis Club RVA Sports Complex Kaumahan Festival
8. Barangay Sayaw	Sayaw Beach

According to the report, the town still lacks known tourism locations or attractions. The local government office is therefore currently keeping an eye on these sites in order to increase revenue and opportunities in the municipality that presents the number of tourist arrivals in Barili along with the corresponding identified or official tourist destinations in the Municipality. The data included the total number of tourist arrivals on a daily, monthly, and annual basis. It displays

the quantity of both domestic and international visitors. It appears that VAR record keeping began in 2015; prior to that, neither the local government office nor the municipality stored VAR data. In light of this, the local government's tourist agency solely maintains records on visitor attractions. Because of this, the local government's tourist agency only maintains records of visitor attractions from 2015 and onward. These monitor any changes in the number of tourists visiting the area. Also

revealed by the data was a steady rise in both domestic and international tourist arrivals in

the municipality. This is a reliable sign of increasing tourism in Barili.

**Table 2. Visitor attraction record 2015**

Month	Domestic	Foreign Tourist	Total
JANUARY	116319	1650	117,969
FEBRUARY	53376	2251	55,627
MARCH	57984	3246	61,230
APRIL	115095	14856	129,951
MAY	34923	2205	37,128
JUNE	16497	1417	17,914
JULY	56949	3038	59,987
AUGUST	25835	1582	27,417
SEPTEMBER	23282	1661	24,943
OCTOBER	33014	1540	34,554
NOVEMBER	49724	1468	51192
DECEMBER	115719	1650	117369
GRAND TOTAL	698,817	36,564	735,381

Table 1 presents the Distribution of the Tourist Attractions. The identified tourists' attractions in the Municipality of Barili are the Sta. Ana Shrine, Barili Tennis Club, AC Tilapia fun fishing, Bolocboloc Sulfuric Springs, Green Valley Mountain Resort, Living the Gospel Community, Mantayupan Falls, Molave Milk Station, RVA Sports Complex, Salay Heritage, and Sayaw Beach. There are still other attractions in the Municipality however, it is still not receiving income or has not been known to tourists yet. These attractions are still in the process of being discovered and to be marketed by the host barangay.

Table 2 presents the visitor attraction record in the year 2015, there was a total of 16,183 foreign tourists and 195,865 domestic tourists. The month of July has the highest number of tourist arrivals since this is when the town

fiesta is celebrated.

### Visitor Attraction Record (VAR)

Visitor Attraction Record (VAR) is a data gathered by the local government tourism office in the Kaumahan Festival, Ms. Barili Beauty Pageant, Disco's, and other events are anticipated annually. Followed by the month of October, March, April, May, November, August, December, September, June, February and lastly January. The assumption that January was the least visited month in the Municipality is because this is the month where the Cebu City province celebrates Sinulog Festival and other major events in the province. Mostly tourists flock in the city center to witness the Sinulog Festival, and a visit to Basilica Minore del Sto. Nino, the patron saint of Cebu City.

**Table 3. Visito(Var)2016**

Month	Foreign Tourists	Domestic Tourist	Total
JANUARY	626	7,651	8277
FEBRUARY	1,395	12,745	14,140
MARCH	1,637	18,647	20,284
APRIL	1,642	18,077	19,719
MAY	1,885	16,437	18,322
JUNE	0	13,017	13,017
JULY	2,107	25,664	27,771
AUGUST	1,214	15,829	17,043
SEPTEMBER	1,442	14,467	15,909
OCTOBER	1,303	22,122	23,425
NOVEMBER	1,490	16,679	18,169
DECEMBER	1,442	14,530	15,972
GRAND TOTAL	16,183	195,865	212,048

Table 3 presents the visitor attraction record (VAR) in the year 2016. As per record, the data gathered were only from July to December 2016, this is because of political issues and implementation of the new administration in the local government unit in the Municipality. Apparently, the month which has the highest number of tourist's

arrival is December, followed by September, October, November, July and August. Unlike in the previous year, July is second from the least visited month. Other months incurred an increase number of tourists arrivals. This is assumed because of the newly opened attractions, investment opportunities and facilities in the Municipality.

**Table 4. Visitor attraction record (var) 2017**

Month	ForeignTourists	Domestic Tourist
JULY	5238	30016
AUGUST	4121	23031
SEPTEMBER	4319	58285
OCTOBER	5184	53972
NOVEMBER	1792	52317
DECEMBER	1435	95472
GRAND TOTAL	22089	313093

Table 4 presents the visitor attraction record (VAR) in the year 2017. From the data gathered, the month of April is the most visited month, followed by January, April, and

December were the month with a highest number of tourists visiting attractions in the municipality.

YEAR	TOTAL NUMBER OF TOURIST ARRIVAL
2015	212,048
2016	335,182
2017	735,381
Grand Total	1,282,611

**Table 5. Comparison of visitor attraction record by year**

Table 5 presents the Comparison of Visitor Attraction Record (VAR) from 2015 to 2017. As shown, there is evidence of an increasing tourist's arrival in the Municipality of Barili from the last three (3) years, even though that the data gathered from 2016 was only based for the 6 months term. Hence, there was a total of 1, 282, 611 tourist visitors in the

### **Socio-Demographic Profile of the Respondents**

The respondents of this study were carefully chosen representing each sample tourist's destinations in the Municipality. They were surveyed according to age, gender, civil

### **Perceived Socio-Economic Impacts of Tourism using Relative Frequency Percentage**

This presents how many times the respondents have chosen the item characteristics based on their perception as to strongly agree, agree, neutral, disagree and strongly disagree. For the positive socio-economic impacts, employment generations of tourism have gained 46.81% majority for those who strongly agreed while 31.81% agreed, 16.81% were neutral and only 1.94% strongly disagree. This means that tourism creates more job opportunities for residents in the community. With regard to increase in investment opportunities in area by private and public organizations, 38.19% of the respondents agree, while 35.42% strongly agree. 20.14% remained neutral, while 2.64%

Municipality of Barili for the last 3 years. Thus, it is believed that there are more tourists visiting our municipality, that only means that there will also be more business and employment opportunities for people to strengthen its economic growth and development in the municipality.

status, highest educational attainment, occupation, type of employment, status of employment and income bracket. There were a total of seven hundred twenty (720) respondents from the eight (8) tourism destination samples in the municipality.

disagreed and only 0.14% strongly disagrees. As with entrepreneurial development a higher percentage of the respondents strongly agreed on the increase of small-scale businesses in the community with 40.69%, followed by those who agreed with 32.69%, while 19.86% were neutral and 3.19% disagreed. In the case of increase in the standard of living 36.39 percent agreed that they have somehow felt the change in their standard of living, while 29.17% strongly agreed on this matter, and 26.11% remained neutral. As to those who disagreed there were a portion of 3.61% and a remaining 0.28% for those who strongly disagreed. With regard to the increase in foreign exchange earnings, majority agreed on this with 35.42% while 28.89% strongly disagreed. The remaining 26.81% were neutral and 4.31% said that they have

disagreed. For public facility development, majority agreed that they have observed major developments on public facilities within their community, 22.50% were neutral, while 4.44% disagreed and remaining 0.28% strongly disagreed. As per the infrastructure development, 38.19% of the respondents agreed while 29.31% strongly agrees, those who remained neutral were 22.64% and 4.17% disagreed and a portion of 0.28% of the respondents strongly disagreed. Moreover, on the aspect of cultural conversation majority have agreed that tourism contributed to the conversation of cultural heritage in the community, 27.50% strongly agreed, while 20.42% neither agrees or disagrees and 4.17% disagreed while 0.14% strongly disagreed on this aspect. With regards to social relation development majority of the respondents agreed with 36.11%, while 30.97% strongly agreed, 23.33% were neutral and 3.06% disagreed. Heritage conservation aspects also have a higher percentage for those who strongly agreed with 35.97%, while 26.11% agreed, 20.83% were neutral, 5.69% disagreed and only 0.28% strong disagreed. The increase in cultural activities because of tourism also gained positive responses with 35.28% of the respondents agreed, and 27.08% strongly agreed, while 26.81% remained neutral, 3.33% disagreed and none of the respondents strongly disagreed. The increase in pride by the locals because of tourism industry has a higher positive response with 39.17% for those who agreed and 22.64% who strongly agreed, 25.69% have neutral responses and a remaining of 3.89% disagreed. As with the cultural exchange 35.0% agreed and 25.14% strongly agreed, 28.75% were neutral and 3.75% disagreed. On the appreciation of local culture most of the respondents agreed with 35.83% while 22.64% strongly agreed, 26.39% remained neutral and 3.75%

disagreed with 0.14% strongly disagreed. Lastly, on the aspect of positive change in people's lifestyle, behavior and values because of tourism, majority of the respondents agreed on this with 32.36% while 29.17% strongly agreed, 26.11% remained neutral, and 2.92 % of the respondents disagreed.

On the perceived negative socio-economic impacts of tourism, the respondents have various responses. With increase in property prices, 55.28% disagreed while 8.47% strongly disagreed. This implies that tourism has not brought increase in property prices in destination barangays in the municipality as perceived by the residents. While 24.86% remained neutral, only 3.42% agreed on this and 0.42% strongly agreed. On the aspect of nonresidents are getting benefits from tourism majority of the respondents disagreed with 49.17% while 18.89% strongly disagreed, primarily because the residents on the respective barangay where a tourists attraction is located have benefited from the income brought by tourists visiting the place, 17.22% remained neutral and only 2.08% agreed with 0.69% for those who strongly agreed. With the increase in cost of living, majority of the respondents also disagreed with 51.94% while 15.97% strongly disagreed, a remaining of 18.19% for neutral responses and 2.50% for those who agreed and 0.28% for those who strongly agreed. As per commercialization of activities, 45.08% disagreed and 15.97% strongly disagreed, while 17.64% remained neutral and 3.33 % agreed with 0.14% strongly agreed. Dilution of local languages because of tourism have gained 47.08% for those who disagreed while 19.86% for those who strongly disagreed, 16.53% remained neutral, with a remaining of 2.64% for those who agreed and only 0.14% for those who strongly disagreed. Most of the respondents have disagreed on the



increase of crime because of tourism with 41.25% while 24.17% for those who strongly disagreed, 19.72% remained neutral, 2.22% agreed on this with only 0.28% strongly agreed. With regard to the increase in social conflicts most of the respondents disagreed on this with 45.69% with 20.97% strongly disagreed, while 16.25% were neutral and only 1.53% agreed. With regard to social dislocation 42.22% disagreed while 28.61% strongly disagreed, 16.81% remained neutral and only 1.81% agreed. As per environmental damage majority disagreed with 49.03% and 21.81% strongly disagreed, 15.83% were neutral and 2.22% agreed and only 0.14% strongly agreed. Increase in crowding and congestions remained not an issue with 46.25% of the respondents who disagreed and 24.44% strongly disagreed, 15.97% remained neutral and only 1.94% agreed. On the issue of prostitution majority of the respondents disagreed with 37.22% while 38.19% disagreed, and 12.78% were neutral and only 1.81% agreed. As per inflation still the respondent's response has higher percentage on those who disagreed with 45.0%, while 38.25% strongly disagreed, the remaining 14.03% were neutral and 1.25% agreed and 0.14% strongly agreed. In the case of pollution 40.56% disagreed that tourism contributes to this, while 31.25% strongly disagreed, 14.58% were neutral and 8.06% agreed. Hence, the respondent's responses on their perception on the socio-economic impact of tourism were all positive in view of the frequency distribution, which implies that the tourism industry in Barili have been a source of income generation. As to the perceived negative socio-economic characteristics of tourism such as increase in property prices, nonresidents are getting benefits, increase in cost of living, commercialization of activities, dilution of local languages, increase in crime, increase

which helps the residents improve their state of living and positively influence their values and behavior in the community.

### **Computed Weighted Mean of the Resident's Perception on the Socio-Economic Impacts of Tourism**

Using the weighted mean average computation, the respondent's answers vary from strongly agree, agree, neutral, disagree and strongly disagree. On the employment generation 4.16% of the respondents generally agree that tourism creates more jobs and employment particularly in the identified tourist destinations in the Municipality. This is a positive implication for socio-economic impact of tourism in the community. With regards to increase in investment in area by private and public organizations, entrepreneurial development, increase in standard of living, increase in foreign exchange earnings, increase in foreign exchange earnings, public facility development, infrastructure development, cultural conservation, social relation development, heritage conservation, increase in cultural activities, increase in pride, cultural exchange, appreciation of local culture, positive change in people's lifestyle, behavior and values have a general weighted average mean of 3.73 which means Neutral. Hence, this can be assumed that based on the perceived responses of the respondents on the positive socio-economic characteristics of tourism they neither agree nor disagree. They remain the in the middle understanding on the effects of tourism industry brought in the community.

in social conflicts, social dislocation, environmental damage, increase in litter and garbage, increase in crowding and congestions, prostitution, inflation, pollution and loss of cultural identity have a computed average mean of 1.76 which has a descriptive

rating of Strongly Disagree. Nevertheless, this means that the respondents did not agree that tourism bring negative socio-economic impacts to the community. They either see it as a good income generating industry which contributes to the improvements and developments of Barili as a tourist's destination in the province of Cebu.

### **Summary of Findings**

This section presents the summary of findings and conclusions drawn from the research investigation. The recommendations will serve as guidelines for the proposed tourism development plan.

1. Based on the Visitor Attraction Record (VAR), the number of tourists arrivals in the Municipality of Barili for the last three (3) years have significantly increases from 212,048 tourists (2015), to 335,182(2016) and 735,381(2017) for a total of 1,282,611 tourists arrivals both foreign and local.

2. There are only eight (8) identified tourist destinations in the Municipality of Barili namely Barangay Boloboloc, Campangga, Dakit, Luhod, Mantalongon, Mayana, Poblacion and Sayaw. These barangays have possessed the different tourist's attractions that attract the tourists to visit the municipality. Though there are other tourists attractions found in the

### **CONCLUSIONS**

Based on the results and findings of the study, the socio-economic impact of tourism in the Municipality of Barili has Neutral perceived positive socio-economic impacts. While the perceived negative impacts have not been experienced or observed by the respondents in the community. This can be assumed that the respondents still has to

locality, they are still not famous and needs more development.

3. The respondent's perception on the positive socio- economic impacts of tourism has a weighted average mean of 3.73 which means Neutral. These characteristics include employment generation, increase in investment in area by private and public organizations, entrepreneurial development, increase in standard of living, increase in foreign exchange earnings, increase in foreign exchange earnings, public facility development, infrastructure development, cultural conservation, social relation development, heritage conservation, increase in cultural activities, increase in pride, cultural exchange, appreciation of local culture, positive change in people's lifestyle, behavior and values. While the respondents perception on the negative socio-economic impact s of tourism have a weighted average mean of 1.76 which means Strongly Disagree. These characteristics include increase in property prices, nonresidents are getting benefits, increase in cost of living, commercialization of activities, dilution of local languages, increase in crime, increase in social conflicts, social dislocation, environmental damage, increase in litter and garbage, increase in crowding and congestions, prostitution, inflation, pollution and loss of cultural identity.

validate and experience more its positive impacts in order to fully conclude that tourism brings socio-economic impacts in the lives of the people in the municipality. Nevertheless, there is no evidence or support that negative impacts of tourism are existing or have been experienced by the residents in the community. Still, tourism holds the opportunity to boost the socio-economic development of the Municipality of Barili.

## RECOMMENDATIONS

Based on the results and finding of the study, the following are its recommendations:

1. Creation of a Tourism Development Framework by the Local Government Tourism Office which serves as a tool in the planning and implementation of future tourism projects and developments in the Municipality of Barili.
  2. Improvement of tourism destination facilities and services to meet the standard service quality of tourists and guest visiting the area.
  3. Encourage and support locals to promote local products and services to strengthen small and medium enterprise developments.
  4. Community involvement and participation in the creation of tourism development plans in order to strengthen and sustain the tourism industry in the municipality.
  5. The Municipality of Barili possess a lot of infamous tourist attractions hence, it is recommended that the tourism office in collaboration with the respective barangay officials may register these existing tourists attractions in order to be officially part of its tourism attractions through promotions and marketing that could attract more tourists to come and visit the Municipality.
  6. It is recommended that the tourism legislative office in Barili may conduct or include the socio-economic status of the tourists visiting in the locality to help measure the socio-economic impact of the
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tourism industry in the municipality.

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