



## The Role and Benefits of Promoting Sustainable Tourism Development in the Municipality of Catubig, Northern Samar

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### ABSTRACT

This study aimed to identify the role and benefits of promoting sustainable development in the municipality of Catubig Northern Samar. Specifically its objectives are to determine the profile of the BSHRM students A.Y. 2018-2019 as to their age, sex, civil status and year level. Likewise, it also aimed to determine the different tourism sites that can be found in the municipality of Catubig N. Samar. Further, it also determined the role of the government in promoting sustainable tourism development in the municipality. Lastly to find out the benefits that the Catubignon could be able to gain in promoting sustainable tourism development in the municipality. The study utilized the descriptive correlational design of study with the purpose of determining the benefits that Catubignon can gain in promoting sustainable tourism. The study utilized the descriptive statistical tools such as frequency counts, percentages, and weighted mean. Multiple regression analysis using Statistical Package for Social Science was done to test the relationship of the variables. Findings revealed that 4 or 13.33 percent of the respondents had ages 24 years old and above and 26 or 86.67 percent had ages 20 years old to 23 years old. This implies that most of the respondents were young adult since the respondents were third year college students. In terms of sex, 12 or 40 percent of the respondents were male and 18 or 60 percent of the respondents were female. This implies that majority of the third year BSHRM student were female. Majority of the respondents had answered. Findings revealed that the respondents were much aware on the tourism sites found in Catubig like the Holy Cross, diversion road, Fatima Park, Ligiron, Hanging bridge, UEP-PRM, Riverbanks, Tabaw Café and Resto with a grand mean

of 4.11. This implies that the third year BSHRM students were familiar with the tourism sites in Catubig. As to the role of the government in promoting sustainable tourism development in Catubig N. Samar. Findings shows that the government is very probable promoting sustainable tourism development by determining future/ resent land use zones for incremental tourism development with a weighted mean of 4.53 The data also showed that the government is often probable in promoting sustainable tourism development in Catubig supporting economic development of local/ regional tourism products. This means that the government done their role in promoting sustainable tourism development in our town. Findings revealed that the benefits gain is much desirable in promoting sustainable tourism development in Catubig with a grand mean of 4.1. This implies that the benefits gain in promoting sustainable tourism is very much desirable since it provides employment to people, double the expenditure tourism enhances peace, prosperity and happiness among people in the society. As for the relationship between tourism sites found in Catubig and the role of government in promoting sustainable tourism to the benefits that Catubignon can gain in promoting sustainable tourism. Using multiple regression analysis, it was found out that the beta coefficients ( $\beta = .655$  and  $\beta = .766$ , sig= .000) reveal a significant relationship between the tourism sites found in Catubig and the role of government in promoting sustainable tourism to the benefits that the Catubignon can gain in promoting sustainable tourism. This implies that the more the tourism sites and if the government do their function in promoting sustainable tourism, the more the benefits that gain.

**KEYWORDS:** *sustainable, development, tourism, promoting, benefits*

## I. INTRODUCTION

Tourism industry, is one of the fastest growing industries in the world, has significant impact on natural resources, consumption patterns, pollution and socio-economic systems. Sustainable tourism makes a minimal impact on the environment and local culture, while contributing to overall development by helping to generate future employment for local people and bringing a positive experience for tourism companies and tourists' themselves.

Sustainable development is the concept of global development in the 21st century, which is not imaginary and politically colored target. It is imposed by the forces of natural laws and survival of the planet, and therefore accepted by governments of all countries of the world.

It reflects the harmonization of needs of economic development and the necessity of environmental protection, carried out with the aim of preserving sufficient quantity of natural resources, thus enabling future generations to live and satisfy their own needs. It is focused on the integration of environmental, social and economic interests, which means that it is not just about "green" issues.

Tourism promotion towards sustainable development of one's municipality or country means trying to encourage the actual and potential customers to travel a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product. The objectives of promotion those are consistent with the general marketing plan is to identify the target group to which the promotion is conducted, to find out the effective advertising, sales support and public relations programs to be planned, and to select the best methods to be used to control and assess the promotion operation. (Baldemoro 2013.)

According to Mill and Morrison (2009), the following three types of promotion help to modify the consumer's behavior in the stages of buying process. Firstly, informative promotions are most effective at the earlier buying process stages like attention and comprehension. Secondly, persuasive promotions work well at intermediate buying process stages which assist with 4 attitude, intention, and purchase. Finally, after the first visit or usage the services, reminder promotions are effective to use. It is quite

clear from this statement that promotion plays a vital role to advertise any destination and can help to modify the tourist behavior by ensuring the repeat visitor continue to purchase the same product instead of switch to another destination. Promotion in tourism helps to draw the attention of the potential tourists, modify the behavior of the existing buyers and influence them to visit a destination. (Mill & Morrison 2009.)

As BSHRM students, the researchers conducted this study to determine the role and benefits of promoting sustainable tourism development in the municipality of Catubig. As a municipality we have a lot to offer in terms of various tourism product which we can be proud of to other people from neighboring and nearby places. Having all of these is such a privilege because not all have been granted with such beauty of nature, the scenic view, mystique reverence & history of our town is an endowment from God, hence we must love it and protect it, in such a way we are promoting sustainable tourism development of our beloved Catubig. Hence, this study.

## II. Objectives of the Study

This study aimed to identify the role and benefits of promoting sustainable development in the Municipality of Catubig, Northern Samar.

Specifically, this seek to answer the following questions:

1. What is the demographic profile .in terms of their
  - 1.1. Age
  - 1.2. Sex
  - 1.3. Year Level
2. What are the different tourism sites that can be found in the municipality of Catubig N. Samar?
3. *What* is the role of the government in promoting sustainable tourism development in the municipality?
4. *What* are the benefits that the Catubignon could be able to gain in promoting sustainable tourism development in the municipality?

## III. Methodology

### Locale of the Study

This study was conducted in one of the campuses of University of Eastern Philippines System. UEP-PRMC Campus is the former Pedro Rebadulla Memorial Agricultural College, it was integrated as part of the umbrella of UEP system on the year 2003. Presently, UEP-PRMC offers five different degree

programs which caters the educational need of the youth in Catubig Valley Area.

Particularly, this study was conducted in the College of Hotel and Restaurant Management of UEP-PRMC Campus. The respondents are the 30 third year BSHRM students who are officially enrolled in the Department. They will be selected through complete enumeration because all of them will be chosen as respondents of this study.

The study was conducted from last week of March up to the third week of April due to- time constraints the variable has been limited to its independent and dependent variables only.

### Research Design

The primary tool that was used in this study is the descriptive correlational that is personally formulated by the respondents. The instruments are divided into three parts.

The first part is intended to determine the demographic profile of the respondents with respect to their age, sex, civil status and year level.

The second part is intended to know the different tourism product, which can be found in the municipality of Catubig N. Samar.

The third part will be for will be about the determination of the role of the government in promoting sustainable tourism development in the municipality.

Part IV includes identifying the benefits that the Catubignon can gain in promoting sustainable tourism development in the municipality

### The Variables

The variables that was be identified in this study are the independent and dependent variables. For the independent variables they are the demographic profile of the respondent and the role and benefits of sustainable tourism development while the dependent variable is the benefit that the people could get in promoting sustainable tourism product.

### Population and Sampling

A total of 30 respondents were drawn through a representative sample technique after the determination and listings of the teachers respondents using the formula sample size  $S_s = N / 1 + N\epsilon^2$

### The Respondents

The respondents of this study were 30 BSHRM students. The students were chosen as complete enumeration because the researcher believed that they

were the one who can really ascertain the role and benefit of sustainable tourism development in Catubig N. Samar.

### Research Instrument

The Survey Questionnaire is made into five parts.

Part I focused on the demographic profile of the respondents with respect to their age, sex, civil status, and year level.

Part II included the determination on the different tourism product that can be found in the municipality of Catubig N. Samar.

Part III was about the determination of the role of the government in promoting tourism development in the municipality.

Part IV includes the benefits that the Catubignon can gain in promoting sustainable tourism development in the municipality.

### Validation of Research Instrument

The primary tool in gathering was the prepared survey questionnaire. The major part of the instrument was be designed according to the needs of the present study.

Suggestions and recommendation to improve its format were likewise be consider with the desire to comply with the research requirement and other related aspect vital as to the contents of the research instrument before its final printing. The research professor played an essential part in the completion of this study.

### Data Gathering Procedure

The distribution of the research instrument was personally undertaken by the researcher with the help of the research enumerator to facilitate and fast tract the distribution and retrieval of the instrument. A follow up retrieval was undertaken the soonest possible for the questionnaire that were not be returned on time.

All questionnaires were be accomplished and coded and categorically tabulated for statistical treatment of data to be gathered.

## IV. Discussion

### Profile of the Third Year HRM Students

The profile of the third year HRM students was presented in table 1 in terms of age and sex.

Findings revealed that 4 or 13.33 percent of the respondents had ages 24 years old and above and 26 or 86.67 percent had ages 20 years, old to 23 years old. This implies that most of the respondents were

young adult since the respondents were third year college students.

In terms of sex, 12 or 40 percent of the respondents were male and 18 or 60 percent of the respondents

were female. This implies that majority of the third year BSHRM students were female. Majority of the respondents had answered

**Table 1: Frequency Distribution on the Profile of the HRM students**

Profile	Frequency	Percentage
<b>Age</b>		
24-above	4	13.33%
20-23	26	86.66%
<b>TOTAL</b>	<b>30</b>	<b>100%</b>
<b>Sex</b>		
Male	12	40.00%
Female	18	60.00%
<b>TOTAL</b>	<b>30</b>	<b>100%</b>

### Tourism Sites Found in Catubig

Table 2 presents the summary result on the tourism sites found in Catubig.

Findings revealed that the respondents were much aware on the tourism sites found in Catubig like the Holy Cross, diversion road, Fatima Park, Ligiron, Hanging bridge, UEP- PRM, River,banks, Tabaw Cafe and Resto with a grand mean of 4.11.

**Table 2: Summary Result on the Tourism Sites Found in Catubig**

Indicators	Weighted Mean	Inter-pretation
1. The Way of the Cross & the 14 station for meditation, sightseeing & viewing from the top.	4.23	Very Much Aware
2. Diversion Road in Barangay 1 perfect for skate boarding, jogging & walking.	4.27	Very Much Aware
3. Fatima Park perfect for bonding with families and friends.	4.03	Much Aware
4. Ligiron best place to watch the sunrise events during Sto. Nino's fluvial parade, & watch the Catubignons riding in their bangka going to and fro to earn a living.	4.33	Very Much Aware
5. Hanging Bridge located in Barangay 5.	4.1	Much Aware
6. UEP-PRMC a great place to relax and unwind with the relaxing ambience and also to play tennis & walk around the campus.	3.93	Much Aware
7. Riverbanks at Brgy. 1NASA community	4.13	Much Aware
8. Tabaw Café and Resto	3.9	Much Aware
<b>Grand Mean</b>	<b>4.11</b>	<b>Much Aware</b>

### Legend:

Rating Scale	Interpretation
4.2- 5.0	Very Much Aware
3.4-4.1	Much Aware
2.6- 3.3	Aware
1.9- 2.5	Less Aware
1.0-1.8	Not Aware

### The Role of the Government in Promoting Sustainable Tourism Development in Catubig N. Samar

Table 3 presents the summary results on the role of the government in promoting sustainable tourism development in Catubig N. Samar.

Findings shows that the government is very probable in promoting sustainable tourism development by determining future/ present land use zones for incremental tourism development with a weighted mean of 4.53

The data also showed that the government is often probable in promoting sustainable tourism development in Catubig in supporting economic development of local/ regional tourism products.

This means that the government done their role in promoting sustainable tourism development in our town.

**Table 3: Summary Result on the Role of the Government in Promoting Sustainable Tourism Development in Catubig N. Samar**

Indicators	Weighted Mean	Inter-pretation
1. Supporting economic development of local/regional tourism products	4.17	Often Probable
2. Local/regional tourism promotion and operation of tourist offices.	4.10	Often Probable
3. Supporting completion local/regional tourism.	3.83	Often Probable
4. Long term vision for tourism having regard for social, economic and environmental factors.	4.07	Often Probable
5. Local tourism development policy.	4.05	Often Probable
6. Policies on zoning criteria, permissible development criteria, other controls for tourism development.	4.03	Often Probable
7. Providing guidelines and controls for	4.10	Often Probable
8. facilitating tourism development possibilities.		
9. Architectural and engineering designs of specific tourist facilities.	4.17	Often Probable
10. Safety health and environmental integrity requirements for tourism developments.	3.87	Often Probable
11. Development applications approval for tourism related land uses, service and facilities.	4.0	Often Probable
12. Varied or waived assessment criteria standards regarding local tourism developments	3.67	Often Probable
13. Specific licenses, permits, or other consent to be granted for tourism development.	4.03	Often Probable
14. Varied or waived assessment criteria standards regarding local tourism developments	3.83	Often Probable
15. Determining future/present land use zones for incremental tourism development.	4.53	Very Probable
16. Determining specific suitable sites which show permissible development of land for tourism.	3.73	
17. Infrastructure changes for enhancing the tourist experience and or visitor management.	3.87	Often Probable
18. Recreational open space and infrastructure plans in the local region.	3.93	Often Probable
19. Funding establishing fees, taxes, and rates etc. from tourism development and other/or visit.	4.07	Very Probable
20. Funding consultancies, expert advice and research to address tourism issues.	3.97	Often Probable
<b>Grand Mean</b>	<b>4.0</b>	Often Probable

**Legend:**

Rating Scale	Interpretation
4.2- 5.0	Very Much Probable
3.4-4.1	Much Probable
2.6- 3.3	Probable
1.9- 2.5	Less Probable
1.0-1.8	Not Probable

**Benefits that the Catubignon Can Gain in promoting Sustainable Tourism Development in Catubig**

Table 4 presents the summary result on the benefits that the Catubignon can gain in promoting sustainable tourism development in Catubig.

Finding revealed that the benefits gain is much desirable in promoting sustainable tourism development in Catubig with a grand mean of 4.1.

This implies that the benefits gain in promoting sustainable tourism is very much desirable since it provides employment to people, double the expenditure of the people, tourism enhances peace, prosperity and happiness in the society.

**Table 3: Summary Result on the Benefits that the Catubignon can Gain in promoting Sustainable Tourism Development in Catubig**

Indicators	Weighted Mean	Inter-pretation
1. Provides employment to people	4.17	Much Desirable
2. Double the expenditure of the people.	4.30	Very Much Desirable
3. Multiplier of the economy.	4.03	Much Desirable
4. Freed up people from poverty/.	4.27	Very Much Desirable
5. Tourism enhances peace, prosperity and happiness in the society.	3.97	Much Desirable
6. Improves mutual cooperation among people.	4.20	Very Much Desirable
7. Improves the economic state of the people	4.23	Very Much Desirable
8. Creates livelihood to people.	4.17	Much Desirable
<b>Grand Mean</b>	<b>4.0</b>	Much Desirable

**Legend:**

Rating Scale	Interpretation
4.2- 5.0	Very Much Desirable
3.4-4.1	Much Desirable
2.6- 3.3	Desirable
1.9- 2.5	Less Desirable
1.0-1.8	Not Desirable

**Test of Relationship between the tourism sites found in Catubiq and the role of government in promoting sustainable tourism to the benefits that Catubignon can gain in promoting sustainable tourists**

Table 5 shows the relationship between tourism sites found in Catubig and the role of government in promoting sustainable tourism to the benefits that Catubignon can gain in promoting sustainable tourism. Using multiple regression analysis, it was found out that the beta coefficients ( $\beta = .655$  and  $\beta = .766$ , sig= .000) reveal a significant relationship between the tourism sites found in Catubig and the role of government in promoting sustainable tourism to the benefits that the Catubignon can gain in promoting sustainable tourism. This implies that the mere the tourism sites and if the government do their function in promoting sustainable tourism, the more the benefits that gain.

**Table 5: Summary Result On The Relationship Between The Tourism Sites Found In Catubig And The Role Of Government In Promoting Sustainable Tourism To The Benefits That Catubignon Can Gain In Promoting Sustainable Tourism.**

Independent Variable	Beta	T	Sig.	Inter-pretation
*Tourism Sites in Catubig	.655	5.634	.000	Significant
*Role of Government in Promoting Sustainable Tourism	.766	4.34	.000	Significant

Dependent Variable: Benefits that the Catubignon can Gain in Promoting Sustainable Tourism

Significant at  $p < .05$

## V. Summary

### Summary of Findings

This study is anchored on its purpose to find out the role and benefits of promoting sustainable tourism development in the municipality of Catubig. It aimed to determine the demographic profile of the respondents in terms of age, sex and year level.

It also determined to find out what are the different tourism sites that can be found in the municipality of Catubig N, Samar? What is the role of the government in promoting sustainable tourism development in the municipality? What are the benefits that the Catubignons could be able to gain in promoting sustainable tourism development in the municipality?

The primary tool that was used in this study is the structured questionnaire that is personally formulated by the respondents. The instrument is divided into three parts.

The first part is intended to determine the demographic profile of the respondents with respect to their age, sex, civil status and year level.

The second part is intended to know the different tourism products, which can be found in the municipality of Catubig N, Samar.

The third part will be about the determination of the role of the government in promoting sustainable tourism development in the municipality.

Part IV includes identifying the benefits that the Catubignons can gain in promoting sustainable tourism development in the municipality.

This study utilized the descriptive-correlational research design. The population of this study comprised the HRM students.

The statistical tools to be used in this study were frequency count, percentages, weighted mean and multiple regression analysis.

Majority of the respondents were very much aware of the tourism sites found in Catubig, top rank on the list with a mean of 4.53 is Ligiron which for the respondents is a best place to watch the sunrise and events during Sto. Nino's fluvial parade, and watch the Catubignons riding in their bangka going to and fro to earn a living, Ligiron the best place to watch the sunrise and events during Sto. Nino's fluvial parade and the daily life of Catubignons riding in their boats or bangka going to and fro to earn a living with a mean of 4.33, the Way of the cross and the 14 station for sightseeing, meditation & viewing Catubig from

the top with 4.23 as its weighted mean, Riverbanks in Barangay 1 at NASA community another breathtaking view with a mean of 4.13, Fatima Park with a mean of 4.03, Hanging bridge located in barangay 5 which connects from different barangay to the town proper with 4.1 weighted mean, UEP PRMC which is a great place to relax and unwind with its relaxing ambience and where tennis players met to play lawn tennis & have a glimpse and walk around the campus with a mean of 3.93 and Tabaw Cafe & resto another beautiful place for relaxation with food and music to compliment the scenic Catubig River. Thus, it can be gleaned from the findings of this study that indeed Catubig has several potential tourist spots where people could get the chance to enjoy and savor.

As to the benefits that the Catubignons can gain in promoting sustainable tourism development in Catubig, the topmost answer of the respondents with a mean of 4.36 is that it doubles their expenditures which means that Catubignons are well aware of what is new in town in terms of what gives them pleasure, in that they are even more willing to spend their money just to amuse themselves based on the findings. Indeed Catubignons are really happy people, they love beauty & find themselves relaxed on beautiful sceneries.

As to the relationship between tourism sites found in Catubig and the role of government in promoting sustainable tourism to the benefits that Catubignons can gain in promoting sustainable tourism. Using multiple regression analysis, it was found out that the beta coefficients ( $\beta = .655$  and  $\beta = .766$ ,  $\text{sig} = .000$ ) reveal a significant relationship between the tourism sites found in Catubig and the role of government in promoting sustainable tourism to the benefits that the Catubignons can gain in promoting sustainable tourism. Therefore, it can be concluded that there is a significant relationship between the tourism sites found in Catubig and the role of government in promoting sustainable tourism.

This implies that the more the tourism sites and if the government do their function in promoting sustainable tourism, the more the benefits that gain.

## VI. Conclusion and Implications

Based on the foregoing, it can be concluded that most of the respondents are 20 years old which means that they are on their finishing year in College and most of them were female which tries to tell that HRM as a course is attractive to female individuals.

Majority of the respondents answered that they are very much aware of the tourism sites one of them is

Ligiron which is for them an ideal place to watch the sunrise and events during Sto. Ninos fluvial parade, the faces of Catubignon riding in their bangka going to and fro to earn a living. Based on the findings, it can be concluded that Ligiron is an attractive place not just for teenagers and lovers who spent their time exchanging conversations or watching people but it has a lot of memories to make just by realizing the relaxing ambience of the place as it faces the scenic Catubig river.

For the role of government in promoting sustainable tourism development in Catubig N. Samar the primary response is that the government has a way of supporting economic development of local/regional tourism products. Which can be concluded that the students are fully aware of the rights of the government to provide us with things in which we can benefit in terms of tourism.

As to the significant relationship between the tourism sites found in Catubig and the role of government in promoting sustainable tourism to the benefits that Catubignon can gain in promoting sustainable tourism, there is a significant relationship as shown with the beta coefficients ( $\beta = .655$  and  $\beta = .766$ , sig = .000) reveal a significant relationship between the tourism sites found in Catubig and the role of government in promoting sustainable tourism to the benefits that the Catubignon can gain in promoting sustainable tourism.

## VII. Recommendation

Based on the finding of the study the following recommendations are herein presented:

The local government of Catubig especially the members of the Sangguniang Bayan should passed a resolution that identifies the tourism spots cited in this study to be a potential local tourism sites here in our municipality. The SB members should impose policy on maintaining the cleanliness of the cited tourism sites especially on the cleanliness beautification and orderliness of the place.

The possible local tourism sites in Catubig should be promoted and be imposed in the most possible way for it will be a way for the Catubignons to have an additional income, inviting tourists will be a chance for the Catubignons to patronized local products of the Catubignons.

In promoting sustainable tourism the government should make a way how these possible tourism sites be a promoted not just within the locality, but within Catubig valley area but also in our province.

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