



**DE LA SALLE UNIVERSITY - DASMARIÑAS**

**Perception of Tourism Stakeholders towards Environmental Impacts of  
Tourism in Barangay Balibago, Calatagan, Batangas**

**De La Salle University - Dasmariñas  
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## ABSTRACT

### **Purpose of the Study**

Calatagan is a first class municipality in the province of Batangas and one of the booming tourism destinations in the Philippines. Local studies regarding the environmental impact of tourism on tourism destination areas such as Calatagan are very few. In order to promote the development of an appropriate kind of tourism that prevents or minimizes environmental degradation, a study on the environmental impact of tourism in Barangay Balibago Calatagan, Batangas will provide evidenced-based information that could be used for the promotion and development of appropriate conservation policies to achieve sustainable tourism.

This study was undertaken to determine the perceptions of various tourism stakeholders on the environmental impacts of tourism in Barangay Balibago Calatagan, Batangas.

### **Methodology**

Descriptive research design was utilized in this study. Four groups of tourism stakeholders served as the respondents for this study, namely: residents, local government officials, operators of tourism establishments and tourists. Quota sampling technique was employed in determining the sample size and convenience sampling was used in the selection of respondents.



A survey constructed by the researchers was used in gathering information from the respondents. Descriptive statistics such as frequency count, mean, percentage, Tukey test and ANOVA was used to answer the objectives of this study.

### Summary

A study was conducted to examine the perceptions of stakeholders toward environmental impacts of tourism in Barangay Balibago, Calatagan Batangas.

Specifically, the study answered the following research questions:

1. What are the effects of tourism in the environment according to the following criteria:
  - 1.1 Land,
  - 1.2 Water, and
  - 1.3 Air?
2. Is there a significant difference among the perceptions of various respondents (tourism establishment operators, tourist, residents, LGU) on the environmental impacts of tourism?
3. Based on the findings, what environmental conservation policy could be recommended towards a sustainable tourism?

Results revealed that the perceptions of the respondents on the effect on tourism on land, water and air resource are generally positive. Test statistics showed that high significant differences exist among the perceptions of



respondents on the impact of tourism on the environment. The highest ratings were provided by operators of tourism establishment while the lowest ratings were noted among residents of Barangay Balibago.

### **Conclusions**

In the light of the significant findings of the study, the following conclusions were drawn:

1. The tourism stakeholders perceived that the impact of tourism on land, water and air resources are “uncertain or neutral”. This suggests that stakeholders have fair perceptions on how tourism affected their land, water, and air resources.
2. Findings of the study revealed that there were significant differences among the perceptions of tourism stakeholders between the three resources studied; land, water and air.
3. Among the four groups of respondents, operators of tourism establishments are the most satisfied with tourism in Barangay Balibago while residents are the least satisfied.

### **Recommendations**

Based on the findings of the study, the following recommendations are proposed:

1. The findings of the study revealed that high significant differences exist in the perceptions of the four groups of tourism stakeholders



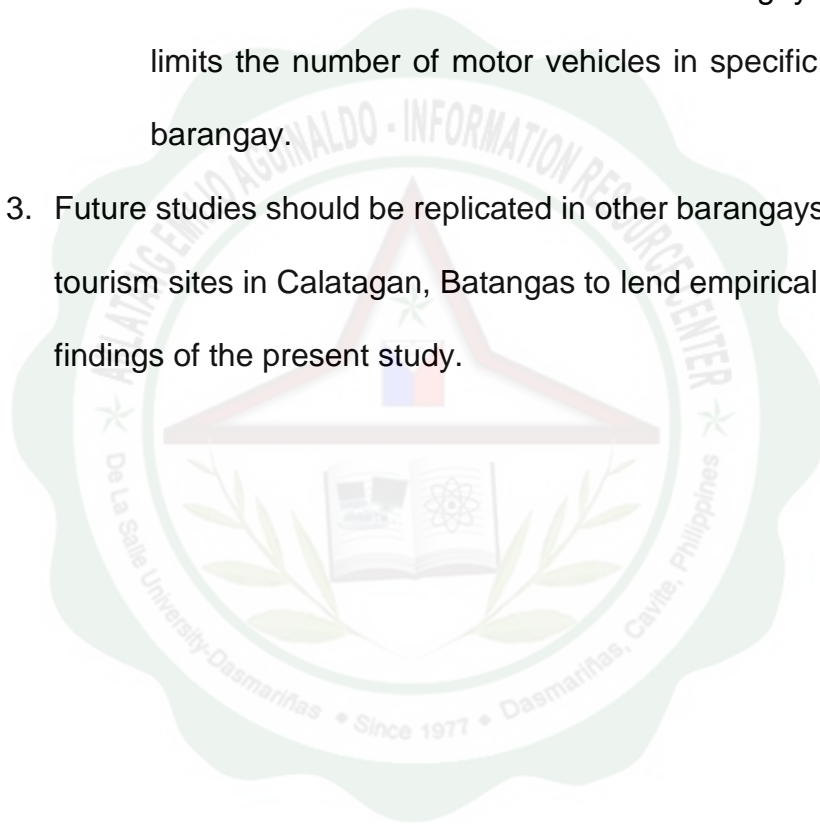
on the impact of tourism in the environment of Barangay Balibago. Residents were the least satisfied with tourism in the community. Hence, it is recommended that tourism development in Barangay Balibago should encourage the involvement of the local residents and provide them with avenues to earn income and participate in decisions that may affect them.

2. It is also highly suggested that the environmental conservation policy/ies that are suggested by the researchers be implemented in Barangay Balibago. The proposed environmental conservation policies include:

- a) Ordinance on solid waste segregation among the residents of Barangay Balibago to promote solid waste management;
- b) A policy that control and enforce a mandatory replacement for each tree that is cut down in Barangay Balibago;
- c) An ordinance on water conservation information education and outreach program that reaches residents, tourists, LGUs and operators of tourism establishments in Barangay Balibago;
- d) A policy requiring water service provider(s) to conduct periodic leak detection and water meter maintenance program for the entire water distribution system of Barangay Balibago;



- e) An ordinance on air quality management in Barangay Balibago requiring tricycle-for-hire to convert into 4-stroke engines or be retrofitted into a direct injection system; and
  - f) An ordinance that promotes the use of non-motorized vehicles such as bicycles and horsedrawn carriages or “calesas” in tourism travels within Barangay Balibago and limits the number of motor vehicles in specific streets of the barangay.
3. Future studies should be replicated in other barangays with potential tourism sites in Calatagan, Batangas to lend empirical support to the findings of the present study.



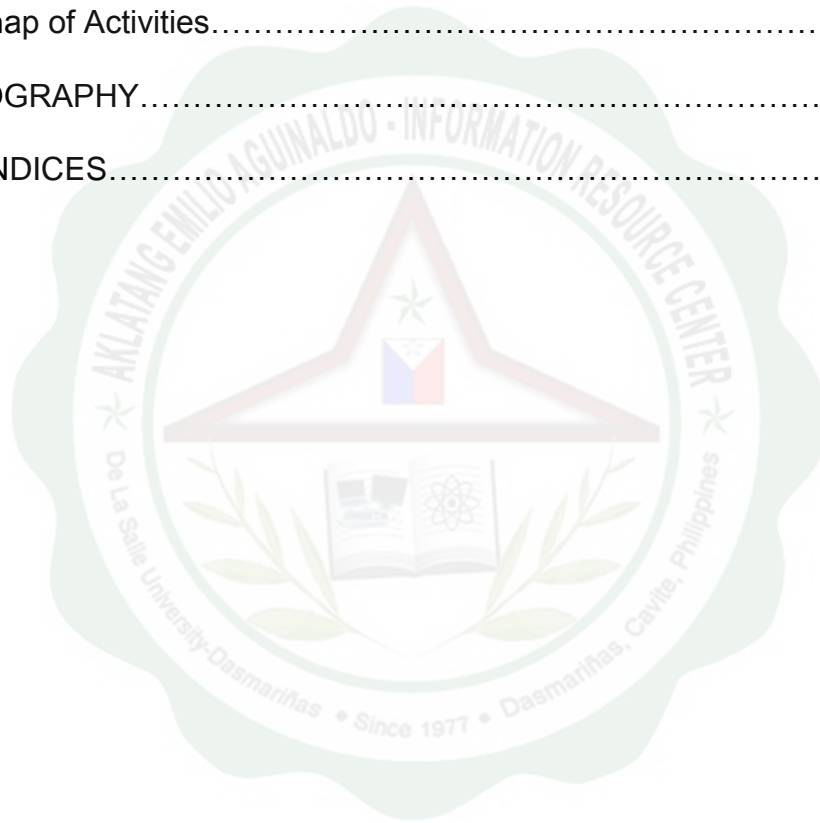


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