

**WHY BUGANG RIVER IS THE CLEANEST INLAND BODY
OF WATER IN THE PHILIPPINES: A CASE STUDY**

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By:

DE LA RIANTE, ANGELICA

FLORES, ANDREA MARIE

FRANCISCO, CAILAH MARIE

JAPITANA, PRINCESS



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*De la Riarte, Angelica B., Flores, Andrea Marie, Francisco, Cailah Marie P., Japitana,
Princess*

ABSTRACT

The purpose of this study is to know the policies implemented, the activities of local folks, and best practices in maintaining the cleanliness of Bugang River and also how it affects in the lives of the people in the community as an Ecotourism site. The research design of this study was qualitative exploratory case study, this to understand why and how Bugang River is regarded as the cleanest river in the Philippines. The sampling method of the study is purposive sampling wherein researchers select persons of the general community relying their personal judgement to take part in evaluation. The participants of this study was the Punong Barangay of Candari, Guia, Santo Rosario, Zaldivar, and Mag-aba where Bugang River flows. The research instrument of this study is interview and the data-gathering procedure was focus-group-discussion which is also applied in qualitative strategy. Thematic analysis will be utilized to completely comprehend and derive conclusions based on the interpretation of answers from the gathered data. The major findings of this study are prohibiting of illegal activities that may harm the Bugang River, water waste management of the community near the protected area, implementation of monthly clean-up drive to maintain the cleanliness of Bugang River. Lastly, the impacts of Bugang River in the lives of people residing in the said barangay's, has given them the opportunity to find a source of income through putting up a business, specifically resorts as an ecotourism site. As what the researchers observed, there are a lot of inns, lodgings, restaurants, and resorts within the area that help people gain income.

Keywords: Bugang River, Cleanest River, Antique, Inland Body of Water