POSSIBLE COMMUNITY-BASED TOURISM IN MABLAD BARBAZA ANTIQUE AS PERCEIVED BY THE RESPONDENTS

A Research Paper

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ABSTRACT

This study was conducted in order to determine the potential community-based tourism destination in Mablad, Barbaza, Antique in terms of Accessibility, Accommodation and Amenities, Food and Beverage, Safety and Security, Service, and Tourism Heritage. Specifically, this study sought to determine the profiles of respondent in terms of age, sex, and educational attainment as well as the promotional strategies that can be used to market the discovered destination as tourist guide to travelers. The research would also help the local community in Mablad, Antique promote the two caves as possible tourist destination. Quantitative methods were used for this study. All the needed data were gathered using the questionnaires distributed to thirty (30) respondents from Barangay Mablad, Barbaza Antique. The findings revealed that there was no significant difference in terms of Accessibility, Accommodation and amenities, Food and Beverages, Services, Safety and Security, and Tourism Heritage in Barangay Mablad Barbaza Antique. In conclusion, Barangay Mablad Barbaza, Antique is accessible and has accommodations to offer the tourists. There are food and beverages establishments, and every tourist is provided a tour quide. There are safety personnel for every tourist

and safety equipment provided, thus the respondents recommend Mablad as the tourist site for both local and foreign visitors.

Keywords: Barbaza, Antique, Tourism, Accessibility, Accommodation and Amenities, Food and Beverage, Safety and Security, Service, and Tourism Heritage