

Sustainability and Viability of Community-Based Coastal Tourist Destinations: A Working Example of a Local Community in Aklan

Ernesto B. Templo¹, Aklan Catholic College, Aklan
Carmen N. Hernandez², Central Philippine University, Jaro, Iloilo City
Luis A. Abioda², Central Philippine University, Jaro, Iloilo City
Gymnyn G. Gumban², Central Philippine University, Jaro, Iloilo City
Rowena M. Libo-on², Central Philippine University, Jaro, Iloilo City

Abstract

This study sought to determine the sustainability and viability of community-based coastal tourist destinations in a local community in the Province of Aklan. There were 9 key informants as participants included in this study who were selected using purposive sampling and the data were collected using researcher-made semi-structured interview guide. The study utilized qualitative research design employing constructionism epistemological perspective. The use of Creswell method of data analysis was used in interpreting the qualitative aspect of the study by obtaining information and insights from the participants. For concrete coding process, the researcher made use of a computer-aided software NVIVO. The researchers have drawn the following conclusions: the community-based coastal tourist destinations in Aklan is characterized by potential tourist attraction and amenities; the sustainability of community-based coastal tourist destinations in Aklan is supported by funding for Development Projects through donation from foreign source and projects initiated by Non-Government Agency. Environmental initiatives include total clean up, tree planting and mangrove planting, guardian against illegal activities are undertaken in the community, and marine conservation like sanctuary support and coral planting are continuously pursued; the viability of community-based coastal tourist destinations in Aklan is evidenced by the community engagement such as fishermen livelihood, employment and local support, resort collaboration, security services, and cultural events particularly balsa race and the economic diversification is fish drying, community grouping for economic benefit and poultry and egg production, and there are recognized challenges and issues such as deforestation, diminishing fish catch, extinction of blue starfish but the local government unit, resort owners and the community offer solutions, interventions and strategies such as reforestation, waterfall preservation, waste management attendance, kiosk design, sanitation, and community organizing.

Keywords: sustainable tourism, ecotourism, economic viability, tourism development

Introduction

Background and Rationale of the Study

The Philippines is undeniably a beautiful nation gifted with lush biodiversity, both flora and fauna. More than that, our country is lucky to have picturesque sceneries in the place we call “home”. No wonder people from around the globe fly to the Philippines all-year round to visit local tourist spots. These provide employment and other economic benefits which favor our country’s interest. However, deterioration due to human activities threatens our country’s treasures. Protecting areas of natural and cultural heritage

while simultaneously promoting appreciation makes ecotourism fit the puzzle of sustainability. Ecotourism puts premium on community participation, environmental education, and indigenous traditions while earning economic benefits for the community and its conservation (PCARRD, 2010).

In the Municipality of Tangalan in the province of Aklan, Philippines, there are several popular tourist destinations that provide a variety of natural attractions, and unique experience where a diversity of marine species is visible. Said tourist

destinations are managed by the Department of Tourism of the municipality with the collaboration and cooperation of the different local government agencies and other stakeholders. The residents make significant contributions to the tourism industry in their area since they promote the beauty, and significance of the municipality by inviting, and providing information to their acquaintances, and to other people that have not yet known about it. The local residents of this municipality mostly rely on tourism, fishing, home services, and trading their native products, thus they have a lot to offer to tourist visitors, from waterfalls, reefs, beaches, native foods, and hospitality.

Despite of the good characteristics, however, sustainable, and viable development of tourism some areas still remains in planning, and only for a while still in vision, due to the negative impacts of the many forms of tourism activities, either directly, or indirectly have on the environment, also with the local economy, and society. Like other coastal tourist locations, the unfavorable outcomes of tourism may be summarized as environmental degradation, modification of natural coastal processes, socio-cultural degradation, and economic inequality among residents are also the issues faced by the local government. These issues continue to grow due to the increasing numbers of tourists arriving, and visiting the area, but there are still further developments to meet the needs of the local tourism industry. On the other hand, local government in some barangays, and local citizens think that the support is not enough, thus the community-based participation in such an effort to further develop the tourism industry in their respective areas is insufficient. The researcher had the interest to study the impact and its benefits of community-based coastal tourist destination in terms of economy, environment, socio-cultural, and bio-diversity from the opinion of participants.

Significance of the Study

The results of this study will be beneficial to the following:

Local Community. The result of the study would benefit the local community in Tangalan, Aklan because it will help them in improving the quality of living in the community.

Local Government Units. The implementation of various activities will encourage, and motivate the local community to

be active, and supportive of tourism activities in their respective locality.

Private Sectors. The findings of the study will help the private sector in identifying investment opportunities in a community-based coastal tourist destination.

Department of Tourism. It will form a baseline for formulating policies, guidelines, and plans for sustainable community-based coastal tourism development regarding participation, benefits, and community/private partnership.

Department of Environment and Natural Resources. This will help the department in addressing such potentials, concerns, issues, and challenges hence enhancing the use of community-based coastal tourism in the area, as a tool for developing positive attitudes towards the sustainable, and viable coastal tourist destination in the area.

Academe Sectors. The role and participation of the academe in tourism is crucial because they will provide education to the community about its significance in terms of economic, culture and social aspects.

Future Researchers. This study may serve as a reference for future researchers who may dwell on similar investigations into the status, sustainability, and viability of the community-based coastal tourist destinations in the Province of Aklan.

Purpose of the Study

The general purpose of this study revolved around the sustainability and viability of community-based coastal tourist destinations in a local community in Aklan. On one hand, tourism supports the sustainability, and viability and acquires many benefits to the local communities, particularly it provide them livelihood, but as progress and development continue, concerns, and issues cannot be avoided especially on some tourist destination spots of the area where it may have positive or negative impacts. It is necessary to devise strategies, and action plans in every aspect relating to the development of tourist destination to reduce negative consequences that directly affect the local community when it was considered as part of destination in the Province of Aklan. On the other hand, despite of this, there are still many opportunities for tourism, because at least some local and foreign tourists are willing, or interested to visit the municipality.

Epistemological and Theoretical Perspective of the Study

This study was anchored on the Constructionism Epistemological Perspective. Constructionism is the “making of meaning” (Crotty, 2020). This suggests that before humans give meaning to specific things, those things do not hold any antecedent relevance or sense. This means that every object, topic, or phenomenon has no inherent meaning not unless somebody comes up with one. As humans interact with the world they are trying to interpret, they are highly capable of not only ‘creating’ but constructing their meanings by using tools, with which they have to work first (Crotty, 2020). Critical narrative inquiry was used in this study. As emphasized by Clandinin (2013), narrative inquiry is the study of experience interpreted by and through stories of practice. Stories embody knowledge accumulated and experience over time. In the process of telling a story, the researcher will stage and paint the landscape as vividly as possible to portray the essence of the study.

Additional micro theories used in this study included the CIPP Model, Olson’s Collective Action Theory, Sustainable Development Theory, and the Viable System Model

Delimitation of the Study

This study sought to determine the sustainability and viability of community-based coastal tourist destinations in the Municipality of Tangalan, as a working example of a local community in the Province of Aklan from December 2022- July 2023. There were 9 key informants as participants included in this study. This involved the mayor, municipal project development officer, tourism officer, municipal environment and natural resources officer, barangay captain, private sector, NGO, and some community residents (fisherfolks) who are actively participating in community-based coastal tourism in different tourist attractions in the Municipality of Tangalan.

Permission to conduct the study, instrument validity, and one-on-one interviews with participants are all part of the research procedure. The use of Creswell method of data analysis was used in interpreting the qualitative aspect of the study by obtaining information and insights from the participants. All participants were given pseudonym initials for their privacy, and confidentiality. For concrete coding process, the

researcher make use of a computer-aided software NVIVO.

Review of Related Literature/Studies

In 1991, the Department of Tourism (DOT), in collaboration with the United Nations Development Program (UNDP) and the World Tourism Organization (WTO) prepared the Philippine Tourism Master Plan. Series of seminars discussed sustainable tourism and ecotourism concepts and elements of sustainable tourism framework were identified. As such, ecotourism has evolved as conservation of community. It has brought the promise of achieving conservation goals, improving the well-being of local communities, and generating new businesses. (PCCARD, 2010).

Community-based tourism should be looked upon, or view, and perceive in the context of specific parameters, and specific characteristics. Various characteristics, and challenges, such as the issue, that community-based tourism, should be an indigenous effort, that it should be aimed at the individual, and community well-being, that communities often lack financial resources, and capacities, and that community-based tourism often has difficulties in marketing, or market access (Giampiccoli & Saayman, 2016).

In Western Visayas, Tangalan is one of the municipality in Region VI known for local people with majestic waterfalls and picturesque beaches that are a perfect hot spot for domestic and international tourists. The municipality is notable for its abundance of natural resources and beautiful landmarks. The municipality’s potential to cater to tourists positively remarks for more benefits to the locality. Natural attractions undergo development to support the increasing popularity and demand. The attractions offered by the municipality are the clean and wide beaches, unexplored caves, waterfalls, and hot springs (Municipality of Tangalan, 2022).

The preference of Sun, Sea and Sand tourism has been analyzed for different locations. In the Philippines, found that coastal tourist chose the coast for vacationing because of fresh air, water and recreation activities, and in a minimum percentage because of the scenic beauty. Besides, tourism in Aklan (especially Sun, Sea and Sand tourism) has been considered a national priority because of the extensive coastline and abundance of sandy beaches made of corals in the formation of sand. The policies that have promoted coastal

tourism during the previous decades have resulted in the creation of major international tourism destinations through the establishment of large hotel groups (mainly national and international chains) of global relevance, which leads to the arrival of tourists.

While the tourism industry is a driving force for both social and economic development, it also has potential to create sociocultural and environmental damage and other problems (Almeida-García, et al., 2016) such as biodiversity and habitat damage, pollution, climate change, loss of amenity, seasonality and sensitivity of demand, lack of community engagement and gains. Specifically, the advantages and disadvantages of coastal tourism development in new emerging regions make the situation more critical for sustainable tourism. Handling this type of tourism in a sustainable form, it could even be more challenging when tourism is perceived as a driving force for a coastal area, which results in fast and

excessive growth, excessive workforce migration, excessive use of natural environment, and high-spending tourist flows. According to WTO (2018), this means tourism that “takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”.

The study of Mendoza, et al. (2015) about the tourism in Sugar Beach Coastal Area in the City of Sipalay revealed that it created a positive impact on the host community, since it improved the residents' quality of life through the work/income it gives to the residents. Furthermore, the residents near the coastal area of sugar beach were pro “Sustainable Tourism,” and considered the carrying capacity of the place. The residents also perceived a positive social impact on cultural identity, and discovered the benefits of Tourism Development is likely to provide an incentive for the conversion of natural resources.

Methodology

Research Design

This research paper utilized a qualitative research design. Wyse (2011) mentioned that qualitative data is primarily critical narrative inquiry. It is used to gain an understanding of the underlying reasons, opinions, and motivations. It provides insights into the problem, or helps to develop ideas for potential descriptive research. O’Toole (2018) mentioned that narrative inquiry as a research design used to explore the perceptions and personal stories of participants.

The study used narrative inquiry, since the researcher conducted an interview with the municipal mayor, municipal planning officer, tourism officer, Municipal Environment and Natural Resources officer, barangay captain, tourism manager and some fisher folks using the researcher-made semi-structured guide to gather information based on the experiences of the phenomenon.

Analysis of the Study

All qualitative data were analyzed using Creswell method of analysis, by taking down the participants’ opinions, views, insights, and knowledge about the topic through an unstructured interview session. Their responses to the interview

questions were gathered, recorded through video or audio recorder.

For concrete coding process, the researcher make use of a computer-aided software NVIVO, as it visually presented the correspondence between the encoding items and the original text items, as well as adjust and can be change anytime in the coding system, while reporting the coding process of each category. The encoded results were then converted into imports of files so that qualitative interview analysis can be transformed into quantitative analysis.

For open coding, after repeatedly reading the interview data subject, the researcher proposed the theme contained in each object, the sub-theme under the theme, the concept category existing in the sub-theme and the relationships between the concept category and the theme, and analyzed the thinking in the process. The findings were recorded in the coded notes of each of the interview subject. Open coding begins and the comprehensive thematic analysis and comparison of data were made.

When the themes and sub-themes were created, the same were subjected to validation by the different stakeholders in order to make sure that the concepts in the initial interview were the real concepts in the creation of the themes. After

which, the researcher finalized the themes and subthemes of the study for interpretation.

Validity and Reliability of the Study

This academic paper was submitted to the Research Ethics Review Board of a private higher education institution in Iloilo City to ensure that there was a strong and proper adherence to the institution’s ethical policies on research studies.

Results

There were 9 participants in the interview. As to sex, 5 out of 9 or 56% were male and 4 or 44% were female. As to age, 5 out of 9 or 56% were above 50 years old and 4 or 44% are below 50 years old. When categorized as to civil status, 8 or 89% are married and only 1 or 11% is single. As regards to educational attainment, 7 or 78% are

bachelor’s degree holders and 2 or 22% are high school graduates. Finally, as to the sector they are representing, 5 or 56% represent the local government of Tangalan, Aklan, 1 or 11% from the private sector, 1 or 11.5% from the NGO and 2 or 22% from community (fisherfolks).

Table 1
Profile of the Participants

Profile	n	%
Sex		
Male	5	56
Female	4	44
Age		
above 50 years old	5	56
Below 50 years old	4	44
Civil Status		
Married	8	89
Single	1	11
Educational Attainment		
Bachelor’s Degree	7	78
High School Graduates	2	22
Sector Represented		
LGU	5	56
Private Sector	1	11
NGO	2	22
Community	2	22

Table 2
The three SSS (sun, sea and sand) that community-based coastal tourist destinations in Aklan offer

Theme	Subthemes
1 – Potential Tourist Attraction and Amenities	1 - Picturesque White Sand Beach
	2 - Presence of resorts and restaurants
	3 - Jawili Falls
	4 - Abundant Seafoods and Delicacy

Theme 1: Potential tourist attraction and amenities

The potential for coastal-tourist destination is evidenced by the abundant natural attractions in the area such as the immaculate white beaches, distinctive wave rock formations, scenic Jawili Falls. It is complemented wide-range of recreational opportunities and various services of resorts and restaurants. The multifaceted topography of Tangalan, which includes coastal areas, cascades, and elevated terrains, offers a wide range of recreational opportunities for tourists.

In Mendoza, Haguisan III and Ituriaga (2015) study, they discovered that the tourism in Sugar Beach Coastal Area in the city of Sipalay has

a positive impact on the host community, since it improved the residents' quality of life through the work/ income it gives to the residents. Furthermore, the residents near the coastal area of sugar beach were pro “Sustainable Tourism,” and considered the carrying capacity of the place. The residents also perceived a positive social impact on Cultural identity, and discovered the benefits of Tourism Development is likely to provide an incentive for the conversion of natural resources.

In the study of Mendoza-Gonzalez et al., (2018), it was revealed that sustainable sun, sea and sand tourism revealed that ocean view and proximity to the beach are environmental amenities for which hotels charge and tourists are

willing to pay. In this present study, the subthemes derived were the following:

Sub-theme 1: Picturesque White Sand

Beach

Jawili beach is renowned for its picturesque white sand beach ideal for sunbathing and unwinding along the coastline. According to the resort manager, *“the serene ambiance of this location appeals to tourists seeking a private beach encounter in contrast to more renowned and congested sites”*.

Sub-theme 2: Presence of resorts and restaurants

The establishment of resorts and restaurants in the three barangays contributed to the increasing number of local and foreign tourists visiting the area. According to the informant, *“Ang mga resort sa Tangalan ay nakatuon sa pagbibigay sa mga bisita ng kasiya-siyang accommodation na madaling ma-iugnay sa natural na kapaligiran. Ang mga restaurants ay naglalagay ng malaking halaga sa pagpapalaganap ng regional cuisine sa pamamagitan ng pagpapahalaga sa paggamit ng lokal na seafood at tradisyonal na mga recipe”*.

The eco-friendly resorts and restaurants boost tourist satisfaction and the local economy. The informant added, *“sa pamamagitan ng*

pagsuporta sa lokal na produkto, ang mga establisamentong ito ay tumutulong sa pangkabuhayan ng barangay”.

Sub-theme 3: Jawili Falls

As per the participant's account, *“Jawili Falls is visited because of its serene ambiance. Even locals come for strolling, picture-taking and picnicking. The observation platforms and pedestrian pathways are established in close proximity to the waterfalls to preserve and protect its natural surroundings”*.

Sub-theme 4: Abundant Seafoods and Delicacy

A participant narrated that *“the considerable appeal of the coastal-tourists destination is also attributable to its wide array of culinary experiences and abundant seafood selections at cheaper price compared to Boracay. The recently harvested seafood sourced locally are prioritized because of its freshness”*. This practice not only sustains the local fishing sector but also offers tourists an unparalleled food encounter. *“The resort manager said, “After the pandemic, many customers come for family excursions for birthdays, and reunion. Also, educational sessions centering on traditional seafood cuisine”*.

Table 3
Sustainability of Community-based Coastal Tourist Destination

Themes	Subthemes
2- Funding for Development Projects	1 - Donation from foreign source 2 - Promotion by Non-Government Agency
3- Community Engagement	1 - Fishermen Livelihood 2 - Employment and local support 3 - Prioritization of local economy 4 - Strengthening of cultural events – Balsa Race 5 - Resort collaboration 6 - Security services

Theme 2: Funding for Development Projects

The significance of securing financial resources for the development initiatives is underscored by a local informant. *“The local government is aggressively pursuing financial help through various means like as government subsidies, environmental and development awards, and public-private partnerships. It is*

emphasized that the prudent utilization of these monies is of utmost importance in securing a successful and environmentally sustainable future. Financial resources are required to support a diverse array of endeavors, encompassing the preservation of the environment, the advancement of tourism, the enhancement of community health, and the expansion of the economic foundation”.

The common objectives of sustainable development are to expand the societies' economic welfare, provide more business occasions and to increase life quality. In order to succeed this aim, a balance should be met among social, economic and environmental requirements. The most important contributions are increase in income level, employment, infrastructural progress, environmental consciousness and investment, cultural heritage reservation, and the contribution to sustainable social lives (Alrwajfah, Almeida-García & Cortés-Macías, 2019).

Sub-theme 1: Donation from foreign source

According to an informant, *“Donations from abroad are highly valued, because they contribute considerably to the town's development projects. These foreign funds, which originate from international non-governmental organizations (NGOs), governments, and organizations on a global scale, are crucial to supports a variety of endeavors, including infrastructure development, cultural preservation, and environmental protection. Furthermore, the informant emphasizes the criticality of diligent oversight and openness regarding the allocation of these funds in order to gain the trusts of the donor”*.

Sub-theme 2: Promotion by Non-Government Agency

An informant claims that non-governmental agencies, or NGAs, play a crucial role in promoting community activities and advancing development. These organizations make contributions in a number of areas, including as coastal-area development, cultural preservation, and environmental conservation, through funding, knowledge exchange, and capacity building. By filling in the gaps with community-focused activities, they support governmental initiatives. The informant does, however, recognize the difficulty in striking a balance between the community's demand for long-term sustainability and independence and the assistance given by NGAs. *For our town, working together with NGAs is essential to achieving sustainable and all-encompassing development.*

Theme 3: Community Engagement

The active participation of local residents, Civil Society Organizations (CSOs), and Non-Governmental Organizations (NGOs) in municipal

planning and decision-making processes demonstrates this engagement. The informant places significant emphasis on how the involvement of these entities guarantees that development endeavors, specifically those pertaining to tourism, are in harmony with the desires and requirements of the community. The informant emphasizes that through the implementation of a collaborative approach, the residents are fostered a sense of ownership, and the benefits of tourism and development are distributed in a fair and just manner. Consequently, this enhances the general welfare and advancement of the coastal community.

Local community participation in development initiatives has been a trend for years now. Despite conventionally being viewed, as solely falling under government responsibility, successful tourism development requires community participation. The interaction of each local community is important in ensuring sustainable tourism development. In the same manner, Okazaki (2018) highlighted, community participation is important in pursuing sustainable tourism.

Sub-theme 1: Fishermen Livelihood

The informant said that *“the livelihood of fishermen in the three (3) barangays is a significant component of the economic and cultural fabric of the community”*. Because of its closeness to a wealth of maritime resources, the city's physical location has traditionally been favorable to the development of a robust fishing sector. The local fishing population participates actively in fishing operations on a daily basis. These activities serve not only as a method of generating a living but also as a cultural tradition that has been passed down through the years. The fish drying and selling that goes on in this business is one of the most common processes, and the local economy is dependent on it.

The Local Government Unit underlines the significance of responsible management of marine resources as a means of ensuring the long-term viability of this means of subsistence in the marine environment. The economic benefits of fishing activities are being considered with the imperative to maintain and preserve the variety of marine species, and efforts are being made to find a balance between the two. *“These efforts include the establishment of fishing rules, coral planting, and planting of mangroves are done with the*

intention of preserving the health of marine ecosystems”.

The participant indicated that *“it is critically important to incorporate the fishing community into the overarching strategy for the growth of tourism industry. This opens up the possibility of diversifying revenue streams by studying ecotourism opportunities, such as guided fishing excursions or educational programs centered on the biology of the local maritime environment. This strategy not only helps fisherman maintain their livelihoods but also adds to the attractiveness of the place to other tourists”.*

Sub-theme 2: Employment and local support

According to the informant, *“the local residents appreciate the necessity of establishing job opportunities and cultivating community support, particularly with the growing importance of the tourism sector. The major purpose is to create jobs in the community, notably in industries like hospitality, tour guiding, and the manufacture of locally handcrafted goods. This technique not only stimulates the local economy but also ensures that the benefits of tourism are felt directly by the residents”.* Additionally, there is a great emphasis on supporting local businesses, with resorts and tourist attractions favoring the purchase of goods and services from local providers whenever possible.

Sub-theme 3: Prioritization of local economy

The coastal-tourist destination is primarily reliant on the local workforce. That is why, skills development efforts concentrate upon expanding work possibilities for residents in industries such as tourism, hospitality, and the arts and crafts industry. This initiative is intended to ensure that local communities may benefit from increased tourism without neglecting their own livelihoods.

As the informant stressed, a fundamental responsibility is to prioritize the local economy wherever possible. This not only strengthens the economy but also encourages long-term, sustainable growth. Active community participation in decision-making processes is critical for instilling a sense of ownership over their surroundings and culture. According to the information presented, this guarantees that development is in line with local needs and values.

Sub-theme 4: Strengthening of cultural events – Balsa Race

According to the informant, *Tangalan’s* annual Balsa Race is culturally significant since it promotes local pride, protects long-standing traditions, and draws tourists. This festival promotes traditional marine skills while also instilling a sense of community pride and engagement across generations. Local businesses and craftspeople in the area can benefit from the area’s reputation as a tourist destination. However, it is critical to design the event in an environmentally-friendly manner, to manage infrastructure to accommodate people, and to maintain the tradition’s authenticity. The informant emphasizes that the Balsa Race provides a valuable chance for cultural enrichment as well as economic prosperity. Its success is dependent on strong community involvement, and diversification of associated activities.

Sub-theme 5: Resort collaboration

The informant emphasizes the considerable economic, ecological, and socio-cultural benefits of collaborating with resort owners and management. This cooperation contributes financially by hiring local residents and distributing money within the community. It also encourages sustainable tourism through collaborative activities between the community and resorts, such as beach clean-ups and reef preservation.

In terms of social and cultural preservation, the relationship is critical in preserving local customs and traditions while fostering meaningful connections between residents and visitors. It is critical to overcome problems such as setting shared objectives, maintaining open communication, and implementing eco-friendly policies in order to accomplish successful collaboration.

Sub-theme 6: Security services

The informant emphasized the critical nature of security service provision in safeguarding the welfare and safety of both visitors and the local populace. The barangay officials and *tanods* were able to develop close collaborations when it comes to local law enforcement and resort security. These security-oriented measures foster improved relations and trust between the resorts and the local populace. It is important to acknowledge that the successful implementation of these security

measures safeguards privacy, maintains safety, and complies with cultural norms. In essence, effective security services are vital in cultivating a

safe, amicable, and cooperative atmosphere that is advantageous to every individual present, including visitors and residents.

Table 4

Viability of Community-based Coastal Tourist Destination

Theme	Subthemes
4 – Economic Diversification	1 - Fish drying 2 - Community grouping for economic benefit 3 - Poultry and egg production
5 - Environmental Initiatives	1 - Clean up Drive 2 - Tree planting and mangrove planting 3 - Guardian against illegal activities
6 - Marine Conservation Efforts	1 - Sanctuary support and coral planting

Theme 4: Economic diversification

As per the participant's account, the Local Government is implementing a comprehensive approach to achieve economic diversification such as supporting the farmers, fishermen by implementing alternative means of subsistence, assisting community-owned businesses, and prioritizing environmental preservation. The principal objectives encompass enhancing the sustainability of the fisheries and agriculture industries, cultivating natural and cultural wonders to generate tourism revenue, and expanding sources of income via ventures such as poultry and egg production. Moreover, in order to promote entrepreneurship, the participant emphasized the significance of community-skill development and assistance for local enterprises.

Agam, Maryoni and Sigi (2021) outlines the benefits, and characteristics of natural, and human resources as a proponent of the development of marine coast tourism based on community empowerment. It also analyze the benefits of resources, the viability and suitability of tourism area which is supporting the attraction of tourists facto to come to Bahri Jawai Beach, and to develop a strategy for developing the marine tourism areas of Sambas Regency based on the natural resource potential, perceptions, participation, and aspirations of tourists, and the community local. The development strategies in their study shows strengthening marine tourism management, optimizing promotion, and socialization on internet media, optimizing institutional roles in improving coastal security systems, and health, development of accessibility such supporting facilities for coastal facilities, and infrastructure. For this study the following were

the subthemes in line with the viability of the community-based coastal tourism destinations in Tangalan, Aklan:

Sub-theme 1: Fish drying

According to the informant, “*the process of fish drying, carries substantial economic significance by enhancing the value of the fishing sector. This process entails the preservation of fish through the reduction of moisture content, utilizing techniques such as sun-drying, smoke-drying, and mechanical-drying. By employing this method, it prolongs the durability of the fish, hence facilitating its distribution in wider marketplaces*”.

In brief, the process of fish drying holds significant importance in the local economy as it combines ancient methods with contemporary requirements for sustainable practices and enhanced market reach.

Sub-theme 3: Poultry and egg production

The participant informed “*the community is shifting towards poultry and egg production in response to the dwindling fish catches*”. This move is strategic, aiming to reduce the local economy's reliance on fishing by introducing a sustainable alternative for income and employment. The informant noted that raising chickens and producing eggs are enhancing food security and nutrition in the area. To ensure the success of this venture, education and training is provided by the local government, but not enough. The initiative also presents opportunities for empowering women economically. However, challenges such as disease management and market volatility must be addressed. Overall, the informant believes that poultry farming is a promising avenue for

economic stability as traditional fishing faces challenges.

Theme 5: Environmental Initiatives

An indigenous fisherman in Tangalan, Aklan, believes that the area's environmental activities especially increasing garbage contributes to the depleting fish catch. That is why, the people in the community involved themselves in mangrove reforestation and preservation of coastal ecosystems. These environmental measures are essential to maintaining the biodiversity and distinctive natural beauty of the coastal community, as well as the long-term viability of the fishing economy and growing tourism sector.

Cutting back on plastic waste help combating marine pollution and advancing the regeneration of coral reefs. These initiatives are a direct reaction to the depletion of fish stocks and the destruction of habitat brought on by the expansion of resorts and rising levels of human activity.

According to Catibog-Sinha, and Wen (2018), natural and cultural landscapes values form of basis for coastal tourism. These values includes geographical position, microclimatic conditions, existence of water, natural beauties, existence of natural vegetation, existence of wildlife, surface features, geomorphologic structure, local food, festivals and pageants, traditional agricultural structure, local handicrafts, regional dress culture, historical events and people, heritage appeals, architectural variety, traditional music and folk dance, artistic activities and so on. As environmental initiatives, the following were implemented in the coastal area of Tangalan, Aklan:

Sub-theme 1: Clean up Drive

The Clean-Up Campaign is a local initiative that aims to conserve the area's marine and coastal ecosystems, according to an informant. Regular clean-up events are planned by this initiative, which brings together businesses, government agencies, and members of the community to gather and get rid of waste, especially that which poses a harm to marine life. The informant emphasizes how crucial the program is to protecting the environment, drawing tourists, and raising locals' understanding of environmental issues. They appreciate the intimate relationship between the health of these ecosystems and the prosperity of the local fishing and tourism sectors. The

informant also highlights the difficulties in maintaining community involvement and making sure there are enough resources to support these conservation initiatives.

Sub-theme 2: Tree planting and mangrove planting

A local from Tangalan, Aklan, highlights the significance of their tree and mangrove planting initiatives. According to the informant, “we emphasize the community's active participation in these programs, which cultivates a culture of environmental responsibility. These programs are critical for community protection and environmental conservation, but as of the moment still needs to be intensified”. The informant points out that mangroves are vital for maintaining shoreline integrity, preventing coastal erosion, and supporting marine ecosystems, which in turn benefits the fishing industry.

Sub-theme 3: Guardian against illegal activities.

The participant describes the formation of "Sea Guardians" as a strategic move to combat environmental crimes like illegal fishing and deforestation along the coast. These local conservationists monitor the area for such activities, collaborating with law enforcement to safeguard marine ecosystems and biodiversity. The informant stressed, “our work is vital to maintain the community's traditional livelihoods that rely on a healthy environment. It is very challenging to balance enforcement with support for those affected by restrictions, equipping guardians with proper resources and training, and gaining support from community”. Overall, the informant views the "Sea Guardians" as key players in protecting environmental health and promoting a sustainable relationship between people and nature.

Theme 6: Marine Conservation Efforts

The diverse marine life and thriving coral reefs are the focus of these conservation efforts, which also aim to protect the economies that depend on them (such fishing and tourism). The critical need to protect these underwater ecosystems for future generations brought about by threats from overfishing, habitat damage, and pollution is evidenced by the people's recognition that their personal well-being and economic success are attributed to the health of their oceans.

Sub-theme 1: Sanctuary support and coral planting

According to a participant, “*the emphasis is not only to promote a culture of conservation but also increase public awareness as it is needed to solve many problems to achieve sustainable management, secure the necessary funds, and establish successful partnership with environmental organizations*”. As per the account of a participant, “*the practice of coral planting is regarded as a crucial endeavor in marine conservation*”. The endeavor is a collective undertaking that encompasses the participation of

community members, governmental entities such as the Bureau of Fisheries and Aquatic Resources (BFAR), and environmental non-governmental organizations (NGOs). The participant emphasized the interdependence between industries such as fishing and tourism that includes recreational activities like snorkeling and diving. The informant asserted that the dissemination of knowledge regarding the significance and vulnerabilities of coral reefs is vital for ensuring the long-term viability of the initiative and the economic well-being of the coastal community.

Table 5

Challenges, Interventions, Strategies, and Solutions For Community-based Coastal Tourist Destinations

Theme	Subthemes
7 – Challenges and Issues	1 - Deforestation 2 - Diminishing fish catch 3 - extinction of blue starfish
8 – Solutions and Intervention	1 - Reforestation and Waterfall preservation 2 - Water management assistance 3 - Augmenting the Aesthetic Appeal through Kiosk Design 4 - Ensuring Public Health through Sanitation

Theme 7: Challenges and Issues

In the study conducted by Achrekar (2021) on sustainable coastal tourism, it was revealed that there is a greater percentage of residents who perceive that the environmental, and socio-cultural sustainability is negatively impacted due to massive growth of tourism activity in this part of Goa’s coastal belt, while for the perception on economic sustainability the results are mixed.

A participant in this study said that “*the area has seen substantial expansion and development in recent years. However, a number of problems affecting the environment, the economy, and society and culture have emerged as a result of this development. The local ecosystem has been damaged because of the increasing resorts and the resulting influx of visitors leading to decreased fish populations and increased marine pollution*”. The local fishing industry is struggling under the weight of declining fish numbers and rising living costs. From a socio-cultural aspect, the influx of tourists and the development of resorts have the potential to alter local rituals and community dynamics. Conservation and management issues, such as how to keep sanctuaries in good shape and

whether or not environmental initiatives are making a dent in persistent pollution, only add to the difficulty. In response to these challenges, people explore alternative sources of income.

Sub-theme 1: Deforestation

A participant said, “*The recent flooding is brought about by massive cutting of trees in the mountains. You see, there hardly comes water running*. While tree planting is encouraged, yet only few survived because of lack of water supply”. According to the informant, it is critical to protect the waterfalls in Jawili due to its critical role in protecting biodiversity and attracting tourists. These waterfalls are important for ecological, cultural, and recreational reasons. However, environmental degradation pose threats to their preservation.

Sub-theme 2: Diminishing fish catch

The question of decreasing fish capture is a subject of considerable worry, as it carries notable environmental and socio-economic implications, as expressed by an individual with vested interest in the matter. The decline in marine biodiversity can be ascribed to overfishing, habitat degradation

arising from pollution, and disturbances induced by the rise of tourist and resort activities. The decrease in fish capture presents potential risks to the stability of food supply. To effectively tackle this matter, it is important to safeguard critical marine ecosystems, implement pollution mitigation strategies, and actively engage local communities in conservation initiatives.

The informant emphasized the significance of addressing these issues in order to maintain the biological well-being of marine ecosystems and support the economic sustainability and welfare of the local community, which is dependent on fishing as a means of life.

Sub-theme 3: Extinction of Blue Starfish

“The extinction of the Blue Starfish is a substantial illustration of the susceptibility of marine ecosystems brought about by degradation of habitats, pollution, and overexploitation of the sea”, as stated by an informant. Due to their critical role in sustaining the health of coral reefs and other marine habitats, the Blue Starfish's extinction has far-reaching consequences for biodiversity. This circumstance emphasizes the critical nature of increasing public consciousness regarding the significance of conserving marine life, implementing stricter conservation regulations, and encouraging environmentally conscious conduct in coastal communities.

Theme 8: Solution and Intervention

The environmental problems such as the decline or extinction of important species like the Blue Starfish has long been observed in the community. *“The reduction of marine pollution and the promotion of sustainable fishing methods are all examples of conservation initiatives. Community involvement and inspiring people through local activities to take environmental responsibility are primary goals of education and awareness campaigns.* These plans are essential for protecting the coastal community”.

Garcia (2001) explained that for instance, a conflict between fishers from these neighboring municipalities over territorial boundaries of common fishing grounds in Pangayawan, and Pungtod reefs has not been resolved over the years. Likewise, the introduction of aquasilviculture in mangrove areas may become a potent source of conflict among resource-users who maintain informal rights over the mangrove resource. The

overall state of coastal resources in these municipalities is in immediate need of a unified plan to promote both their preservation, and conservation. To achieve this end, a joint resource management council representing all resource-users from both municipalities must be organized, and convened. These strategies include community-based approaches of co-managing resources, such as “no-take zones” (sanctuaries), ecotourism development, and livelihood schemes to mitigate, in part, the pressure of over-exploitation of fishery resources (Garcia, 2001). In this study, the following were the suggestions made in order to address environmental concerns:

Sub-theme 1: Reforestation and Waterfall preservation

Reforestation, according to the informant, is a critical intervention aiming at addressing environmental deterioration and restoring ecological balance. *“The key project entails the planting of native tree species in deforested areas to avoid soil erosion. It is critical to actively engage the local population in conservation activities in order to effectively preserve the waterfalls. These safeguards are necessary to ensure that future generations continue to benefit from these significant natural resources and tourism attractions”.*

Sub-theme 2: Water management assistance

Improving waste management in coastal community is crucial to resolving environmental health concerns and boosting the area's appeal, particularly given the importance of tourism to the local economy. Recycling initiatives, effective trash collection and disposal systems, and new waste management facilities are all part of the package of aid being provided. Educational and awareness programs play a crucial role in promoting responsible garbage disposal system among both local inhabitants and tourists.

Sub-theme 3: Augmenting the Aesthetic Appeal through Kiosk Design

From an informed standpoint, the implementation of uniform kiosks carries considerable importance in augmenting the aesthetic appeal and operational efficiency of dried fish vendors. The design of purpose-built kiosks integrate local cultural features and architectural styles, effectively highlighting the distinctive

legacy of Tangalan as a fishing community. These multifunctional kiosks encompass the sale of locally created goods. In essence, the aforementioned kiosks assume a crucial function in the advancement of indigenous culture and commercial activities.

Sub-theme 4: Ensuring Public Health through Sanitation

“The critical significance of sanitation is stated to be the determining factor in ensuring public health, environmental preservation, and the sustainability of the tourism industry”, according to the informant. Critical components comprise the efficient execution of waste management systems,

guaranteeing access to potable water, assuring appropriate treatment of wastewater, and furnishing sufficient public restroom facilities, particularly in along the road frequented by a great deal of tourists. It is critical to educate and foster comprehension regarding hygiene and sanitation protocols among both the local populace and visitors in order to effectively mitigate the spread of diseases. Nevertheless, this endeavor presents notable obstacles, such as the requirement to construct adequate infrastructure to accommodate the interests of both inhabitants and tourists, encourage community participation in upholding sanitation protocols, and institute and enforce pertinent regulations.

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