

Socio-cultural, Environmental, and Economic Factors Associated with Sustainable and Regenerative Coastal Tourism in the Province of Iloilo: Bases for a Model Development

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Abstract

It is essential to identify the socio-cultural factors, environmental factors, and economic factors of sustainable and regenerative coastal tourism to minimize environmental degradation and ensure viability by improving resource allocation and ensuring long-term economic benefits while creating a mutually beneficial relationship among key tourism stakeholders and creating a sustainable tourist hotspot in the country's profound coastal tourism destination. Tourism necessitates a flexible framework that can adapt to changing global trends and endorse comprehensive policies for the future (Hussain & Haley, 2022). Coastal tourism is the largest sector of the maritime economic subdivisions and often raise arguments regarding the environmental impacts (Papageorgiou, 2016). Hence, the purpose of this study was to determine the socio-cultural, environmental, and economic factors associated with sustainable and regenerative coastal tourism in the Province of Iloilo as a basis for the development of a sustainable and regenerative coastal tourism model. Socio-cultural, environmental, and economic factors have a positive impact on sustainable coastal tourism, sustainable coastal tourism has a positive impact on regenerative coastal tourism, and economic factors have a positive impact on regenerative coastal tourism.

Keywords: *socio-cultural factors, coastal tourism, community involvement, model development*

Introduction

For a coastal tourism destination like the Province of Iloilo to manage and promote tourism more effectively, it is crucial to involve tourism stakeholders in conversations regarding the issues that affect tourism. A sustainable and regenerative coastal tourism model that incorporates the perspectives and assessments of coastal tourism stakeholders is crucial for achieving a balanced approach that benefits the environment, local communities, and the tourism industry. Their input can help shape policies and strategies that are sustainable, inclusive, and responsive to the needs of both the industry and the local community. It guarantees the responsible, long-term viability, and resilience of tourism development in coastal. As a social movement, tourism had roots that went all the way back to the eighteenth century (Rasoolimanesh, et.al, 2020). Coastal towns face unique challenges compared to their inland counterparts, and they depend on the

popularity of the beaches to draw tourists (Cash, 2022). In essence, regenerative tourism acknowledges the idea that tourists and destination managers are a part of a living system embedded in the natural environment, and it runs on principles that acknowledge the interconnectedness of different natural and social environments that are intended to return to people and land (Hussain, 2021). Our local, national, and international issues must be evaluated in the light of the regenerative development paradigm, a fresh approach to problem-solving and development (Grabel, 2015).

The main objective of the study was to determine the socio-cultural, environmental, and economic factors associated with sustainable and regenerative coastal tourism in the Province of Iloilo as basis to the development of a sustainable and regenerative coastal tourism model.

Specifically, this study sought the following objectives:

1. To determine if there are significant relationships among socio-cultural, environmental, and economic factors of sustainable and regenerative coastal tourism.
2. To determine if socio-cultural factors, environmental factors, and economic factors have a significant impact on sustainable coastal tourism.
3. To determine if sustainable coastal tourism has a significant impact on regenerative coastal tourism.
4. To determine if economic factors have a significant impact on regenerative coastal tourism.
5. To determine a coastal tourism model as an effect of this study.

Theoretical Framework

The study of coastal tourism is necessary, and this will be extensively explored using Butler's (1980) tourism area life cycle or TALC theory. According to Sahli (2020), tourism area life cycle is used to study the evolution of a particular tourism destination. The model suggests that a tourism area evolves through six predictable different stages, namely, exploration, involvement, development, consolidation, stagnation and decline or rejuvenation. Socio-cultural theory of Vygotsky looks at the ways that society impacts development and behavior, moreover, culture and beliefs are influenced by teachers, parents, and peers. Social interaction is key to learning and proper development (practicalpie.com). Thus, socio-cultural theory is also imperative in the study of identifying socio-cultural factors of sustainable and regenerative coastal tourism. The theory of capital by Pierre Bourdeau is also relevant on the study of factors as sustainable and regenerative coastal tourism. According to Huang (2019), cultural capital is gained mainly through an individual's initial learning and is unconsciously influenced by the surroundings. Moreover, the stakeholder theory of

Freeman (2001), is also essential to this study. He emphasized that stakeholder theory is essential for management to consider the interests of all stakeholders and maintain a balance among these interests.

Conceptual Framework

To maintain sustainable coastal tourism, the effects on coastal communities' physical, social, and cultural environments must be controlled (Ghosh, 2012). There is a growing understanding that seaside tourism must be developed sustainably in recent decades. This strategy reduces or completely avoids the negative effects of tourist growth and sets the stage for long-term enjoyment of the advantages. Sustainable development in the tourism sector involves two important considerations: preserving the environment, natural resources, and biodiversity, as well as preserving the living cultural legacy and customs. The state, businesses, and local communities should work together to develop sustainable tourism development initiatives.

The coastal environment of the Philippines is diverse, with a variety of ecosystems, a wealth of species, and high levels of productivity. The ecology is essential to the wellbeing of the coastal area and adjacent ecosystems. The coastal zone is one of the most vulnerable geographical areas because of this connection (Huttche, et al., 2002). Regenerative tourism has the potential to change how we value the act of tourism in a destination where the shift from a visitor economy to a resident economy that needs and values of local people are placed above that of temporary visitors. Given that our nation is an archipelago, sustainable coastal tourism can help coastal communities grow. As a result, assessing a sustainable coastal tourism model through the managers of coastal tourism establishments will show if the tourism industry is prepared to solve urgent coastal tourism issues and concerns encountered by tourism establishments and the coastal tourism industry.

Figure 1 below shows the conceptual framework of the study.

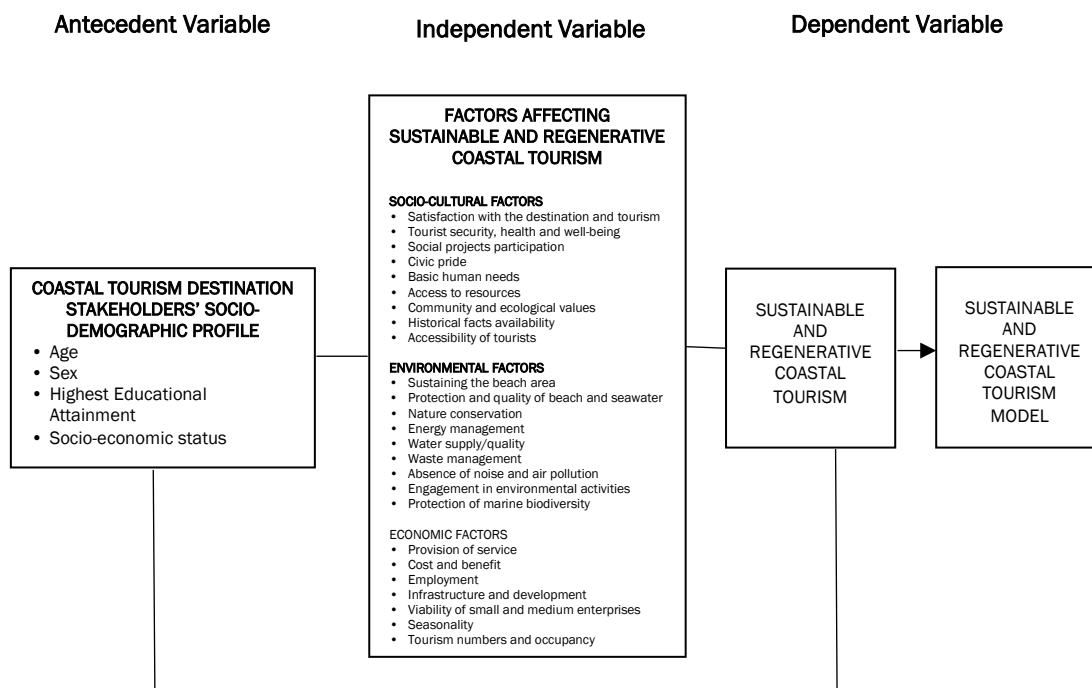


Figure 1. Socio-cultural, Environmental, and Economic Factors Associated with Sustainable and Regenerative Coastal Tourism in the Province of Iloilo as Basis for the Development of a Sustainable and Regenerative Coastal Tourism Model

The main objective of the study was to determine the socio-cultural, environmental, and economic factors associated with sustainable and regenerative coastal tourism in the Province of Iloilo as basis to the development of a sustainable and regenerative coastal tourism model.

The respondents of the study were the two hundred forty-three (243) coastal tourism stakeholders of coastal tourism in the municipalities of Ajuy, Concepcion, Carles, Guimbal, Miag,ao and San Joaquin in the Province of Iloilo. They were given a self-administered questionnaire or answered in a Google form link prepared by the researcher. Personal observations in the coastal communities were also done by the researcher. The study was conducted from December, 2022 to May, 2023.

The researcher-made Sustainable and Regenerative Coastal Tourism Questionnaire was used as the data-gathering instrument that had

undergone validity and reliability testing and undergone Ethics Review. The researcher also utilized Google forms with the aid of emails and Facebook messenger as communication channels with the informed consent to participate as well as personal interaction with the printed self-administered questionnaires which had been accomplished by the coastal tourism stakeholders mentioned above thru site visits and observations. The study is limited to the use of descriptive-correlational research using statistical tools such as percentage, frequency count, mean, and standard deviation, independent sample t-test, and one-way ANOVA. Confirmatory Factor Analysis was conducted to check the model fit of the tested variables to further undergo multiple regression analysis to identify the coastal tourism model of sustainable and regenerative coastal tourism in the Province of Iloilo.

Significance of the Study

This study is relevant and has significant benefits to the Department of Tourism, tourism Enterprise and Entrepreneurs or Investors, Local Government Unit Officials and Barangay Council, Tourism Officers of Coastal Municipalities in the country, the Local coastal community, Tourists and Future researchers who may significantly needing the results for further plans and improvement of local projects and initiatives.

Review of Related Literature

Sustainable tourism concepts shown by different studies discuss its benefits and how it will answer the pressing social, environmental, and economic impact of coastal tourism. Ghosh (2012) emphasized that several international conventions apply to the coastal tourism industry in an attempt to make it more sustainable and the notable ones include the United Nations Convention on the Law of the Sea. Lal Mukherje (2020) mentioned the following advantages of sustainable coastal tourism, which include financial gain that benefits the state. Some studies suggested that environmental assessment of sustainable tourism is to use the criteria set by GSTC (Tiu, 2013). Moreover, integrated methodology made it possible to understand how to manage beaches so that both the experiences of visitors are maximized, and the ecosystem is protected (Lukoseviciute & Panagopoul, 2021). Raub and Martin-Rios (2019) created a model with features that acknowledges that the hospitality sector must actively participate in forging partnerships with stakeholders to find solutions to the huge sustainability issues.

Regenerative Tourism as considered as the maturation of sustainability concepts is an integral idea that coastal tourism sector must adapt to maintain the concept of sustainability as a driver of growth in the coastal tourism of the country being an archipelago. Imperative with the concepts of regenerative tourism, studies revealed

that sustainable tourism is attainable with the awareness and concerns of the tourism stakeholders (Hussain, 2021). Postma (2021) said that it concentrates on the things in life that are truly important where it improves the quality of life for locals by meeting their basic requirements and assisting communities and tourist destinations in ongoing self-renewal. Regenerative tourism discourses take a comprehensive approach, considering the viewpoints of the destination, the community, and the environment (Glusac, 2021).

Socio-cultural, environmental and economic factors discussed by various authors focuses on the development of more resilient ecosystems, communities, and economic endeavors, cleanliness of beach environments and safety, and valuing the concept of regenerative tourism in the development of communities. Travelers' responsible environmental behavior toward sustainable coastal tourism by Sultan et al. (2020) found that user-generated content's cognitive and affective causes have an impact on travelers' environmental concerns and attitudes. Beach management and beach nourishment where development of coastal tourism is a feasible strategy for enhancing the regional economy and coastal tourism is conducive to the development of economic structure in Xiamen (Yang, et. al, 2021).

In the Philippine context, being a archipelago rich on marine biodiversity, the value of sustainable coastal tourism equates with the responsible resource management and environmental knowledge and awareness that is imperative in the growth of tourism. This is also true in the other countries' experience like China wherein beach management and beach nourishment where development of coastal tourism is a feasible strategy for enhancing the regional economy and coastal tourism is conducive to the development of economic structure in Xiamen (Yang, et. al, 2021).

Methodology

This Chapter discusses the methodology of the factors associated to the sustainable and regenerative coastal tourism practices in Iloilo with the descriptive-correlation design.

Research Design

The research design implemented be a descriptive-correlational study using confirmatory factor analysis as statistical tool with the use of regression analysis. Correlation research investigates the relationship between two or more

variables. Fraenkel and Wallen (1993 in Garcia, 2017) it can also be associational research where the relationship of two or more factors are explored, without manipulating any of the variables being investigated.

The dependent variable in this study were sustainable coastal tourism and regenerative coastal tourism while the independent variables were socio-cultural factors, environmental factors, economic factors. In addition, socio-demographic personal factors such as sex, age, highest educational attainment, and socio-economic status were used as the antecedent variables.

Respondents of the Study

The research samples were taken using purposive sampling method where two hundred forty-three (243) of coastal tourism stakeholders comprises the tourists, local government officials or workers, residents and coastal establishments' manager/owner and workers of the coastal tourism municipalities with developing coastal tourism were selected and computed samples using the formula. The six (6) municipalities from coastal destinations of Iloilo, Philippines comprising the municipalities of Ajuy, Concepcion, and Carles from the Northern Iloilo and Guimbal, Miag-ao and San Joaquin from Southern, Iloilo were selected by the researcher looking unto the DOT figures and readings on different materials of the coastal destinations of Iloilo.

The study has the following inclusion and exclusion criteria: the coastal municipalities has existing coastal tourism establishments employees and managers has to be part of the business for at least five (5) years, the local government officials has to be working in any offices and the local barangay council, tourists must have visited the destinations from the last three (3) years, and years and all the respondents must be 18 years old. An Informed Consent Form will be part of the Self-Administered Questionnaire both in online forms and printed copies for the respondents to accomplish.

Sampling Technique

The sampling technique implemented was simple random sampling. Using the formula, two hundred forty-three (243) samples were computed out of six hundred fifty-three (653) total respondents consented to participate in the study. The respondents were the coastal tourism stakeholders of the coastal destination such as the

coastal destination's residents, local government unit officer and workers, managers and employees of coastal tourism enterprises/ establishments, and tourists of the coastal destinations of Iloilo, Philippines comprising the six (6) coastal municipalities of: Ajuy, Concepcion, Carles, Guimbal, Miag,ao and San Joaquin. The standard normal deviate of 1.96 corresponding to 95% level of confidence with proportion target of the population of 50% (0.05) estimated and a degree of accuracy or margin of error set at 0.05 or 5%.

The formula for computing the sample size is as follows:

$$n = \frac{NZ^2 (p(1-p))}{Nd^2 + Z^2 (p(1-p))}$$

Data-Gathering Instrument

Primary data was taken using a researcher-made self-administered Factors Associated with Sustainable and Regenerative Tourism Self-Administered Questionnaire in Google Form and printed SAQs. The questionnaire is an adapted Global Sustainable Tourism Council Questionnaire of the GSTC or Global Sustainable Tourism Council and Future of Tourism Guiding Principles criteria to test sustainable and regenerative tourism practices of the coastal destination and coastal tourism establishments. The Global Sustainable Tourism Council or GSTC establishes and manages global sustainable tourism standards with the aim of increasing sustainable tourism knowledge and practices among public and private stakeholders (gstccouncil.org). Regenerative tourism questions were the Guiding Principles set by the Future of Tourism, a coalition of various organizations like Center for Sustainable Travel and Destination Stewardship Center with the Advisory Committee who provides with expertise and guidance on areas that are strategic for the transformation of tourism (futureoftourism.org).

The self-administered questionnaire was given to the different coastal tourism stakeholders comprising the tourists, the residents, the tourism enterprises employees, and the local government unit officers. It will be divided into three (3) Parts. Part 1 asks about the socio-demographic profile of the respondents such as their age, sex, highest educational attainment and socio-economic status or family income. Part 2 is about the different factors associated with sustainable and regenerative coastal tourism and Part 3 is about the

sustainable and regenerative coastal tourism practices of coastal tourism stakeholders. The questionnaire was being translated into the local dialect or Hiligaynon by the *Sumakwelan* (a reliable local Ilonggo organization for literary works on a local language) representative. An ICF or informed consent form was also presented for agreement to the respondents before answering. The Informed Consent Form discusses that the records from the study will be kept as confidential as possible.

Rating scale on Socio-cultural, Environmental, and Economic Factors. To determine the respondent's perception on the socio-cultural, environmental, and economic factors of sustainable and regenerative coastal tourism in their areas, a rating scale on Socio-cultural Factors with nine (9) items questions were utilized. For Environmental factors, nine (9) items were utilized while seven (7) items were used for Economic Factors.

The self-administered questionnaires have items provided with columns to put a check mark indicating their assessment or perception with the different factors of sustainable and regenerative coastal tourism. The respondent's responses for each item were scored 5 for Strongly agree; 4 for Agree; 3 for Moderately agree; 2 for Disagree; and 1 for Strongly disagree.

To interpret the respondents' obtained mean score, the researcher uses a scale of means and corresponding interpretation as reflected in Table 1. Each factor was thoroughly described in this study, measuring their specific mean per items.

Scale of Means for Socio-cultural, Environmental, and Economic Factors.

Scale of Means	Interpretation
4.21 – 5.00	Very high
3.41 – 4.20	High
2.61 – 3.40	Moderate
1.81 – 2.60	Low
1.00 – 1.80	Very low

Rating Scale on Sustainable Coastal Tourism and Regenerative Coastal Tourism. To determine the respondent's assessment about Sustainable Coastal Tourism, twenty-one (21) items questions were utilized. For Regenerative Coastal Tourism, thirteen (13) items were used.

The self-administered questionnaires have items provided with columns to put a check mark indicating their assessment or perception with the

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Degree of correlation for the variables

Scale of Means	Interpretation
0.91 – 1.0	Very high
0.71 – 0.90	High
0.51 – 0.70	Moderate
0.31 – 0.50	Low
0.00 – 0.30	Little or Negligible

The validity and reliability of the instruments was considered and pilot-tested in the Municipality of Tigbauan, Iloilo with thirty (30) coastal tourism stakeholders as respondents. The Ethical Review Board of the university was also sought to check the research instrument for ethical considerations.

Validity of the Questionnaire

The questionnaire have undergone validation with 5 panel of validators whereby the results showed that the following mean score of the following criteria: (1) items in the instrument are relevant to the objectives of the study is 5 (five); (2) the items in the instrument can obtain depth to constructs being measured is 5 (five); (3) the instrument has an appropriate sample of items for the construct being measured is 4.8 (four point eight); the items and their alternatives are nether or narrow nor limited in its content is 4.8 (four point eight); the items in the instrument are stated clearly is 5 (five); the items on the instrument can elicit responses which are stable, definite, consistent and not conflicting is 5 (five); the terms adapted in the scale are culturally appropriate is 5

(five); the layout or format of the instrument is technically sound is 5 (five); the responses on the scale show a reasonable range of variation is 4.8 (four point eight); the instrument is not too short or long enough that the participants will be able to answer it within a given time is 5 (five); the instrument is interesting such that the participants will be induced to respond to it and accomplish it fully is 5 (five); the instrument as a whole could answer its basic purpose for which it is designed is 5 (five); and the instrument is culturally acceptable when administered in the local setting is 5 (five). The three validators commented that to province in the title add in socio-cultural factors accessibility of the coastal destination and protection of marine biodiversity in the environmental factors, check tenses of verbs, and questions are very clear and will support needed necessary data for the study.

Reliability of the Questionnaire

The questionnaire for pilot-testing was administered in the Municipality of Tigbauan for pilot-testing with 30 participants. The researcher conducted a reliability test to test the internal consistency of the survey questionnaire. Cronbach's alpha is large (≥ 0.7) as recommended by Fornell & Larcker (1981); Nunnally & Bernstein (1994), indicating that the latent variables can generate reliable scores when they are used.

For socio-cultural factors which consists of nine (9) items under the socio-cultural factors, the Cronbach alpha is equal to .894 which is interpreted as "Good" in internal consistency. Based on the reliability statistics conducted, it is concluded that this factor passed the reliability test, and the researcher can use this factor to gather data from the chosen respondents. For environmental factor which consists of nine (9) items under the environmental factors, the Cronbach alpha is equal to .832 which is interpreted as "Good" in internal consistency. Based on the reliability statistics conducted, it was concluded that this factor passed the reliability test, and the researcher can use this factor to gather data from the chosen respondents. For the economic factors consisting of eight (8) items under the economic factors, the Cronbach alpha is equal to .882 which is interpreted as "Good" in internal consistency. Based on the reliability statistics conducted, it is concluded that this factor

passed the reliability test, and the researcher can use this factor to gather data from the chosen respondents. Lastly, the sustainable and regenerative tourism practices consisted of thirty-four (34) items under the sustainable and regenerative coastal tourism scale. The Cronbach alpha is equal to .974 which is interpreted as "Excellent" in internal consistency. Based on the reliability statistics conducted, it is concluded that this factor passed the reliability test, and the researcher can use this factor to gather data from the chosen respondents

Data Gathering Procedure

The data gathering procedure was simple random sampling wherein a total of two hundred forty-three (243) samples was acquired from the total of six hundred fifty-three (653) coastal tourism stakeholders which comprises the coastal tourism stakeholders of the coastal destination's residents, local government unit officer and workers, managers and employees of coastal tourism establishments, and tourists of the coastal destinations of Iloilo, Philippines of the six (6) coastal municipalities of: Ajuy, Concepcion, Carles, Guimbal, Miagao and San Joaquin. The coastal tourism stakeholders were made to answer a self-administered questionnaire with a consent to participate through filling-up Google forms or answering printed SAQs where they were reached by asking permission thru the respective Mayors or municipal executive thru the Municipal Tourism Officers of each municipality and resort owners or managers and indicated the questionnaire links and printed forms to be answered. Personal observations in the coastal communities were also done by the researcher.

When the self-administered questionnaires were retrieved, the obtained data was coded, tallied and run through the appropriate statistical tools to be analyzed and interpreted.

Data Processing Procedure and Analysis

The SPSS software was used to process the data gathered. The statistical tools to be used are percentage, frequency count, mean, and standard deviation to identify the descriptive results. Confirmatory Factor Analysis (CFA) was conducted and a multiple regression analysis to identify the model for sustainable and regenerative coastal tourism in the Province of Iloilo. Alpha level was set at 0.05.

Results

Relationship of socio-cultural, environmental, and economic factors of sustainable and regenerative coastal tourism

Data in Table 1 and Table 1.1 reveals that all socio-cultural factors have positive significant relationship with all the environmental and all economic factors. There are high correlation between satisfaction with the destination and basic human needs ($r = .721, p = .000$), nature conservation and protection and quality of beach and seawater ($r = .707, p = .000$) and protection of marine biodiversity ($r = .714, p = .000$); energy management and water supply/quality ($r = .746, p = .000$); engagement in environmental activities and protection of marine biodiversity ($r = .776, p = .000$); provision of service and absence of noise and pollution ($r = .706, p = .000$), cost and benefit and employment ($r = .706, p = .000$); infrastructure and development and viability of small and medium enterprises ($r = .776, p = .000$); and seasonality and tourism numbers and occupancy ($r = .724, p = .000$). Low correlation

(ranging from $r = .311$ to $r = .497$) among almost all variables except for social projects participation and infrastructure and development ($r = .265, p = .000$) and viability of small and medium enterprises ($r = .283, p = .000$); civic pride and energy management ($r = .255, p = .000$) and infrastructure and development ($r = .256, p = .000$); access to resources and seasonality ($r = .201, p = .000$); basic human needs and energy management ($r = .297, p = .000$); historical facts availability and energy management ($r = .287, p = .000$); accessibility of tourists and energy management ($r = .286, p = .000$); sustaining the beach area and social projects participation ($r = .300, p = .000$), and civic pride ($r = .304, p = .000$); protection and quality of beach and seawater and energy management ($r = .242, p = .000$); energy management and satisfaction with the destination ($r = .184, p = .000$), and seasonality ($r = .237, p = .000$); and absence of noise and pollution and energy management ($r = .252, p = .000$) has little/negligible to correlation.

Table 1
Pearson's r Results of the Correlation of Sociocultural, Environmental and Economic Factors of Sustainable and Regenerative Coastal Tourism

Categories	14		15		16		17		18		19		20		21		22		23		24		25	
	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob
Accessibility of tourists	.565	-	.413	-	.525	-	.358	-	.286	-	.536	-	.486	-	.470	-	.378	-	.309	-	.426	-	.307	-
Basic human needs	.421	-	.388	-	.572	-	.401	-	.297	-	.428	-	.454	-	.461	-	.455	-	.381	-	.402	-	.333	-
Satisfaction with the destination & tourism	.505	-	.433	-	.498	-	.345	-	.184	-	.477	-	.497	-	.380	-	.476	-	.308	-	.357	-	.319	-
Tourists' security, health, and well-being	.444	-	.471	-	.511	-	.430	-	.386	-	.377	-	.416	-	.426	-	.447	-	.333	-	.424	-	.521	-
Civic pride	.465	-	.304	-	.439	-	.390	-	.255	-	.420	-	.414	-	.347	-	.342	-	.320	-	.363	-	.273	-
Historical facts availability	.514	-	.431	-	.593	-	.383	-	.254	-	.381	-	.453	-	.478	-	.464	-	.356	-	.445	-	.381	-
Community and ecological values	.537	-	.491	-	.631	-	.531	-	.461	-	.422	-	.538	-	.519	-	.555	-	.437	-	.482	-	.457	-
Social projects participation	.397	-	.300	-	.377	-	.415	-	.341	-	.344	-	.338	-	.321	-	.283	-	.434	-	.368	-	.265	-
Access to resources	.311	-	.384	-	.475	-	.581	-	.502	-	.201	-	.305	-	.324	-	.417	-	.538	-	.335	-	.323	-
Nature conservation	.620	-	.433	-	.606	-	.472	-	.278	-	.586	-	.563	-	.533	-	.424	-	.339	-	.453	-	.341	-

Table 1 Continued

Protection of marine biodiversity	.653	-	.371	-	.576	-	.427	-	.331	-	.468	-	.486	-	.600	-	.360	-	.242	-	.472	-	.363	-
Protection & quality of beach & seawater	.641	-	.412	-	.664	-	.451	-	.266	-	.461	-	.534	-	.601	-	.481	-	.403	-	.563	-	.416	-
Engagement in environmental activities	.706	-	.348	-	.622	-	.408	-	.306	-	.428	-	.471	-	.574	-	.376	-	.304	-	.546	-	.386	-
Absence of noise & air pollution		-	.390	-	.615	-	.422	-	.252	-	.468	-	.512	-	.492	-	.384	-	.274	-	.452	-	.351	-
Sustaining the beach area	.390	-		-	.532	-	.506	-	.471	-	.412	-	.465	-	.430	-	.543	-	.482	-	.499	-	.496	-
Waste management	.615	-	.532	-		-	.595	-	.494	-	.504	-	.663	-	.649	-	.573	-	.465	-	.551	-	.498	-
Water supply/quality	.422	-	.506	-	.595	-		-	.746	-	.322	-	.446	-	.491	-	.504	-	.625	-	.395	-	.388	-
Energy management	.252	-	.471	-	.494	-	.746	-		-	.237	-	.237	-	.493	-	.490	-	.577	-	.419	-	.417	-
Seasonality	.615	-	.412	-	.504	-	.322	-	.237	-		-	.724	-	.490	-	.433	-	.332	-	.533	-	.403	-
Tourism numbers & occupancy	.512	-	.465	-	.663	-	.446	-	.387	-	.650	-		-	.658	-	.650	-	.535	-	.686	-	.564	-
Cost and benefit	.492	-	.430	-	.649	-	.491	-	.417	-	.403	-	.658	-		-	.626	-	.403	-	.706	-	.605	-
Viability of small & medium enterprises	.384	-	.543	-	.573	-	.504	-	.490	-	.433	-	.650	-	.626	-		-	.625	-	.666	-	.776	-
Provision of service	.274	-	.482	-	.465	-	.625	-	.577	-	.332	-	.535	-	.603	-	.654	-		-	.521	-	.520	-
Employment	.452	-	.499	-	.551	-	.395	-	.419	-	.533	-	.686	-	.706	-	.666	-	.339	-		-	.624	-
Infrastructure and development	.351	-	.496	-	.498	-	.388	-	.417	-	.403	-	.564	-	.505	-	.776	-	.77	-	.624	-		-

Model Analysis

Model Analysis of Sustainable and Regenerative Coastal Tourism

Confirmatory factor analysis. Data in Table 2 and Table 2.1, to confirm analysis of fit, a confirmatory factor analysis (CFA) was performed by using the first-order measurement model. Following Hair et al. (2006) and Hu and Bentler (1999) recommendations, control was done for multiple goodness-of-fit indices namely Chi-square (CMIN or χ^2) statistic/DF, Root Mean Square Error of Approximation (RMSEA), Standardized Root Mean Square Residuals (SRMR), Comparative Fit Index (CFI), and Tucker-Lewis Index (TLI). To be able to say that the model is considered adequate fit, the comparative fit index (CFI) and Tucker-Lewis index (TLI) should be $>.90$ while $>.95$ for it to be considered good fit. Rootmean-square error of approximation (RMSEA) value of $<.08$ is considered adequate fit while $<.06$ is considered as good fit. The standardized root mean square residual (SRMR) is considered good fit if it is lower than $.80$ while acquiring a value of $.00$ is considered perfect fit (Hu and Bentler, 1999). All these indices met recommended guidelines so model fit was considered acceptable. Thus, the

measurement model had a good fit with the data (Hair et al. 2006; Hu and Bentler 1998).

The original measurement model involved 79 constructs for latent variables in five categories (Regenerative Coastal Tourism, Sustainable Coastal Tourism, Socio-cultural factors, Environmental factors, and Economic factors). Constructs that did not meet the correlation parameters were considered admissible and were removed from the model. This included each of the factor's categories with two items respectively and regenerative and sustainable coastal tourism with two items and ten items respectively. The modified measurement model, as presented in Table 7.2 Confirmatory factor analysis, is an approach to Structural Equation Modelling as specified by Schumacker and Lomax (2010), thus enabling the researcher to evaluate each individual scale item and to examine overall model fit.

Factor loadings. Data in Table 2.1 and 2.2 showed the fit measures and factor loadings of the variables. Looking at the modified model in more detail, the Regenerative Coastal Tourism (RT) construct comprised of 10 instead of 13 latent variables, Sustainable Coastal Tourism (ST) construct of 11 instead of 21, Economic factors (EC) of 7 items was retained, Environmental factors (E), and Socio-cultural factors (SC). The first dependent variables were hypothesized to

measure Sustainable Tourism (ST), the second to measure Regenerative Tourism (RT) and the last three to measure Socio-cultural factors, Environmental factors and Economic factors hypothesized to measure Sustainable coastal tourism with Economic factors and Sustainable

coastal tourism to measure Regenerative coastal tourism. At first glance, the modified model shows rather high standardized factor loadings with values exceed 0.7; thus high levels of validity can be expected (Groenland & Stalpers, 2012; Brown, 2015; Kline, 2005).

Table 2
Model Fit
Test for Exact Fit

χ^2	<i>df</i>	<i>p</i>
3037	769	< .001

Table 2.1
Fit Measures

CFI	TLI	SRMR	RMSEA	RMSEA 90% CI	
				Lower	Upper
0.908	0.902	0.0329	0.0672	0.0647	0.0697

Table 2.2
Confirmatory Factor Analysis of Factors Associated with Sustainable and Regenerative Coastal Tourism

Factor	Indicator	Estimate	SE	Z	<i>p</i>	Stand. Estimate
Regenerative Tourism (10 items)	RT2	0.610	0.0240	25.4	< .001	0.820
	RT3	0.630	0.0235	26.8	< .001	0.847
	RT4	0.623	0.0235	26.5	< .001	0.842
	RT5	0.635	0.0237	26.8	< .001	0.847
	RT6	0.634	0.0229	27.7	< .001	0.865
	RT7	0.655	0.0245	26.7	< .001	0.846
	RT10	0.664	0.0254	26.1	< .001	0.834
	RT11	0.623	0.0227	27.4	< .001	0.859
	RT12	0.620	0.0234	26.5	< .001	0.842
	RT13	0.646	0.0241	26.8	< .001	0.847
Sustainable Tourism (11 items)	ST3	0.661	0.0245	27.0	< .001	0.851
	ST5	0.640	0.0237	27.0	< .001	0.850
	ST6	0.689	0.0264	26.1	< .001	0.833
	ST7	0.668	0.0252	26.5	< .001	0.841
	ST10	0.672	0.0254	26.5	< .001	0.840
	ST12	0.653	0.0247	26.5	< .001	0.840
	ST14	0.681	0.0259	26.3	< .001	0.837
	ST15	0.707	0.0251	28.2	< .001	0.874
	ST19	0.647	0.0247	26.1	< .001	0.834
	ST20	0.666	0.0256	26.0	< .001	0.831
Economic (7 items)	EC1	0.592	0.0288	20.5	< .001	0.715
	EC2	0.611	0.0265	23.0	< .001	0.776
	EC3	0.690	0.0315	21.9	< .001	0.749
	EC4	0.635	0.0290	21.9	< .001	0.748
	EC5	0.667	0.0270	24.7	< .001	0.814
	EC6	0.558	0.0268	20.8	< .001	0.722
	EC7	0.643	0.0250	25.8	< .001	0.836
Environmental (6 items)	E2	0.603	0.0275	22.0	< .001	0.750
	E3	0.635	0.0275	23.1	< .001	0.777
	E6	0.603	0.0273	22.1	< .001	0.755
	E7	0.603	0.0269	22.4	< .001	0.762
	E8	0.634	0.0265	23.9	< .001	0.797
	E9	0.631	0.0258	24.4	< .001	0.808
Socio-Cultural (7 items)	SC1	0.500	0.0250	20.0	< .001	0.702
	SC3	0.579	0.0278	20.9	< .001	0.724
	SC4	0.595	0.0257	23.2	< .001	0.779
	SC5	0.593	0.0257	23.1	< .001	0.777
	SC7	0.602	0.0242	24.9	< .001	0.818
	SC8	0.645	0.0277	23.3	< .001	0.781
	SC9	0.557	0.0251	22.2	< .001	0.756

Data in Table 2.3 showed the factor estimates of the factors of sustainable and regenerative coastal tourism whereby regenerative tourism and sustainable tourism ($SE= 0.862, p= <.001$), with economic factors ($SE= 0.774, p= <.001$) at the top followed by environmental factors ($SE= 0.747, p= <.001$), and socio-cultural factors ($SE= 0.688, p= <.001$) as the bottom factor. While sustainable coastal tourism with economic factor ($SE= 0.821, p= <.001$) has quite good estimates followed by environmental factor ($SE= 0.798, p= <.001$), and socio-cultural factors ($SE= 0.750, p= <.001$) with somehow good estimates. Economic factors and environmental factors ($SE= 0.778, p= <.001$) has good estimates with socio-cultural factors ($SE= 0.737, p= <.001$). Environmental factors and socio-cultural factors ($SE= 0.805, p= <.001$) has also good estimates.

Correlation of variables. Data in Table 3 showed the relationship of the research variables. Correlations presented revealed positive and significant relationships between all research variables. However, a high value of correlation was found between socio-cultural factors and environmental factors ($r=0.723, p=.000$), while with economic ($r=0.665, p=.000$) and environmental factors ($r=0.704, p=.000$) are strongly correlated. Moreover, sustainable tourism and socio-cultural factors ($r=0.829, p=.000$), economic factors, ($r=0.829, p=.000$), and economic factors ($r=0.829, p=.000$) are also strongly correlated and strongly positively correlated with regenerative coastal tourism ($r=0.829, p=.000$).

Table 2.3

Factor Estimates of the Factors Associated with Sustainable and Regenerative Coastal Tourism

Factor	Estimate	Estimate	SE	Z	p	Stand. Estimate
Regenerative Tourism	Regenerative Tourism	1.000 ^a				
	Sustainable Tourism	0.862	0.0117	73.9	<.001	0.862
	Economic	0.774	0.0185	41.9	<.001	0.774
	Environmental	0.747	0.0204	36.6	<.001	0.747
	Socio-Cultural	0.688	0.0235	29.3	<.001	0.688
Sustainable Tourism	Sustainable Tourism	1.000 ^a				
	Environmental	0.821	0.0159	51.6	<.001	0.821
	Economic	0.798	0.0170	47.0	<.001	0.798
	Socio-Cultural	0.750	0.0199	37.6	<.001	0.750
Economic	Economic	1.000 ^a				
	Environmental	0.778	0.0199	39.0	<.001	0.778
	Socio-Cultural	0.737	0.0219	33.6	<.001	0.737
Environmental	Environmental	1.000 ^a				
	Socio-Cultural	0.805	0.0183	44.1	<.001	0.805
Socio-Cultural	Socio-Cultural	1.000 ^a				

^a fixed parameter

Table 3

Correlation Matrix of variables

Variable	1		2		3		4		5	
	r	r prob	r	r prob	r	r prob	r	r prob	r	r prob
Socio-cultural factors	-	-	-	-	-	-	-	-	-	-
Environmental factors	0.723	-	-	-	-	-	-	-	-	-
Economic factors	0.665	-	0.704	-	-	-	-	-	-	-
Sustainable coastal tourism	0.696	-	0.763	-	0.745	-	-	-	-	-
Regenerative coastal tourism	0.638	-	0.696	-	0.722	-	0.829	-	-	-

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Regression analysis results. This study was conducted to determine if various factors can impact sustainable tourism. It was hypothesized that socio-cultural, environmental, and economic factors will positively influence sustainable tourism. Thus hypothesis 1 (H1), Hypothesis 2 (H2) and Hypothesis 3 (H3) were tested by regressing these factors on sustainable tourism.

Data in Table 3.1 reveal that the socio-cultural, environmental, and economic factors are significant predictors of sustainable coastal tourism. An *R* value of .829 and an *R*² value of .626 were obtained. This explains that socio-cultural factors as predictor contributed 62.6 of the variations of sustainable coastal tourism, *F*= 466, *p* = .000.

Table 3.1

Results of multiple regression analysis for the impact of Socio-cultural Factors, Environmental Factors, and Economic Factors on Sustainable Coastal Tourism

Values N=643	R	R ²	R ² Change	B	Beta	F	Sig.
Socio-cultural Factors	.829	.626	.681	.187	.037	466*	.000
Environmental Factors	.829	.626	.681	.681	.355	466*	.000
Economic Factors	.829	.626	.681	.355	.064	466*	.000

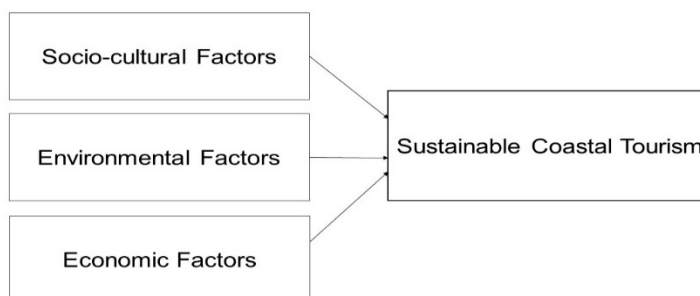


Figure 3. *Model of the analysis for the impact of socio-cultural factors, environmental factors, and economic factors on sustainable coastal tourism*

Separate linear regression analyses were conducted for Hypothesis 4 (H4) and Hypothesis 5 (H5). In testing Hypothesis 4 (H4), a regression analysis was performed, with sustainable tourism as an independent variable and regenerative tourism as the dependent variable. Table 5 presents the regression results used to test H4. In the testing of goodness of fit, the sustainable coastal tourism would be able to elucidate the *R*²

value of 0.687 of regenerative tourism, which had the capability of explanation of 68.7% of the variance of regenerative tourism.

As indicated in Table 4, sustainable tourism had a **significant impact** on regenerative tourism ($\beta = .829, p < .001$). Thus, Hypothesis 4 (H4) was supported. Figure of the model is shown in Figure 3.

Table 4

Results of regression analysis for the impact of sustainable coastal tourism on regenerative coastal tourism

Values N=643	R	R ²	R ² Change	B	Beta	F	Sig.
Sustainable Tourism	.829	.627	.687	.829	.020	1432*	.000

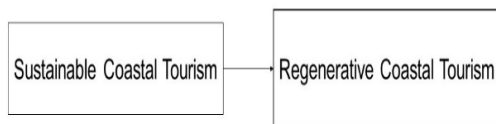


Figure 4. Model of the analysis for the impact of sustainable coastal tourism on regenerative coastal tourism

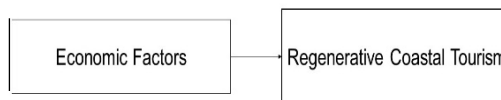


Figure 5. Model of the analysis for the impact of economic factors on regenerative coastal tourism

In testing Hypothesis 5 (H5), a regression analysis was performed, with economic factor as an independent variable and regenerative tourism as the dependent variable. Table 9 presents the regression results used to test H5. In the testing of goodness of fit, the economic factor would be able to elucidate the R² value of 0.521 of regenerative

tourism, which had the capability of explanation of 52.1% of the variance of regenerative tourism.

As indicated in Table 5, economic factor had a **significant impact** on regenerative tourism ($\beta = .722$, $p < .001$). Thus, Hypothesis 5 (H5) was supported.

Table 5

Results of regression analysis for the impact of economic factors on regenerative coastal tourism

Values N=643	R	R ²	R ² Change	B	Beta	F	Sig.
Economic Factors	.722	.521	.521	.722	.027	709*	.000

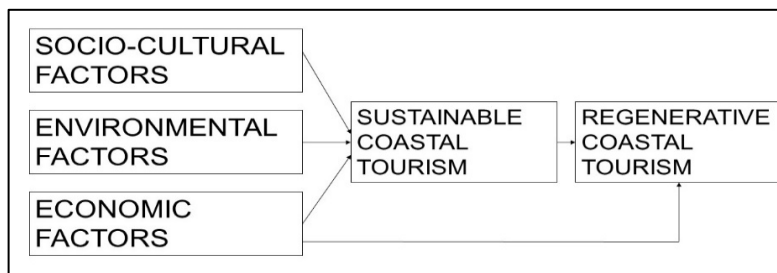


Figure 6. Model of Sustainable and Regenerative Coastal Tourism in the Province of Iloilo

In support of the findings of Mihalic (2014) on the Triple A Model of sustainability which combines the idea of sustainable tourism in

behavioral and political economics which has the three stages of awareness, agenda, and action.

Discussion

Coastal tourism is an important economic driver for the province of Iloilo. One of the sectors of the largest tourist industry in the world that is expanding is coastal tourism destinations where consequences of climate change have an impact on how coastal tourism affects the environment (Nara, 2014).

The results of the relationships among socio-cultural, environmental, and economic factors of sustainable and regenerative coastal tourism where socio-cultural factors have positive significant relationship with all the environmental and all economic factors. Alongside with the study of Nguyen, et.al (2020) in South Central Coast of Vietnam showed the factors that impact the

development of sustainable tourism in the South Central Coast namely: institutions and policies for tourism development, infrastructure, tourism resources, human resources for tourism, diversity of tourism services, relevant support services, activities of association and cooperation for tourism development, tourism promotion and encouragement, tourists' satisfaction, local community, and other factors wherein among these factors, institutions and policies for tourism development, infrastructure, tourism resources, and local community strongly impact the development of sustainable tourism in the region. There is a high correlation among variables such as satisfaction with the destination and basic human needs, nature conservation and protection and quality of beach and seawater and protection of marine biodiversity, energy management and water supply/quality, engagement in environmental activities and protection of marine biodiversity, provision of service and absence of noise and pollution, cost and benefit and employment, infrastructure and development and viability of small and medium enterprises and seasonality and tourism numbers and occupancy. This conforms in the Mediterranean study of coastal tourism industry of Mejjad, Rossi, and Pavel (2022) where they highlight the critical social and economic roles the coastal tourism industry plays while the steady and uncontrolled growth of this sector and related activities compromise these coastal countries' ecology and environmental quality. This requires the decision-makers and stakeholders' attention toward adopting new strategies and approaches toward greening the blue tourism industry to ensure sustainable economic, social and environmental growth of this industry.

The coastal tourism model formulated socio-cultural factors, environmental factors, and economic factors have a positive impact on sustainable coastal tourism. Tourism must be able to cohabit with other sectors to reduce the impact of its inherent susceptibility (Sunardi, et al., 2021). Mihalic (2014) noted in her study that sustainability calls for a thorough understanding of the steps involved in how a destination actually

implements a sustainability agenda where a theory called responsible tourism that uses a Triple A model to match the sustainability indicators and give guidance on how to put the sustainability concept into practice. Socio-cultural factors, environmental factors, and economic factors as perceived by the stakeholders are important in gauging the activities in the coastal destination, as Iloilo, to put sustainability practices in place and achieve better outcomes in sustainable tourism.

Sustainable coastal tourism has a significant impact on regenerative coastal tourism. Sustainable coastal tourism is indeed impacting regenerative coastal tourism; its indicators and factors can be the same and this supports the idea posed by Hussain (2021) that tourists and destination managers are a part of a living system embedded in the natural environment. It runs on principles that acknowledge the interconnectedness of different natural and social environments that are intended to return to people and land.

Economic factor having a positive impact on regenerative coastal tourism supporting Glusac (2021), who introduced that regenerative tourism improves the quality of life for locals by meeting their basic requirements and assisting communities and tourist destinations in ongoing self-renewal which takes a comprehensive approach, considering the viewpoints of the destination, the community, and the environment. Regenerative tourism, according to Hussain (2021), acknowledges that travelers and tourist sites are living systems integrated into the natural environment and permits the interconnectivity of various natural and social contexts, which also includes sustainable tourism niches. Moreover, Postma (2021), concentrates on the things in life that are truly important and regenerative tourism improves the quality of life for locals by meeting their basic requirements and assisting communities and tourist destinations in ongoing self-renewal. Regenerative tourism discourses take a comprehensive approach, considering the viewpoints of the destination, the community, and the environment (Glusac, 2021).

Conclusions and Recommendations

Given the findings, the following conclusions were drawn:

1. The sociocultural factors of satisfaction with the destination and basic human needs are imperatively related since satisfied stakeholders can also experience meeting their needs in the coastal destination. Moreover, the environmental factors of nature conservation and protection and quality of beach and protection of marine biodiversity as conservation activities involved protection of marine species and the beach area. Other environmental factors such as energy management and water supply/quality are highly related as the use of electricity is also equated in water supply for some coastal destinations that use reservoirs with electric pumps. Moreover, the environmental factors, engagement in environmental activities, and protection of marine biodiversity are highly related as coastal destinations conduct community activities that involve the protection of marine biodiversity and coastal resource management to protect the availability of marine resources for the community. The economic factors, provision of service, and the environmental factor, absence of noise and pollution, are related because the services provided relate to transportation and services that likely cause noise and pollution. Economic factors of cost benefit and employment are related since the value of spending in the destinations and available jobs for the locals are imperative. Infrastructure and development and viability of small and medium enterprises as economic factors are significantly related since SMEs also create infrastructure as they expand and grow. Lastly, the economic factors of seasonality and tourism numbers and occupancy are indeed related since the value of peak seasons correlates with higher tourist arrivals and higher rates of available accommodation. On the other hand, the sociocultural factor, social projects participation and economic factors infrastructure and development and viability of small and medium enterprises has nothing to do with each other since social projects would not affect the mentioned economic factors. The sociocultural factor of civic pride, the environmental factor of energy management, and the economic factor of infrastructure and development do not relate since the sense of place would not affect energy resources and use and infrastructure buildup. The

socio-cultural factor access to resources does not affect the economic factor of seasonality since resources in the coastal destinations are not a basis for the seasonality of the coastal tourism products. Additionally, the sociocultural factor of basic human needs, historical facts and availability, and accessibility of tourists, and the environmental factor of energy management do not relate since the use of energy may not affect the provision of basic needs of shelter and food and the historical significance of the places and its accessibility in the coastal destinations of the province of Iloilo. The environmental factor, sustaining the beach area, and socio-cultural factor, social project participation and civic pride does not relate since the value of the beach area may not be found relevant in the sense of place and community activities by the coastal tourism stakeholders.

2. Socio-cultural, environmental, and economic factors are the pillars of sustainable coastal tourism. Assessment of the critical coastal tourism stakeholders showed that these three factors, underscored by different indicators identified in this study, indeed impact sustainable coastal tourism.

3. Sustainable coastal tourism is indeed impacting regenerative coastal tourism; its indicators and factors can be the same and this supports the idea posed by Hussain (2021) that tourists and destination managers are a part of a living system embedded in the natural environment. It runs on principles that acknowledge the interconnectedness of different natural and social environments that are intended to return to people and land.

4. With the economic factor having a positive impact on regenerative coastal tourism, regenerative tourism improves the quality of life for locals by meeting their basic requirements and assisting communities and tourist destinations in ongoing self-renewal which takes a comprehensive approach, considering the viewpoints of the destination, the community, and the environment.

5. To conclude, the coastal tourism model of the Province of Iloilo for sustainable and regenerative coastal tourism comprises sociocultural factors, environmental factors, and economic factors which it positively impacts sustainable coastal tourism and economic factors impact regenerative coastal tourism with

sustainable coastal tourism positively impacts regenerative coastal tourism.

Based on the findings and conclusion, the following recommendations are advanced:

1. The sociocultural factors have to be intensified and consider grassroots knowledge, indigenous communities of the island communities, and other social and cultural factors that shape the coastal destinations, especially of the island communities. The environmental factors have to be broadened and consider scientific data and perspectives that measures the environmental aspects of the coastal destination, especially the water quality and marine biodiversity essential in the facts of sustainable and regenerative coastal tourism studies. The economic factors must be more extensive as they are relevant in regenerative coastal tourism concepts. It is essential to consider the lifestyle of coastal destinations and the lifestyle and behavior of tourists that shape the coastal tourism destination. It is relevant to study further the economic factors, especially the coastal tourism value chain that will guide the local government in implementing tourism campaigns and programs that will shape the coastal tourism development of the province of Iloilo.

2. Local tourism officers must be the key stakeholders to uphold the principles of sustainable development through sustainable tourism, especially in the coastal areas. Plans and programs for sustainable coastal tourism are to be led by the local tourism officers, developing local barangay council's actions as partners of the

coastal tourism establishment for sustainable coastal tourism as part of the priority. "Regenerative coastal tourism" must be imbibed by the respondents for the future and the development of coastal tourism in the province of Iloilo. Moreover, it is recommended to have more respondents to represent to have more relevant data.

3. It is recommended that regenerative coastal tourism and sustainable coastal tourism be the main agenda for developing the coastal tourism of the province of Iloilo and other coastal provinces of the country to develop as a cruise circuit hub not only in Asia but all over the world.

4. Regenerative coastal tourism has to be strengthened and initiated with the concept of seasonality in the coastal destinations where jobs and employment have to be the top priority of the local government, and investors have to be fostered for better coastal tourism in the coastal destinations of Iloilo especially those emerging destinations in the province.

5. This coastal tourism model could be a benchmark for Banate-Barotac Bay Resource Management Council, Inc. (BBBRCMI) as an inter-local government alliance composed of the municipalities of Anilao, Banate, Barotac Nuevo, and Barotac Viejo in the province. Sustainable and Regenerative coastal tourism must be the main agenda in the Integrated Coastal Management Strategies and Coastal Tourism Management Plans of the Province of Iloilo to be at the forefront and become the benchmark of the sustainable coastal tourism circuit in the Philippines.

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