

Sustainable Tourism Awareness-Adherence and Coastal Issues and Concerns of the Selected Coastal Tourism Stakeholders in Southern Iloilo, Philippines

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ABSTRACT

The common problems in tourism are the exploited rapid growth of coastal tourism and the seasonal nature of tourism has led to swings in employment and income most markedly in the small sector (Islam, 2015). The stance of sustainability is essential since this will be the reason that companies may survive the global pandemic (Pololikashvili, 2020). Hence, the purpose of this study was to determine the sustainable tourism awareness-adherence and issues and concerns of the selected coastal tourism stakeholders in Southern, Iloilo, Philippines. This study utilized the descriptive-correlation design using a researcher-made questionnaire. The study found "high" sustainable tourism adherence and awareness with "low" coastal tourism issues and concerns of the coastal tourism stakeholders in Southern, Iloilo. There was a relationship between sustainable tourism awareness and sustainable tourism adherence. The result also revealed that sustainable tourism awareness had a correlation with coastal issues and concerns and on relationship between sustainable tourism adherence and coastal issues and concerns.

Keywords: sustainable tourism, tourism awareness, stakeholders, coastal issues

INTRODUCTION

Background/Rationale, Related Literature and Significance of the Study

Coastal tourism deals with two complex systems, the tourism system and the coastal system. The former is primarily a human system and the latter, an environmental one. Of the same importance are the impacts of tourism on the environment and social settings of a coastal system (oneocean.org). The Philippines is the country most at risk from the climate crisis according to a report published in 2019 by the Institute for Economics and Peace.

The Philippines, through tourism, aspires to become a stronger player in the integrated travel industry of today. Yet, the country realizes that in order to do so, it must conserve, protect and strengthen the cultural, historical and natural resources upon which the Philippines draws its unique competitive advantages (Alampay, 2005). Sustainable tourism is a way of traveling and exploring a destination while respecting its culture, environment, and people (Arnould, 2019). A strong sustainability concept by addressing protection, conservation, and management of coastal ecosystems and resources (Neumann, et al., 2017).

The stakeholders in a destination can be classified into three major groups with their respective interests: national government, the local destination, and the tourism sector or industry operating in the destination. The three stakeholder groups, acting independently or in concert, will thus determine the degree to which the goals of sustainable development can be achieved through tourism (Alampay, 2005).

Objectives

The main objective of the study was to determine the sustainable tourism awareness, sustainable tourism adherence, and coastal tourism issues and concerns of the selected coastal tourism stakeholders in Southern Iloilo, Philippines.

The study has the following specific objectives:

1. To determine the coastal tourism stakeholders profile.
2. To determine the sustainable tourism awareness of the coastal tourism stakeholders in Southern Iloilo, Philippines.
3. To determine the sustainable tourism adherence of the coastal tourism stakeholders in Southern Iloilo, Philippines.
4. To determine the coastal tourism issues and concerns of the

coastal tourism stakeholders in Southern Iloilo, Philippines.

5. To determine if significant difference exists in the sustainable tourism awareness and coastal tourism stakeholders' profile in Southern of Iloilo, Philippines.

6. To determine if significant difference exists in the sustainable tourism adherence and coastal tourism stakeholders' profile in Southern of Iloilo, Philippines.

7. To determine if significant difference exists in the coastal issues and concerns and coastal tourism stakeholders' profile in Southern of Iloilo, Philippines.

8. To determine if significant relationship exists in the sustainable tourism awareness, sustainable tourism adherence and coastal tourism issues and concerns of the coastal tourism stakeholders in Southern Iloilo, Philippines.

Theoretical Framework

According to the World Tourism Organization, tourism is sustainable when it fully keeps into consideration the present and future economic, social and environmental impact on the territory meeting the needs of the visitors, the tourism industry, the environment and the host communities. Studying coastal tourism is relevant and with the use of change theory which explains how activities

are understood to produce a series of results that contribute to achieving the final intended impacts (Rogers, 2014). It is also imperative to indicate social awareness theory. The term social awareness may be defined as the individual's ability to understand people, social events, and the processes involved in regulating social (Greenspan (1981a). Some other theories anchored were deontological theory which states that people should adhere to their obligations and duties when engaged in any activities they have or choose to do (Snoussi, 2021). Moreover, the theory of Social Cognitive Theory (SCT) that could also support the premise where psychosocial functioning in terms of triadic reciprocal causation (Bandura, 1988).

Conceptual Framework

Coastal tourism is strongly dependent upon natural and resources. Therefore, certain areas are particularly suited to specific types of tourism activities, for which they became known on a global scale (www.unep.fr). The resulting impact on coastal communities along with their physical, socio-economic and cultural environment has to be managed efficiently to achieve sustainable coastal tourism (Ghosh, 2012).

In recent decades, the awareness has been strengthened that tourism needs to be developed following the sustainable development concept. This approach eliminates or significantly decreases the negative impacts of tourism growth and sets the basis for long-term enjoyment of benefits. In the field of tourism, sustainable development translates in two important categories of considerations: conserving natural environment and resources and the biodiversity and conserving the living cultural heritage and traditions. Low levels of awareness and limited

understanding of tourism may nullify meaningful participation in widely advocated tourism planning and development strategies (Porter, et al., 2018). Thus, identifying the sustainable tourism awareness and sustainable tourism adherence of coastal tourism stakeholders will identify the tourism industry's readiness to address the pressing coastal tourism issues and concerns faced by the tourism establishments and coastal tourism industry.

Figure 1 shows the conceptual framework of the study.

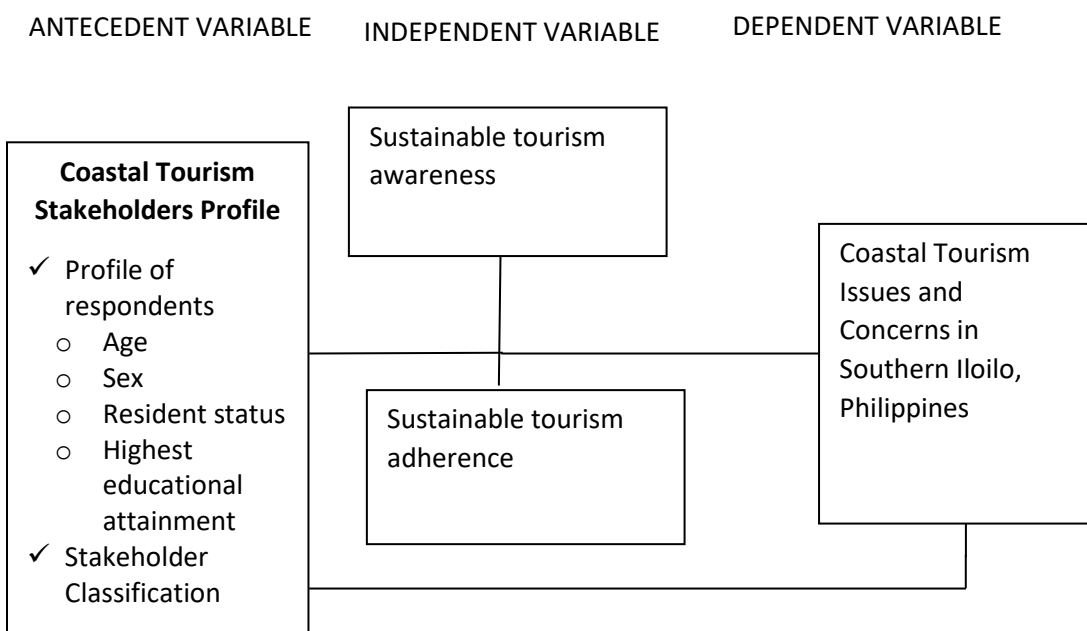


Figure 1. Sustainable tourism awareness-adherence and coastal tourism issues and concerns of the coastal tourism stakeholders in Southern, Iloilo, Philippines

Scope and Limitation of the Study

The main objective of the study was to determine the sustainable tourism awareness, adherence, and coastal issues and concerns of coastal tourism stakeholders in Southern Iloilo, Philippines. In the duration of the study, however, only 60 respondents from Oton and Tigbauan were able to answer the questionnaire

through google form. The researcher-made Sustainable Tourism Awareness, Adherence and Coastal Issues and Concerns of the Coastal Tourism Stakeholders questionnaire was the data-gathering instrument and utilized Google forms with the aid of emails and Facebook messenger as communication channels with the informed consent to participate.

METHODOLOGY

There were 60 respondents of the study who were the coastal tourism stakeholders that comprises the coastal tourism establishment (resorts and restaurant) managers and employees, the local tourism officers of the coastal municipalities, and the coastal municipality barangay member of the barangay council of the coastal municipalities of Oton and Tigbauan, Iloilo. The sampling technique implemented was purposive sampling technique. Primary data was taken

using a researcher-made self- Global Sustainable Tourism Council and Coastal Issues and Concerns Questionnaires in of Google Form. The SPSS software was used to process with statistical tools percentage, frequency count, mean, and standard deviation to identify for the descriptive results and Mann Whitney-U test, Kruskal-Wallis Test, and Spearman rho were deployed for inferential results. Alpha level were set at 0.05.

RESULTS AND DISCUSSION

Results

Descriptive Data Analysis

The coastal tourism stakeholders of the Southern, Iloilo were mostly older (42 or 70%) and a small

percentage are younger (18 or 30%) was shown in Table 1. A little more to half are female (31 or 51.7%) and lesser half are males (29 or 48.3%). Majority of them are native of the

municipality (58 or 96.7%) and a small percentage of them are non-native of the municipality where they live (3.3%). Almost half of them are college graduate (29 or 48.3%) and also almost half are high school graduate (27 or 45%). Very few of them are graduate school graduates (4

or 6.75). Half of them were from the coastal barangay council (30 or 50%) and almost half are the coastal tourism establishment representatives (25 or 41.7%). Only very few are the local tourism officer of the municipalities (5 or 8.3%).

Table 1
Coastal Tourism Stakeholders Profile.

Categories	f	%
Age		
Younger (35 and below)		
Older (36 and above)	18	30 %
Sex	42	70 %
Male	29	48.3 %
Female	31	51.7 %
Resident Status		
Native of the municipality	58	96.7 %
Non-native of the municipality	2	3.3 %
Highest Educational Attainment		
High School Graduate	27	45 %
College Graduate	29	48.3 %
Graduate School Graduate	4	6.7 %
Stakeholder Classification		
Local Tourism Officer	5	8.3 %
Coastal Barangay Council Member	30	50 %
Coastal Tourism Establishment	25	41.7 %

Table 2 revealed that the coastal tourism stakeholders of Southern, Iloilo has “high” level of sustainable tourism awareness (M = 3.73, SD = .482) shown in Table 3. In terms of age, the younger coastal tourism stakeholders has “high” sustainable tourism awareness (M= 3.85, SD= .482) as well with the older also with

“high” sustainable tourism awareness (M= 3.68, SD= .480). The male coastal tourism stakeholders also has “high” level of sustainable tourism awareness (M = 3.61, SD = .317) at par with the female stakeholders with “high” level of sustainable tourism awareness (M = 3.84, SD = .580). Those who are native of the municipality has “high”

level of sustainable tourism awareness (M = 3.71, SD = .474) while those who are non-native of the municipality has “very high” level of sustainable tourism awareness (M = 4.23, SD = .641). In terms of highest educational attainment, the high school graduates stakeholders has “high” level of sustainable tourism awareness (M = 3.52, SD = .316), the college graduates has “high” level of sustainable tourism awareness (M = 3.83, SD = .491) while those stakeholders who are graduate school

graduates has “very high” level of sustainable tourism awareness (M = 4.45, SD = .512). The coastal tourism stakeholders from the local tourism office has “very high” level of sustainable tourism awareness (M = 4.56, SD = .342), the barangay council of coastal tourism barangays has “high” level of sustainable tourism awareness (M = 3.52, SD = .416) and the coastal tourism establishments has “high” level of sustainable tourism awareness (M = 3.73, SD = .482).

Table 2
Level of Sustainable Tourism Awareness of the Coastal Tourism Stakeholders in Southern Iloilo, Philippines.

Categories	Mean	Description	SD
Entire Group	3.73	High	.482
Age			
Younger (35 and below)	3.85	High	.482
Older (36 and above)	3.68	High	.480
Sex			
Male	3.61	High	.317
Female	3.84	High	.580
Resident Status			
Native of the municipality	3.71	High	.474
Non-native of the municipality	4.23	Very High	.641
Highest Educational Attainment			
High School Graduate	3.52	High	.316
College Graduate	3.83	High	.491
Graduate School Graduate	4.45	Very High	.512
Stakeholder Classification			
Local Tourism Officer	4.56	Very High	.343
Coastal Barangay Council Member	3.52	High	.417
Coastal Tourism Establishment	3.83	High	.364

Table 3 showed that the coastal tourism stakeholders of Southern, Iloilo has “high” level of adherence to sustainable tourism (M = 3.85, SD = .548). In terms of age, the younger

coastal tourism stakeholders have “high” sustainable tourism adherence (M= 3.96, SD= .523) as well with the older also with “high” sustainable tourism adherence (M= 3.80, SD=

.558). The male coastal tourism stakeholders also has “high” level of sustainable tourism adherence (M = 3.74, SD = .475) at par with the female stakeholders with “high” level of sustainable tourism adherence (M = 3.95, SD = .598). Those who are native of the municipality has “high” level of sustainable tourism adherence (M = 3.83, SD = .553) while those who are non-native of the municipality has “very high” level of sustainable tourism adherence (M = 4.23, SD = .082). In terms of highest educational attainment, the high school graduates stakeholders has “high” level of sustainable tourism adherence (M = 3.56, SD = .391), the college

graduates has “high” level of sustainable tourism adherence (M = 4.03, SD = .571) while those stakeholders who are graduate school graduates has “very high” level of sustainable tourism adherence (M = 4.39, SD = .273). The coastal tourism stakeholders from the local tourism office has “very high” level of sustainable tourism adherence (M = 4.33, SD = .322), the barangay council of coastal tourism barangays has “high” level of sustainable tourism adherence (M = 3.51, SD = .471) and the coastal tourism establishments has “high” level of sustainable tourism awareness (M = 4.15, SD = .471). These are shown in Table 4.

Table 3
Level of Sustainable Tourism Adherence of the Coastal Tourism Stakeholders in Southern Iloilo, Philippines.

Categories	Mean	Description	SD
Entire Group	3.85	High	.548
Age			
Younger (35 and below)	3.96	High	.523
Older (36 and above)	3.80	High	.558
Sex			
Male	3.73	High	.475
Female	3.95	High	.598
Resident Status			
Native of the municipality	3.83	High	.553
Non-native of the municipality	4.24	Very High	.082
Highest Educational Attainment			
High School Graduate	3.56	High	.390
College Graduate	4.03	High	.572
Graduate School Graduate	4.39	Very High	.273
Stakeholder Classification			
Local Tourism Officer	4.32	Very High	.322
Coastal Barangay Council Member	3.52	High	.471
Coastal Tourism Establishment	4.15	High	.416

Table 4 shows that the coastal tourism stakeholders of Southern, Iloilo has "low" level of coastal tourism issues and concerns (M = 2.14, SD = .587). In terms of age, the younger coastal tourism stakeholders have "low" level of coastal tourism issues and concerns (M= 2.14, SD= .399) as well with the older also with "low" level of coastal tourism issues and concerns (M= 2.14, SD= .656). The male coastal tourism stakeholders also has "low" level of coastal tourism issues and concerns (M = 2.10, SD = .538) at par with the female stakeholders with "low" level of sustainable tourism awareness (M = 2.17, SD = .637). Those who are native of the municipality has "low" level of coastal tourism issues and concerns (M = 2.10, SD = .541) while those who are non-native of the municipality has "moderate" level of coastal tourism

issues and concerns (M = 3.09, SD = 1.329). In terms of highest educational attainment, the high school graduates stakeholders has "low" level of coastal tourism issues and concerns (M = 2.01, SD = .528), the college graduates has "low" level of coastal tourism issues and concerns (M = 2.19, SD = .562) while those stakeholders who are graduate school graduates has "low" level of coastal tourism issues and concerns (M = 2.58, SD = 1.001). The coastal tourism stakeholders from the local tourism office has "low" level of coastal tourism issues and concerns (M = 2.29, SD = .470), the barangay council of coastal tourism barangays has "low" level of coastal tourism issues and concerns (M = 2.01, SD = .610) and the coastal tourism establishments has "low" level of coastal tourism issues and concerns (M = 2.14, SD = .587).

Table 4
Level of Coastal Tourism Issues and Concerns of the Coastal Tourism Stakeholders in Southern Iloilo, Philippines.

Categories	Mean	Description	SD
Entire Group	2.14	Low	.587
Age			
Younger (35 and below)	2.14	Low	.398
Older (36 and above)	2.14	Low	.656
Sex			
Male	2.10	Low	.538
Female	2.17	Low	.637
Resident Status			
Native of the municipality	2.10	Low	.541
Non-native of the municipality	3.09	Low	1.32
Highest Educational Attainment			
High School Graduate	2.01	Low	.527
College Graduate	2.19	Low	.562
Graduate School Graduate	2.57	Low	1.00
Stakeholder Classification			
Local Tourism Officer	2.28	Low	.470
Coastal Barangay Council Member	2.01	Low	.610
Coastal Tourism Establishment	2.25	Low	.570

Inferential Data Analysis

Table 5 below in Mann-Whitney U test showed no significant difference in sustainable tourism awareness as to age of the coastal tourism stakeholders (U=303.00, p=.226). Also, no significant difference is found in sustainable tourism awareness to the

sex of the coastal tourism stakeholders (U=358.50, p=.178). Moreover, resident status of the coastal tourism stakeholders of Southern, Iloilo showed no significant difference in sustainable tourism awareness (U=20.50, p=.155).

Table 5
Differences in the Level of Sustainable Tourism Awareness of Sustainable Tourism of the Coastal Tourism Stakeholders according to their Age, Sex and Resident Status.

Category	Mean Rank	U	Z	Sig
Age				
Younger	34.67	303.00	.412	.226
Older	28.71	0		
Sex				
Male	27.36	358.50	1.346	.178
Female	33.44	0		
Resident Status				
Native of the municipality	29.91	20.50	1.42	.155
Non-native of the municipality	47.75	0		

Table 6 showed that there is significant difference in the level of awareness of sustainable tourism according to the highest educational attainment ($\chi^2 (2) = 13.276, p = .001$) where the graduate school graduates coastal tourism stakeholders has higher mean rank than college and high school graduates. Using pairwise comparison, significant differences were seen in the high school graduates and college graduates ($p=.008$) and high school

graduates and graduate studies graduates ($p=.002$). Also, significant difference was found in stakeholder classification ($\chi^2 (2)= 5.510, p =.000$) where local tourism officers has higher mean rank, with the results in pairwise comparison, coastal barangay council and coastal tourism establishments has significant difference ($p=.003$), also a significant difference in coastal barangay council and local tourism office ($p=.000$).

Table 6

Differences in the Level of Sustainable Tourism Awareness of Sustainable of the Tourism Coastal Tourism Stakeholders according to their Highest Educational Attainment, Municipality Located and Stakeholder Classification.

Category	Mean Rank	X ²	df	Sig
Highest Educational Attainment				
High School Graduate	22.59			
College Graduate	34.95	13.276	2	.001*
Graduate School Graduate	61.63			
Stakeholder Classification				
Local Tourism Officer	54.60			
Coastal Barangay Council	21.13	21.540	2	.000*
Coastal Tourism Establishment	36.92			

* $p < 0.05$

Table 7 showed no significant difference in sustainable tourism adherence as to age of the coastal tourism stakeholders ($U=328.00, p=.420$) using Mann-Whitney U test. Also, no significant difference is found in sustainable tourism awareness to the sex of the coastal tourism stakeholders ($U=354.50, p=.160$). Moreover, resident status of the coastal tourism stakeholders of Southern, Iloilo showed no significant difference in sustainable tourism awareness ($U=25.50, p=.174$).

Table 7

Differences in the Level of Sustainable Tourism Adherence of Sustainable Tourism of the Coastal Tourism Stakeholders according to their Age, Sex and Resident Status.

Categories	Mean Rank	U	Z	Sig
Age				
Younger	33.28			
Older	29.31	328.00 0	.807	.420
Sex				
Male	27.22			
Female	33.56	354.50 0	.141	.160
Resident Status				
Native of the municipality	29.93			
Non-native of the municipality	47.00	25.50 0	1.36	.174

Table 8 showed that there is significant difference in the level of adherence of sustainable tourism according to its highest educational attainment ($\chi^2(2) = 13.276, p = .001$), graduate school graduates has higher mean rank than college and high school graduates. Pairwise comparison showed that significant difference exist in high school graduates and college graduates ($p=.002$) and high school graduates and graduate school graduates ($p=.007$). Using pairwise comparison, significant difference were seen in

Southern ($p=.001$). Moreover, in stakeholder classification attainment ($\chi^2(2) = 24.957, p = .000$), a significant difference is found with local tourism officer having higher mean rank than coastal barangay council and coastal tourism establishment. With the pairwise comparison, it showed that coastal barangay council has significant difference with the coastal tourism establishment ($p=.000$) and coastal barangay council and local tourism office ($p=.003$).

Table 8

Differences in the Level of Sustainable Tourism Adherence of Sustainable of the Tourism Coastal Tourism Stakeholders according to their Highest Educational Attainment, Municipality Located and Stakeholder Classification.

Category	Mean Rank	X ²	df	Sig
Highest Educational Attainment				
High School Graduate	20.89			
College Graduate	36.83	16.726	2	.000*
Graduate School Graduate	49.50			
Stakeholder Classification				
Local Tourism Officer	47.30			
Coastal Barangay Council	19.38	24.957	2	.000*
Coastal Tourism Establishment	40.48			

*p<0.05

Table 9 showed no significant difference in sustainable tourism adherence as to age of the coastal tourism stakeholders (U=352.50, p=.680) using Mann-Whitney U test. Also, no significant difference is found in sustainable tourism awareness to the sex of the coastal tourism stakeholders (U=406.50, p=.524). Moreover, resident status of the coastal tourism stakeholders of Southern, Iloilo showed no significant difference in sustainable tourism awareness (U=20.50, p=.122).

Table 9

Differences in the Level of Coastal Tourism Issues and Concerns of Sustainable Tourism of the Coastal Tourism Stakeholders according to their Age, Sex and Resident Status.

Categories	Mean Rank	U	Z	Sig
Age				
Younger	31.92	352.50	.412	.680
Older	29.89	0		
Sex				
Male	29.02	406.50	.637	.524
Female	31.89	0		
Resident Status				
Native of the municipality	29.85	20.50	1.546	.122
Non-native of the municipality	49.25	0		

Table 10 showed that there is no significant difference in the level of coastal tourism issues and concerns according to its highest educational attainment ($\chi^2 (2) = 2.751, p = .253$ and stakeholder classification ($\chi^2 (2) = 3.775, p = .151$) as tested with Kruskal -Wallis Test.

Table 10
Differences in the Level of Coastal Tourism Issues and Concerns of the Tourism Coastal Tourism Stakeholders according to their Highest Educational Attainment, Municipality Located and Stakeholder Classification.

Category	Mean Rank	X ²	df	Sig
Highest Educational Attainment				
High School Graduate	26.81			
College Graduate	32.67	2.751	2	.253
Graduate School Graduate	39.63			
Stakeholder Classification				
Local Tourism Officer	38.40			
Coastal Barangay Council	26.28	3.775	2	.151
Coastal Tourism Establishment	33.98			

*p<0.05

Table 11 showed that there was a “high positive correlation” between the level of sustainable tourism awareness and adherence, $r=.768, n=60, p= 0.000$ and a “low positive correlation” between the level of sustainable tourism awareness and the level of coastal issues and concerns $r=.303, n=60, p= 0.019$. No relationship was evidenced in the level of adherence and the level of coastal issues and concerns $r=.128, n=60, p= 0.330$.

Table 11
Relationship of the Level of Coastal Issues and Concerns to Level of Sustainable Tourism Awareness and Level of Sustainable Tourism Adherence, and the Coastal Tourism Issues and Concerns of the Coastal Tourism Stakeholders in Southern, Iloilo, Philippines

Categories	Awareness	Adherence	Coastal Tourism Issues and Concerns
Sustainable Tourism Awareness		.000*	.019*
Sustainable Tourism Adherence	.000*		.330
Coastal Tourism Issues and Concerns	.019*	.330	

*p<0.05

CONCLUSIONS AND RECOMMENDATIONS

In view of the findings, the following conclusions were drawn:

1. The coastal tourism stakeholders in Southern, Iloilo, are older people and mostly females. They are natives of the municipality. Thus, they know the coastal destinations very well, and most of them have a high literacy rate being college graduates.

2. Sustainable tourism awareness is evident in the coastal tourism stakeholders, thus making them highly aware.

3. The high sustainable tourism adherence is a good indicator of the efforts of the local coastal tourism stakeholders in Southern, Iloilo. Those stakeholders with higher educational attainment have a significant impact on sustainable tourism practices. It is to highlight that the results showed the non-natives to be doing it better than the natives.

4. The respondents' low coastal issues and concerns are good indicators that they know they are doing their best to combat the issues and concerns they face in the coastal areas.

5. The tourism officers and with high literacy stakeholders are the persons who can spread more

awareness on the concepts of sustainable tourism.

6. Adherence to sustainable tourism was higher with graduate degree holders and the local tourism officers. Thus, it is imperative to develop programs and action plans for sustainable tourism in the coastal tourism establishments and local barangay council to work together.

7. Knowledge of the coastal issues and concerns is relevant to the coastal tourism stakeholders in Southern. The variables showed no significant differences, and the low coastal tourism issues and concerns are valid to the respondents.

8. To conclude, sustainable tourism awareness is relative to sustainable tourism adherence. Similarly, sustainable tourism awareness is relevant to the coastal tourism issues and concerns faced by the coastal tourism stakeholders. Sustainable tourism adherence may not matter in the coastal tourism issues and concerns as to the extent of the practices of the coastal tourism stakeholders limited to this study.

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

1. It is imperative to make campaigns for the younger population, knowing that the stakeholders are mostly older. They can be the movers of sustainable tourism in the coastal destinations in Southern, Iloilo.

2. Make more campaigns to heighten and develop plans to make sustainable tourism the way of life of coastal tourism stakeholders and coastal tourism destination community.

3. Develop strategies and plans to make sustainable development goals part of the development plans of Southern, Iloilo municipalities to uplift the practices in sustainable tourism in the coastal tourism destinations of the Southern, Iloilo municipalities.

4. A thorough study considering the objective measures of indicators for the coastal tourism issues and concerns is needed.

5. Local tourism officers must be the key stakeholders to uphold sustainable development principles through sustainable tourism, especially in the coastal areas. The high sustainable tourism awareness is relative to the implementation of plans and actions of coastal tourism stakeholders, thus fostering a more robust campaign on the grassroots level, the communities, the residents of coastal communities, is essential. Therefore, it is also crucial to measure the indicators contributed by the

residents of the local coastal tourism destination in Southern, Iloilo. It is proposed to have a follow-up study to identify the gaps and more relevant factors that may affect the coastal tourism issues and concerns in a destination.

6. Plans and programs for sustainable tourism 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. Sustainable tourism adherence is relevant because practices the actions are the most important. Therefore, studies on sustainable tourism practices are recommended.

7. It is imperative to identify in-depth indicators and qualitative data to see the coastal issues and concerns of Southern, Iloilo. Southern, Iloilo can develop practices that will also be relative to the mandate of UNWTO. Also, it is relevant is to check on the different predictors of these issues and concerns and identify the demographic and geographic/environment-related factors.

8. It is recommended that sustainable tourism awareness be heightened to increase sustainable tourism adherence in Southern, Iloilo coastal tourism destinations. It is essential also to address the practices to adhere to sustainable tourism

criteria set by Global Sustainable Tourism Council as it can reflect on the coastal tourism destinations' actions to combat coastal issues and concerns

impacting the local coastal tourism industry.

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