

ECONOMIC BENEFITS OF CYCLE TOURISM IN GUIMBAL, ILOILO

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By

Kisha Lyka C. Paderos

Charmaine S. Amojedo

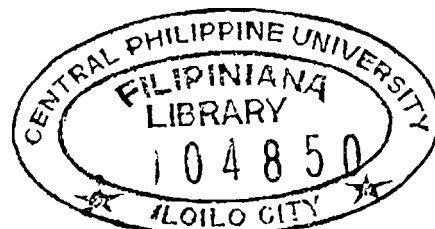
Dane Marie A. Buyco

Mary Cris E. Defante

Vanessa F. Mueden

Submitted to:

Shiman G. Giner, DDM



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ABSTRACT

Cycle tourism is a rapidly expanding industry that has become a cornerstone of the nation in various respects. It confers benefits not only to the local community but also to society as a whole, encompassing economic, social, and environmental aspects. The economic influence of bicyclists is noteworthy, prompting researchers to conduct a study in Guimbal, a municipality in Iloilo that is acknowledged as one of the well-known cycling routes in the province. The reputation of Iloilo as a city that is favorable to cycling was a key factor in this decision. The quantitative research study was conducted in order to determine the economic benefits of cycle tourism in Guimbal, Iloilo. The study's respondents were the 103 conveniently chosen respondents of tourist and local bikers passing and traveling by the Guimbal coast. The questionnaire was a 4-scale Likert scale survey questionnaire, well-designed and constructed by the researchers, validated by the Central Philippine University College of Hospitality Management Tourism Staff, Guidance Counselor, and the Tourism Officer of the Municipality of Guimbal.

The output of the respondents were encoded and analyzed by the statistician using proper statistical tools in every data gathered. In measuring the profile of the respondents frequency count and percentage distribution analysis were used, and t-test statistical method used to determine whether the means of two groups are significantly different from each other (Smith, 2021). Inferential statistics were used, with a level of significance of .05. Results showed that the respondents' profile in terms of their age, sex, nationality, employment, year started cycling, and reason for cycling overall has no substantial correlation with the cyclist spend, health, infrastructure construction, job creation, and events in the municipality of Guimbal. Local businesses and events for bikers can generate more revenue and employment opportunities, thereby boosting the economic development of the municipality. Cycling tourism can considerably improve

bikers' health. In addition, Guimbal improves biking facilities and infrastructures such as bicycle lanes and parking. Cycling events conducted provide more opportunities and awareness for cycling groups and organizations. There was no no significant difference between the economic benefits of cycle tourism in Guimbal and the demographic profile of bikers.

Keywords: Quantitative study, bikers, cycle tourism, economic benefits, cyclist spend, health, infrastructure construction, job creation, events, reason for cycling, year started cycling, demographic profile