

Community-Based Coastal Tourism for Sustainable Beach Resort Development

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Community-Based Tourism (CBT) is recognized as a sustainable tourism approach that promotes local economic development, community participation, and environmental conservation. This study assessed the influence of CBT on the sustainable development of beach resorts in Balatan, Camarines Sur by examining its impact on community participation, determining its economic, socio-cultural, and environmental benefits, identifying implementation challenges, analyzing the relationship between the level of influence and perceived benefits, and proposing a Community-Based Tourism Development Plan. A descriptive-correlational research design was employed involving 150 purposively selected respondents comprising local residents, tourists, private establishment representatives, and Local Government Unit personnel. Data were analyzed using frequency distribution, weighted mean, ranking, and Chi-square test. Results revealed that CBT positively influenced community participation across economic, socio-cultural, environmental, politico-administrative, and civic dimensions and generated significant benefits in employment, community development, safety, and environmental awareness. The major challenges identified were inadequate product development training and limited tourism-related skills. A significant relationship was found between the level of influence and the perceived benefits of CBT ($\chi^2 = 204.131$, $p < .05$). The study concludes that strengthening capacity-building programs, product innovation, and multi-sectoral partnerships is essential for sustaining community participation and enhancing the long-term development and competitiveness of beach tourism in Balatan, Camarines Sur.

Keywords: Community-Based Tourism; Sustainable Tourism; Community Participation; Beach Resort Development; Balatan, Camarines Sur.

Introduction

Community-Based Tourism (CBT) is recognized for its ability to enhance the quality of life for community residents and alleviate poverty by providing them with more job opportunities, access to local resources and businesses, and improved economic status. (López-Guzmán et al., 2011; Sharply, 2008; Lapeyre, 2010; Gantait et al., 2022).

In line with this, the global CBT market was valued at \$575.9 billion in 2022 and is expected to reach \$ 2,136.8 billion by 2032. Also, over 73% of all outbound travel is accounted for by households earning more than

\$10,000 per year, according to household income data. This might be linked to the rapidly expanding economy of the Asia-Pacific region and an increase in job opportunities for the community residents. (Allied Market Research, 2023).

Moreover, in the Philippine setting, particularly in Palawan, destination sites (such as Siete Pecados) usually accommodate a maximum of 1,200 visitors. In 2019, it earned 108 million pesos (\$2.1 million) in entrance fees from its 331,356 visitors. It also earned 5.1 million pesos (\$100,000) from entrance and environmental fees. However, revenues have been affected by

the pandemic, especially for employees who lost their jobs and locals who lost their source of income. (Mazo, 2020). With that, CBT positively impacts the community and its residents daily, which the researchers of the current study urge the tourism industry to engage in community-based tourism, specifically in Balatan, Camarines Sur.

Thus, researchers face difficulties in pursuing community-based tourism due to a lack of training aligned with tourism operations. There are several scarcities to promote CBT, which limit the tourism opportunities: lack of an operational plan on what products and services to showcase; lack of training in creating various tour packages and discounts that tourists could avail to promote Balatan, Camarines Sur; creating unique performances representing Balatan's culture; preparing local cuisine to satisfy the tourists; and many more. Furthermore, there is insufficient training in promoting tourism sites and in delivering quality service through digital platforms and networking, which could increase profitability and sites' exposure.

The above-mentioned shortcomings should be addressed, as tourists have limited options for tourist destinations, products, and services. By that, it could affect the tourist population and their interest in revisiting. Additionally, job opportunities will be reduced, and the income of the tourism industry and the community itself will be affected, as will its standing in the economy, and this will not result in a more sustainable tourism that is culturally and environmentally inclined. Basically, it will affect the community's livelihood, job offers in the community, and the economic status of the tourist destinations in Balatan, Camarines Sur.

The lack of training is the gap that researchers want to emphasize and address, which is very significant for promoting sustainable tourism and utilizing the benefits of community-based tourism for locals. However, if the tourism industry could produce product improvement, advanced marketing strategies, and excellent customer service, this study can help Balatan develop sustainable and eco-tourism destination

sites, which eventually will result in positive feedback from the tourists, a high number of tourist population, more job opportunities for the community residents, and an increase in revenues. CBT is not just beneficial to generate income/revenues but also promotes environmental conservation through sustainable tourism practices. In Palawan, for example, CBT initiatives partnered with conservation organizations, leading to a 50% increase in local conservation efforts (Harrison, 2020). Similarly, in El Nido, local communities have implemented waste management strategies to preserve marine ecosystems and maintain biodiversity.

In the cultural aspect, CBT promotes the revitalization of traditional customs and practices. In the Ifugao province, home to the famous Banaue Rice Terraces, CBT initiatives have revived residents' interest in traditional weaving and farming techniques. There are also 80% of local residents who stated that it is their pride to have such destination sites that promote their cultural heritage and natural resources (Briedenhann and Wickens, 2021). Similarly, in Vigan, CBT programs encourage tourists to engage in local festivals and cultural events, enriching both the visitor experience and community identity.

Methodology

A descriptive-correlational research design was used in this study, in which the researchers worked with only one group and aimed to determine the relationship between two variables. The descriptive-correlational research design was introduced to emphasize its significance for analyzing correlations between variables. According to Mateusz Brodowicz (2021), the objective of descriptive research was to provide an exact and systematic account of a population, situation, or phenomenon. It answered questions about what, where, when, and how, but it could not answer why. This design employed a variety of research techniques to study one or more factors. In contrast to experimental research, the researchers only observed and quantified the factors and had no control over any of them.

The sampling procedure for this study involved a combination of purposive and judgment sampling techniques. Purposive sampling was employed to select the specific locale of the study, Cogon, Balatan, Camarines Sur, ensuring that the chosen community was one with direct involvement in or influence from community-based tourism initiatives. Following this, judgment sampling was utilized to identify

and select the 150 individual respondents. These respondents were drawn from a diverse group comprising local community members, tourists, representatives of private establishments, and personnel from the Local Government Unit (LGU), all of whom had relevant experience and insights into the benefits and challenges of community-based tourism in the designated area. In total, the study included 150 respondents.

Results and Discussion

I. Level of Influence of in the Assessment of Community-Based Tourism on

Table 1 : Economic Aspect

Indicators	Weighted Mean	Interpretation	Ranking
1.Entrepreneurial activities inside the barangay.	1.88	Influential	1
2.Generation of local jobs	2.03	Influential	3
3.Provide construction jobs for daily workers	2.09	Influential	5
4.Provides better profit on tourism-related jobs	2.08	Influential	4
5.Increase in family income	2.12	Influential	7
6.Transition of jobs from agriculture to tourism- related	2.17	Influential	13.5
7.Increase in the number of local products in the barangay	2.13	Influential	8.5
8. Affects movement of traffic in the area	2.39	Influential	21
9.Increase in cost of living.	2.17	Influential	13.5
10.Introduce new types of alternative livelihood	2.14	Influential	10.5
11. Increase in the variety of handicrafts and souvenirs sold	2.33	Influential	20
12.Increase in the number of accommodations	2.14	Influential	10.5
13.Increase in the number of restaurants	2.18	Influential	15
14.Influences on the price of house rentals.	2.31	Influential	19
15.Increase in the value of real estate properties	2.24	Influential	17
16.Increase in the number of recreational facilities	2.15	Influential	12
17. Prices of locally produced products and services are affected.	2.27	Influential	18
18. Influences the development of road conditions.	2.11	Influential	6
19.Paves way for a safer and more efficient water supply.	2.13	Influential	8.5
20.Changes the price of goods sold in local shops.	2	Influential	2
21.Improve telecommunication infrastructures	2.23	Influential	16

Average Weighted Mean	2.16	Influential
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Legend: Not Influential (3.25-4.00), Less Influential (2.50-3.24), Influential (1.75-2.49), Highly Influential (1.00-1.74)

Table 2: Socio-cultural Aspect

Indicators	Weighted Mean	Interpretation	Ranking
1. Women empowerment	1.89	Influential	1
2. Provides part time jobs for youths during their free time	1.96	Influential	3
3. Promotes balatenous pride for their culture	1.91	Influential	2
4. Generates cultural preservation and protection	1.94	Influential	4
5. Increase in crime rates	2.53	Less Influential	9
6. Eradicate local customs and culture	2.18	Influential	7
7. Makes people want to stay in the community	2.03	Influential	6
8. Drives the slow rate of urbanization	2.23	Influential	8
9. Advances in better health services for all stakeholders	1.97	Influential	5
Average Weighted Mean	2.07	Influential	

Legend: Not Influential (3.25-4.00), Less Influential (2.50-3.24), Influential (1.75-2.49), Highly Influential (1.00-1.74)

Table 3 : Environmental Aspect

Indicators	Weighted Mean	Interpretation	Ranking
1.Awareness on environmental importance	1.85	Influential	1
2.Increase in air pollution	2.29	Influential	5.5
3.Protection and preservation of natural environment	1.99	Influential	2
4.Increases in noise in the area	2.03	Influential	3
5.Increase in land pollution	2.25	Influential	4
6.Cause of natural habitat disruption	2.29	Influential	5.5
Average Weighted Mean	2.12	Influential	

Legend: Not Influential (3.25-4.00), Less Influential (2.50-3.24), Influential (1.75-2.49), Highly Influential (1.00-1.74)

Table 4 : Politico Administrative Affairs and Climate

Indicators	Weighted Mean	Interpretation	Ranking
1.Promotes political and civic community participation	2.19	Influential	5.5
2.There is an activity managed by the locals	2.12	Influential	1

3.Solves community problems through community legislative participation	2.17	Influential	4
4.Promotes community-government partnerships	2.13	Influential	2.5
5.Groups lobby for changes and regulations specific to a town or city	2.21	Influential	7
6.Creates corruption in the community	2.47	Influential	8
7. Helps communities to monitor and police their own ranks	2.13	Influential	2.5
8.Encourages locals to take part in planning and controlling projects	2.19	Influential	5.5
Average Weighted Mean	2.20	Influential	

Legend: Not Influential (3.25-4.00), Less Influential (2.50-3.24), Influential (1.75-2.49), Highly Influential (1.00-1.74)

Table 5: Citizens Participation

Indicators	Weighted Mean	Interpretation	Ranking
1.Effects of economic impact on active community participation	2.08	Influential	3
2.Effects of environmental impacts on active community participation	2.07	Influential	2
3.Effects of socio-cultural impacts on active community participation	2	Influential	1
4.Effects of political impacts on active community participation	2.13	Influential	4
Average Weighted Mean	2.07	Influential	

Legend: Not Influential (3.25-4.00), Less Influential (2.50-3.24), Influential (1.75-2.49), Highly Influential (1.00-1.74)

II. Benefits of community-based tourism for Beach Resorts

Table 6 : Economics

Indicators	Weighted Mean	Interpretation	Ranking
1.Has benefited through employment	1.89	Beneficial	1
2.Has benefited from infrastructure development	2.12	Beneficial	7
3.Are encouraged to engage in CBT related-entrepreneurial activities	2.07	Beneficial	5
4.Has developed linkages with other industrial partners	2.11	Beneficial	6
5.Are able to develop and innovate products or services	2.05	Beneficial	4
6.Has benefited on trainings and workshops for livelihood programs	2.01	Beneficial	2
7.Has earned revenue/income to the barangay	2.03	Beneficial	3
Average Weighted Mean	2.04	Beneficial	

Legend: Not Beneficial (3.25-4.00), Less Beneficial (2.50-3.24), Beneficial (1.75-2.49), Highly Beneficial (1.00-1.74)

Table 7: Socio-cultural

Indicators	Weighted Mean	Interpretation	Ranking
1.Safety and security have improved	1.86	Beneficial	1
2.Healthcare and hygiene awareness have improved	1.93	Beneficial	3
3.Has benefited from educational opportunities for skills improvement to tourism	1.99	Beneficial	4
4.Has benefited from good governance as it allows consultative decision making among the locals	1.91	Beneficial	2
5.Sense of pride to place	2.03	Beneficial	5
6.Develop and create local crafts	2.23	Beneficial	7
7.Quality of life has improved	2.07	Beneficial	6
Average Weighted Mean	2.00	Beneficial	

Legend: Not Beneficial (3.25-4.00), Less Beneficial (2.50-3.24), Beneficial (1.75-2.49), Highly Beneficial (1.00-1.74)

Table 8. Environment

Indicators	Weighted Mean	Interpretation	Ranking
1.Has increased their environmental awareness	2.05	Beneficial	2
2.Came-up with inventory of natural resources mapping	2.03	Beneficial	1
3.Practice conservation and protection of the natural environment	2.05	Beneficial	3
4.Has generated funding source for environmental conservation	2.17	Beneficial	6.5
5.Use of sustainable technologies/local resources is encouraged	2.17	Beneficial	6.5
6.Are able to create and implement guidelines, policies, and standards for the conduct of the tour and the local area	2.13	Beneficial	5
7.Contributes to providing awareness and conservation to tourist/ local visitors	2.08	Beneficial	4
Average Weighted Mean	2.10	Beneficial	

Legend: Not Beneficial (3.25-4.00), Less Beneficial (2.50-3.24), Beneficial (1.75-2.49), Highly Beneficial (1.00-1.74)

I. Issues and challenges faced by the respondents on Community-Based Tourism

Table 9 ; Issues and Challenges

Indicators	Frequency	Percentage	Ranking
1.Non or lack of livelihood programs for the local community	98	14.7	3
2.No trainings and workshops for livelihood	71	10.65	9
3.Improper garbage disposal and cleanliness of barangay	91	13.65	5
4.Garbage just thrown at sea or within the resort premises	62	9.3	12
5.No unity among barangay officials	75	11.25	10.5

6.Factions created because barangay officials come from various political parties	84	12.6	7
7.Entry without registration in the barangay	87	13.05	6
8.There are some visitors who go directly to the location of the resort without following the standard protocol of registration in the barangay prior to visiting/recreation	107	16.05	2
9.Non-payment of entrance fees	75	11.25	10.5
10.There are some days when no personal is in charge on the resort entrance, so visitors just go directly to the beach resort	83	12.45	8
11.No locally produced handicrafts or souvenirs	96	14.4	4
12. No product development training provided for local crafts making or souvenir making. There are some visitors who are asking where they can buy souvenirs in the barangay	110	16.5	1

Conclusion

The respondents' answers to the given question were statistically analyzed and interpreted. Based on the findings, the researchers concluded that:

1. The researchers conclude that Community-Based Tourism (CBT) in Coguit, Balatan, Camarines Sur significantly influences community participation across all assessed aspects in economic, socio-cultural, environmental, politico-administrative, and citizen participation. These influences are generally positive, with the most notable impacts being the promotion of entrepreneurial activities, women's empowerment, and environmental awareness.

2. The researchers conclude that Community-Based Tourism (CBT) for beach resorts in Coguit, Balatan, Camarines Sur provides significant benefits across economic, socio-cultural, and environmental aspects. It has positively contributed to employment, safety and security, and environmental awareness.

3. The researchers conclude that the study reveals that the main issues in CBT are related to the lack of skills training. These issues hinder the full potential of community participation and development.

4. There is a strong, significant relationship between the level of influence of CBT on the community and the benefits. This means that the more CBT affects the community's economic, socio-cultural, and environmental aspects, the greater the positive outcomes, such as more jobs, improved safety, and greater environmental awareness.

5. A well-designed Community-Based Tourism Plan addresses current issues and enhances the benefits of CBT in the community. The proposed plan should focus on developing training programs to ensure that CBT has a long-term positive impact on the local community.

Recommendations

In the light of the findings and conclusions, the following recommendations were formulated:

1. The researchers recommend enhancing support for entrepreneurial ventures by providing training, microfinance programs, and access to markets for local products to increase community engagement by holding workshops, consultations, and participatory planning sessions to empower citizens in CBT-related initiatives.

2. The researchers recommend enhancing partnerships between local businesses and industrial partners to create unity for better

economic opportunities. Organize training and workshops focused on innovation and product development to improve the market of local goods and services.

3. Conduct regular training and workshops on craft-making and souvenir production. Sustainable livelihood programs, such as eco-tourism and small business development. Partner with government agencies and NGOs to provide financial and technical support for these initiatives.

4. Strengthen CBT programs to improve the community's involvement in decision-making and tourism management. Focus on making the economic, socio-cultural, and environmental

impacts more significant by improving services, infrastructure, and community engagement. Invest in job creation and small business opportunities to further improve the community's economic status. Enhance cultural programs to boost local pride and showcase traditions. Promote sustainable tourism practices to protect the environment while continuing to benefit from tourism.

5. Organize regular training workshops for locals on creating and selling crafts, hospitality, and other tourism-related skills. Partners with local and government organizations to offer support for small businesses and new job opportunities in tourist

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Dr. Maria Luisa C. Obero-Sotero is a highly accomplished professional with extensive experience in education, tourism, and hospitality. She is a Certified Tourism Professional (CTP), a Certified Guest Service Professional (CGSP), a Hotel Industry Foundations and Introduction to Analytics Certificate Holder (HIFIA), has a Certificate in Hospitality and Tourism Technology Systems (CHTTS), and a Licensed Professional Teacher (LPT). A native resident of Sta. Justina, Buhi, Camarines Sur. Married to Mr. Francis L. Sotero and has six (6) kids, namely, Marc

Victor (23), Marc Francis (22), Marc Louis (19), Maria Stephanie (18), Marc Benedict (9), and Marc Nicholas (8). She is connected to Camarines Sur Polytechnic Colleges, Nabua, Camarines Sur. She is a regular faculty member and holds an academic rank position of Assistant Professor III under the College of Tourism, Hospitality, and Business Management. She graduated with a Doctor of Philosophy in International Hospitality and Tourism Management (PhD-IHTM) at Lyceum of the Philippines University – Batangas (LPU-B) last July 2022. She finished her master's degree in Masters in Business Management at Camarines Sur Polytechnic Colleges, Nabua Camarines Sur, last April 2017 and completed her bachelor's degree in Bachelor of Science in Tourism Major in Tour and Travel Management and also a graduate Associate in Tour Guiding Specialist at La Consolacion College, Iriga City. Geared with the ambition of overcoming the culture of mediocrity, she is a proud member of the Regional Quality Assurance Team (RQAT), the Union of Filipino Tourism Educators (UFTE), the Union of Tourism Hospitality Professionals (UTHP), the Philippine Association of Researchers for Tourism and Hospitality (PARTH), Philippine Association of Campus Students Adviser and the Association of Administrators in Hospitality, Hotel, and Restaurant Management Educational Institutions (AAHRMEI). She has demonstrated a commitment to excellence throughout her career, earning recognition on multiple occasions.



JOHN MYKELLE H. LUMABE

Mr. John Mykelle Hermogeno Lumabe is a Certified Tourism Professional, Certified Guest Service Professional, and a Licensed Professional Teacher. A native resident of San Juan, Iriga City. He is currently connected to Camarines Sur Polytechnic Colleges, Nabua, Camarines Sur. He is a regular faculty member and holds the academic rank of Assistant Professor I in the College of Tourism, Hospitality and Business Management. He also holds a Hospitality and Tourism Technology System certificate from Global Professional Advancement. A national competency holder in Events Management NC III and Food and Beverage Services NC II given by the Technical Education and Skills Development Authority. He is pursuing his Doctor of Tourism and Hospitality Management at De La Salle-College of Saint Benilde – Manila through an institutional scholarship. He finished his master's degree in Master in Business Administration at the University of Saint Anthony and completed his bachelor's degree in Science in Tourism, majoring in Hotel and Resort Management. He also graduated with an Associate in Hotel and Restaurant Management at La Consolacion College, City of Iriga. Driven by a strong commitment to teaching and his passion for educational excellence, he specializes in tourism and hospitality management. He actively shares his knowledge, providing valuable guidance to fellow educators and students. He is an active member of various local, national, and even international school and community associations. He regularly attends training sessions, seminars, conferences, and webinars to stay current with the latest advancements in the field.

LYNN C. VILLAR



Ms. Lynn C. Villar is a dedicated and passionate faculty member of the Bachelor of Science in Tourism Management Program and holds the academic rank of Assistant Professor II at Camarines Sur Polytechnic Colleges. Her enthusiasm for the tourism industry is contagious, inspiring her students to become more responsible and innovative leaders. With her expertise, dedication, and unwavering commitment to excellence, she continues to shape the future of the Tourism Management Program at the State College, preparing students to make a positive impact in the dynamic and evolving field of tourism.

With a diverse educational background, Ms. Villar holds a Bachelor of Science in Tourism degree from Air Link International Aviation College. She further pursued her academic journey by earning a Master of Business Administration from the University of Northeastern Philippines. Followed by a Doctor in Philosophy in International Tourism Management at Lyceum of the Philippines University Manila (Candidate). Her extensive educational background provides her with a solid foundation and deep understanding of the complexities and dynamics of the tourism sector.

She remained a member of various professional organizations in tourism and hospitality, motivated by an unrelenting commitment to the academic community. She is a member of the Regional Quality Assessment Team for the Bicol Region. Ms. Villar's research interests focus on sustainable tourism development, community empowerment, and the impact of tourism on local economies. Through her research initiatives, she aims to shed light on the importance of responsible and sustainable practices and on the positive role tourism can play in fostering sustainable growth while preserving cultural heritage.



MARY JANE T. BERNALES

Mary Jane Taburnal Bernales is a resident of San Agustin, Iriga City, and was born in Angeles City, Pampanga. She has a strong academic foundation in tourism and business management. She earned her Bachelor of Science in Tourism from La Consolacion College, Iriga City, in 2004, and completed her Master of Business Management at Camarines Sur Polytechnic Colleges in 2009. In July 2025, she further advanced her academic credentials by earning a Doctor of Philosophy in Business Management from Camarines Polytechnic Colleges in Nabua.

Dr. Bernales has been actively engaged in the teaching profession for over 16 years, demonstrating her commitment to excellence in higher education, particularly in tourism and hospitality management. She has earned several TESDA National Certificates in the tourism sector and holds the Trainer's Methodology Level I (TM I) certification, reflecting her expertise in competency-based training and assessment. She has also been an active member of the Union of Filipino Tourism Educators (UFTE) since 2006, continuously contributing to the advancement of tourism education and professional development in the Philippines.