

Sustainable and Regenerative Coastal Tourism in Tigbauan, Iloilo, Philippines

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ABSTRACT

Philippines' Department of Tourism is pushing an even better and sustainable version of the Philippines' world-popular destinations. Gone are the days that promoting green tourism or simply reducing waste when you visit a place is enough, now climate concerns have highlighted the need for tourists and stakeholders to lead the movement on regenerative tourism (Rocamora, 2022). Tourism is a complex and multifaceted industry in nature that requires self-organization which transforms the evolutionary process of societal development. Thus, tourism requires a dynamic framework that embraces uncertainty, changing global trends and recommend policy that are holistic and future ready (Hussain & Haley, 2022). Being one of the largest segments of the maritime economic sectors, as well as the largest component of the tourism industry, coastal and marine tourism often raise controversy regarding the environmental impacts and the compatibilities with other human activities. Coastal and marine space is home to a constantly growing number of human activities and facilities, the most important of which are those related to coastal and marine tourism (Papageorgiou, 2016).

Coastal towns are challenged in ways that their inland counterpart and too often they rely on the natural assets of their beaches, and in temperate climates, this must conspire with good weather to bring in the crowds (Cash, 2022). Moreover DOST framed the Pagtanaw 2030 which emphasized Blue Economy as a primary vision for Philippines. Section 4.1 of the Philippine Strategic Plan Blue Economy emphasized the "Blue Economy" that is an overarching operational area that highlights the Philippines' inherently archipelagic nature and resources, pointing towards the sustainable use of marine resources—living and non-living—for the improvement of people's livelihoods while preserving the overall health of our marine ecosystems (nast.dost.gov.ph). Tigbauan is a second-class municipality with a land area of 8,889 ha or 88.89 sq. km. The urban core, consisting of 10 barangays, has an area of 169 hectares or 1.69 square kilometers representing 1.90% of the total area of the municipality while the 42 rural barangays occupy a total area of 8,720 ha or 80.720 square kilometers equivalent to 98.10%. The municipality's coastline is 8-km. stretch spanning 10 coastal barangays from Brgy. Barroc down to Brgy. Buyuan. The municipal waters covered by this coastline serve as fishing grounds for both migrating and endemic fishes. The inland bodies of water consisted of two (2) main rivers, namely: the Sibalom River and the Tacuyong River. The latter joins the Sibalom River at the Western side of the urban core barangays before flowing into the Panay Gulf. The municipality of Tigbauan is a coastal town 23 kilometers southwest of Iloilo City. It is one of the seven (7) towns comprising the First District of the Province of Iloilo which lies between 10°40'30" latitude and 122°22'30" longitude. It is bounded by the towns of Leon on the Northwest, San Miguel on the Northeast, Oton on the East, Guimbal to the West, and by the Iloilo Strait on the South (www.tigbauan.gov.ph). Thus, like the municipality of Tigbauan, a thorough understanding of the sustainable and regenerative tourism concepts from the stakeholders further helps to develop solid programs for the coastal communities.

1. STATEMENT OF THE PROBLEM

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The main objective of the study was to describe the factors and the level of sustainable and regenerative coastal tourism in Tigbauan, Iloilo. Specifically, the study sought to:

The study has the following specific objectives:

1. To describe the profile of coastal tourism stakeholders of Tigbauan, Iloilo.
2. To describe the sociocultural factors of sustainable and regenerative coastal tourism in Tigbauan, Iloilo.
3. To describe the environmental factors of sustainable and regenerative coastal tourism in Tigbauan, Iloilo.
4. To describe the economic factors of sustainable and regenerative coastal tourism in Tigbauan, Iloilo.
5. To determine the level of sustainable and regenerative coastal tourism practices of the coastal tourism stakeholders in Tigbauan, Iloilo.

Theoretical and Conceptual Framework

According to the World Tourism Organization, tourism is sustainable when it takes into account the territory's current and future economic, social, and environmental impacts while meeting the needs of visitors, the tourism industry, the environment, and host communities. A sustainable approach to tourism must always take three spheres of influence into account: the environment, society, and economy. The fundamental tenets of sustainable tourism are entirely centered on the destination and its inhabitants. While these fundamental theories frequently originate in the international arena, they are incorrect in that they incorporate only a marginal amount of inclusiveness and accessibility of operators and also of territories. A territory that is accessible to all (without architectural barriers, with public transportation that is accessible to people with mobility difficulties or impossibilities, and with indications in Braille and audible communication that are comprehensible to all) is a territory that acquires well-being for its permanent and temporary residents; it is a territory that does not discriminate but listens to needs and becomes operational. If we take the welfare of the local community as the foundation of sustainable tourism, we can define it as: listening to residents' needs and requirements, which frequently overlap with those of tourism; protection and conservation, as access to places and resources cannot be reduced as a result of tourism; and participation in tourism planning (www.sustainabletourismworld.com).

The study of coastal tourism is necessary, and this will be extensively explored through the use of change theory. The theory of change elucidates how activities are understood to produce a cascade of outcomes that contribute to the achievement of the desired outcomes. It can be developed at any intervention level – for an event, a project, a program, a policy, a strategy, or an organization. A sound change theory begins with an in-depth situation analysis. This entails identifying the problem that the intervention is attempting to address; its causes and consequences; and opportunities, such as

synergies with other initiatives or existing resources that can be leveraged or strengthened (Rogers, 2014).

Additionally, it is critical to mention Butler's (1980) tourism area life cycle (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.

Coastal tourism is based on a unique resource combination at the land-sea interface that includes water, beaches, scenic beauty, abundant terrestrial and marine biodiversity, diverse cultural and historic resources, healthy food, and well-developed infrastructure. It encompasses a range of activities that take place in both the coastal zone and coastal waters and involve the development of tourism infrastructure (hotels, resorts, second homes, restaurants, etc.) (ports, marinas, fishing and diving shops, and other facilities). Coastal tourism is highly reliant on natural (climate, landscape, ecosystems) and cultural (historic and cultural heritage, arts and crafts, and traditions, among other things) resources. It encompasses activities that are only possible in specific locations and under specific conditions. As a result, certain areas are considered to be particularly well-suited to particular types of tourism activities, for which they gained global recognition (www.unep.fr). The resulting impact on coastal communities, as well as their physical, socioeconomic, and cultural environments, must be efficiently managed in order to ensure sustainable coastal tourism (Ghosh, 2012).

Remote coastal communities are frequently isolated from tourism activities, resulting in low levels of tourism awareness. Due to a lack of awareness and understanding of tourism, meaningful participation in widely advocated tourism planning and development strategies, such as community-based tourism, may be impossible. Tourism awareness was low in two remote coastal communities in the Philippines, according to interviews. These findings indicate that local residents have limited opportunities for effective and meaningful participation in tourism development planning, as the community-based tourism strategy requires (Porter, et.al., 2018). Additionally, our sense of place reflects our historical and experiential knowledge of a location and aids us in envisioning a more sustainable future for it. According to Russ, et.al (2018) people can ascribe a variety of meanings to a single location based on its ecological, social, economic, cultural, aesthetic, or historical characteristics. A sense of place develops over time as a result of personal experiences and defines how people perceive, interpret, and interact with their environment (www.thenatureofcities.com).

Environmental Impacts from increased use are typically the result of steady growth in visitor numbers over time, significant peaks relating to seasonality, or more sudden, short-term shocks, such as the visit of a large cruise ship or the hosting of a major events. High

levels of congestion can lead to the deterioration of tourism-related infrastructure, facilities and local flora and fauna and exceed the capacity of support services to cope with demand such as transport infrastructure, water and waste management. Visitor overcrowding can create wear and tear on resources such as sensitive natural and historical sites. Other potential impacts include increased air, light, and noise pollution and greenhouse gas emissions associated with the transport of tourists and supplies to/from/around destinations (OECD, 2020).

Socio-cultural impacts associated with increased demand and visitation include impeding the day to day activities of local residents as a result of overcrowding and congestion at attractions, in public spaces, and on public transport. Growth in visitor numbers beyond the natural carrying capacity of the destination can also lead to pressure on existing infrastructure and services, thus negatively impacting the experience for locals and visitors alike. In urban areas, the spread of tourists beyond traditional tourism zones into formerly residential neighborhoods can lead to the alienation of local communities due to inappropriate behavior of tourists, increased noise pollution and pedestrian and vehicular traffic, and the degradation of community-specific infrastructure and facilities (OECD, 2020).

Moreover, Vu, et.al (2020) found that social factors, tourism environment, technical facilities and tourism products are factors that strongly influence the sustainable development of tourism in Ba Ria-Vung Tau, Vietnam.

Economic impacts can occur on over-dependence on tourism income, with destinations experiencing high levels of seasonality particularly vulnerable and exposed to economic stress in off peak periods, while expected events or shocks (e.g. weather, outbreaks of disease, or terrorist events) also have the ability disproportionately affect destinations highly dependent on tourism. High levels of seasonality can also lead to employment pressure in other sectors in peak periods. In addition, while able to provide extra capacity in peak periods and potentially spread the impacts beyond traditional tourism hotspots, the exponential growth in accommodation platforms contributed to a disruption of the local real estate market. Impacts include inflated real estate prices, unfair competition for licensed accommodation providers, and gentrification of tourism hotspots and inner city areas, sometimes to the point of pushing locals out of the areas (OECD, 2020).

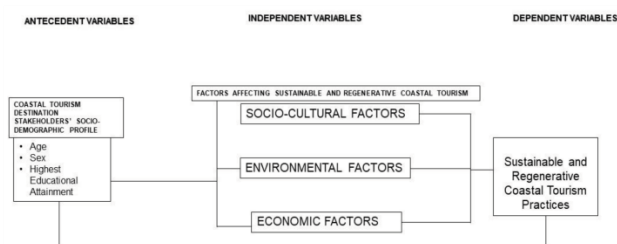


Figure 1. Sustainable and Regenerative Coastal Tourism in Tigbauan, Iloilo

2. SIGNIFICANCE OF THE STUDY

This study is relevant in the development of Developments Plans for Tourism in the municipality of Tigbauan that will be a baseline study to be used in the drafting of tourism plans of the municipality; a baseline for the coastal tourism support for Iloilo Coastal Tourism that will become the benchmark in studying Philippine coastal tourism sustainability and better coastal tourism to be implemented with the identified municipalities with weak sustainable coastal tourism for a better Philippine coastal tourism.

Specifically, the results of the study may be beneficial to the following:

- i. **Tourism Enterprise and Entrepreneurs.** The tourism establishment business owners and entrepreneurs will benefit the study to apply sustainable tourism aligned in their business continuity strategy in the event of crisis in the coastal areas, sustaining the tourism activities that will be the main goal of the establishments.
- ii. **Local Tourism Officer.** The local tourism officer can formulate sustainable master plan for the tourism development of Iloilo, Philippines considering the primary tourist areas in the coastal barangays.
- iii. **Local Government Unit Officials and Barangay Council.** With this study, the local government officials and the barangay council of the different coastal barangays of Iloilo can formulate an Integrated Coastal Zone Management tool and determine ways to educate and improve coastal management practices of the barangay considering the concepts of sustainability.
- iv. **Provincial Tourism Officer.** The study will also help the tourism officer of the Province of Iloilo to formulate the Tourism Master Plan of Iloilo and formulate an effective Iloilo Coastal Tourism Circuit in the context of sustainability especially of the coastal municipalities as tourist attractions primarily in the coastal areas of the Province of Iloilo.
- v. **Investors on coastal tourism.** This study may be of help to the tourism investors to be see the micro-environment of the local destination, especially of Iloilo, Philippines.
- vi. **Local coastal community.** This study may be of help to the local community to be more aware observe sustainable practices that will develop the community as a tourist destination and be developed as sustainable communities.
- vii. **Future researchers.** This study may be of help to future researchers who may replicate the study to a wider scope. Aside from the determined variables, future researchers can identify other more relevant variables to support the study on sustainable coastal tourism awareness, practices, and qualitatively identify issues and concerns of the coastal destinations of the country.

Scope and Limitation of the Study

The main objective of the study was to determine the factors of sustainable and regenerative coastal tourism in Tigbauan, Iloilo.

The participants of the study are the purposively selected 30 coastal tourism stakeholders of coastal tourism in the municipality of Tigbauan. They will be given a self-administered questionnaire or to answer in a Google form link to be prepared by the researcher. Personal observations in the coastal communities will also be done by the researcher.

The researcher-made Sustainable and Regenerative Coastal Tourism Questionnaire was used as the data-gathering instrument where it was validated and tested for reliability with a Cronbach alpha result of 0.974. To gather the data, the researcher 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 SAQs given to the coastal communities and coastal tourism establishments mentioned above thru site visits and observations.

The study is limited to the use of descriptive statistics with the use of percentage, frequency count, mean, standard deviation and rank. SPSS version 26 was utilized for statistical analysis.

3. METHODOLOGY

i. Research Design

The research design implemented was descriptive study using quantitative approach. Quantitative approach is used in understanding the magnitude of a phenomenon, testing hypotheses about relationship and variables (Trinidad, 2019)

ii. Respondents

There are 30 respondents of the coastal tourism stakeholder which comprises the tourists, local government officials, residents and coastal establishments manager/owner of each coastal tourism of the municipality of Tigbauan. As shown in Table 1, in terms of age, the coastal tourism stakeholders has 7 (23.3%) who are young (18-30 years old), 14 (46.7 %) who are old (31-49 years old), and 9 (30.0 %) who are older (50 years old and above). There are female with 21 (70.0 %) respondents and male with 9 (30.0 %). Elementary graduates is only 1 (3.3 %) with high school graduates that are 6 (20.0 %), college with 21 (70.0 %), and graduate school graduates with 2 (6.7 %). Very few are with high 4 (13.3 %) socio-economic status while many are with medium 15 (50.0 %) and low socio-economic status 11 (36.7 %).

Table 1. shows the distribution of the respondents. Distribution of Respondents

Category	N	%
Entire Group	30	100
Age		
Young (18-30 years old)	7	23.3 %
Old (31-49 years old)	14	46.7 %
Older (50 years old and above)	9	30.0 %
Sex		
Male	9	30.0 %
Female	21	70.0 %
Educational Attainment		
Elementary	1	3.3 %
High School	6	20.0 %
College	21	70.0 %
Graduate School	2	6.7 %
Socio-economic Status		
Low	11	36.7 %
Medium	15	50.0 %
High	4	13.3 %

iii. Study Population and Sample Size

The samples were taken using purposive sampling method with 30 samples of which from the coastal tourism stakeholder which comprises the tourists, local government officials, residents and coastal establishments manager/owner of each coastal tourism of the municipality of Tigbauan, Iloilo.

iv. Research Instrument

Primary data was taken using a researcher-made self-administered 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 (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 (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 first part is an informed consent form in the participation in the study with the questionnaire proper in 3 parts. Part 1 is the profile of the coastal tourism stakeholder, Part 2 will answer the factors of sustainable and regenerative tourism and Part 3 on the sustainable and regenerative tourism practices.

v. Data Gathering Procedure

The data gathering procedure was a purposive sampling technique wherein 30 coastal tourism stakeholders answered the self-administered questionnaire. The key coastal stakeholders comprise of the coastal destination's residents, local government unit officer and workers, managers and employees of coastal tourism establishments, and tourists of the municipality of Tigbauan, a coastal destination of the province of Iloilo.

vi. Data Processing Procedure

The SPSS software was used to process the data gathered. The statistical tools used were percentage, frequency count, mean, standard deviation and rank.

The factors associated in sustainable and regenerative tourism and levels of sustainable and regenerative tourism practices were interpreted as follows:

Mean	Description
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

4. RESULTS AND DISCUSSIONS

This study aimed to determine the factors and the level of sustainable and regenerative coastal tourism in Tigbauan Iloilo.

The coastal tourism stakeholders of the Tigbauan, Iloilo are mostly old (14 or 46.7%), some are older (9 or 30%) and a small percentage are young (7 or 23.3%) was shown in Table 2. Majority are female (21 or 70%) and lesser are males (9 or 30%). A large percentage has the educational attainment of college (21 or 70%) with small percentage of high school (6 or 20%), with very few graduate school (2 or 6.7%) and elementary graduates (1 or 3.3%).

Table 2 Profile of Coastal Tourism Stakeholders in the Municipality of Tigbauan

Category	N	%
Entire Group	30	100
Age		
Young (18-30 years old)	7	23.3 %
Old (31-49 years old)	14	46.7 %
Older (50 years old and above)	9	30.0 %
Sex		
Male	9	30.0 %
Female	21	70.0 %
Educational Attainment		
Elementary	1	3.3 %
High School	6	20.0 %
College	21	70.0 %
Graduate School	2	6.7 %

Table 3 shows that in the socio-cultural factors of sustainable and regenerative tourism. satisfaction with the destination and tourism emerged as the top socio-cultural factor with a “very high” (M=4.30, SD=0.70, rank= 1) rating considered by the stakeholders followed by historical facts (M=4.27, SD=0.79, rank= 2) with also a “very high” rating and community and ecological values (M=4.23, SD=0.73, rank= 3) that is also with “very high” rating. It is followed by civic pride (M=4.13, SD=0.78, rank= 4), accessibility of tourists (M=4.13, SD=0.90, rank= 4), basic human needs (M=4.07, SD=0.79, rank= 6), access to resources (M=4.00, SD=1.02, rank=7), social projects participation (M=3.97, SD=0.77, rank= 8), and tourists health, security and well being (M=3.80, SD=1.00, rank= 9).

Table 3 Socio-cultural Factors of Sustainable and Regenerative Coastal Tourism

Socio-cultural factors	Mean	SD	Description	Rank
Satisfaction with the destination & tourism	4.30	0.70	very high	1
Historical facts availability	4.27	0.79	very high	2
Community and ecological values	4.23	0.73	very high	3
Civic pride	4.13	0.78	High	4
Accessibility of tourists	4.13	0.90	High	4
Basic human needs	4.07	0.79	High	6
Access to resources	4.00	1.02	High	7
Social projects participation	3.97	0.77	High	8
Tourist security, health and well-being	3.80	1.00	High	9

Table 4 reveals that the coastal tourism stakeholders of Tigbauan, Iloilo takes a “high” socio-cultural factor (M=4.11, SD=0.61) in the sustainable and regenerative

coastal tourism in the coastal destination. With those who are young (M=3.97, SD=0.60), old (M=4.17, SD=0.58) and older (M=4.14, SD=0.66) that has a “high” rating on socio-cultural factors. Both males (M=4.15, SD=0.56) and females (M=4.10, SD=0.65) has “high” rating. Those who are elementary graduate (M=4.33, SD=0.00) and graduate school graduate (M=4.61, SD=0.55) has “very high” rating while those who are high school (M=3.80, SD=0.86) and college graduates (M=4.14, SD=0.54) has “high” rating.

Table 4 Socio-cultural Factors of Sustainable and Regenerative Coastal Tourism according to coastal tourism stakeholder profile of Tigbauan, Iloilo

Category	Mean	SD	Description
Entire Group	4.11	0.61	high
Age			
Young (18-30 years old)	3.97	0.60	high
Old (31-49 years old)	4.17	0.68	high
Older (50 years old and above)	4.14	0.56	high
Sex			
Male	4.15	0.56	high
Female	4.10	0.65	high
Educational Attainment			
Elementary	4.33	0.00	very high
High School	3.80	0.86	high
College	4.14	0.54	high
Graduate School	4.61	0.55	very high

Table 5 shows the environmental factors of sustainable and regenerative tourism. Engagement in environmental activities (M=3.97, SD=0.60, rank=1), emerged as the top environmental factor followed by protection of marine biodiversity (M=4.30, SD=0.65, rank=2) that has “very high” rating. Third on the rank were sustaining the beach areas (M=4.10, SD=0.71, rank=3) and nature conservation (M=4.10, SD=0.85, rank=3) with “high” rating as well as energy management (M=4.00, SD=0.91, rank=5), noise and air pollution (M=4.00, SD=0.87, rank=5), water supply/quality (M=3.90, SD=0.76, rank=7), beach and seawater contamination/quality (M=3.80, SD=0.76, rank=8), and lastly, waste management (M=3.67, SD=0.80, rank=9).

Table 5 Environmental Factors of Sustainable and Regenerative Coastal Tourism

Environmental factors	Mean	SD	Description	Rank
Engagement in environmental activities	4.33	0.71	very high	1
Protection of marine biodiversity	4.30	0.65	very high	2
Sustaining the Beach area	4.10	0.71	high	3
Nature conservation	4.10	0.85	high	3
Energy management	4.00	0.91	high	5
Noise and Air pollution	4.00	0.87	high	5
Water supply/quality	3.90	0.76	high	7
Beach and Seawater contamination/quality	3.80	0.76	high	8
Waste management	3.67	0.80	high	9

Table 6 reveals that the coastal tourism stakeholders of Tigbauan, Iloilo takes a “high” environmental factor (M=4.02, SD=0.51) in the sustainable and regenerative coastal tourism in the coastal destination. Those who are young (M=4.23, SD=0.31) have “very high” rating with the old (M=3.94, SD=0.63) and older (M=3.97, SD=0.52) that has a “high” rating on environmental factors. Both males (M=3.88, SD=0.64) and females (M=4.08, SD=0.49) has “high” rating. Those who are elementary graduate (M=4.25, SD=0.00) and graduate school graduate (M=4.25, SD=0.35) has “very high” rating while those who are high school (M=4.06, SD=0.56) and college graduates (M=3.97, SD=0.56) has “high” rating.

Table 6. Environmental Factors of Sustainable and Regenerative Coastal Tourism according to coastal tourism stakeholder profile of Tigbauan, Iloilo

Category	Mean	SD	Description
Entire Group	4.02	0.51	high
Age			
Young (18-30 years old)	4.23	0.31	very high
Old (31-49 years old)	3.94	0.63	high
Older (50 years old and above)	3.97	0.52	high
Sex			
Male	3.88	0.64	high
Female	4.08	0.49	high
Educational Attainment			
Elementary	4.25	0.00	high
High School	4.06	0.56	high
College	3.97	0.56	high
Graduate School	4.25	0.35	high

Table 7 shows the economic factors of sustainable and regenerative tourism. Tourism revenue emerged as the top economic factor with a “high” (M=4.10, SD=0.76, rank= 1) rating followed by provision of service (M=4.03, SD=0.67, rank= 2), viability of small and

medium enterprises (M=4.03, SD=0.72, rank= 2) rating, seasonality (M=4.03, SD=0.77, rank= 2) rating, tourism numbers and occupancy (M=4.03, SD=0.72, rank= 2) rating, coast and benefit (M=4.00, SD=0.64, rank= 6) rating, infrastructure and development (M=3.97, SD=0.77, rank= 7) rating, and last factor emerged to be employment (M=3.93, SD=0.74, rank= 8) rating.

Table 7. Economic Factors of Sustainable and Regenerative Coastal Tourism

Economic factors	Mean	SD	Description	Rank
Tourism revenue	4.10	0.76	high	1
Provision of service	4.03	0.76	high	2
Viability of SMEs	4.03	0.72	high	2
Seasonality	4.03	0.77	high	2
Tourism numbers and occupancy	4.03	0.72	high	2
Cost and benefit	4.00	0.64	high	5
Infrastructure and development	3.97	0.77	high	7
Employment	3.93	0.74	high	8

Table 8 reveals that the coastal tourism stakeholders of Tigbauan, Iloilo takes a “high” environmental factor (M=4.02, SD=0.54) in the sustainable and regenerative coastal tourism in the coastal destination. Those who are young (M=4.23, SD=0.31) have “very high” rating with the old (M=3.94, SD=0.63) and older (M=3.97, SD=0.52) that have a “high” rating on environmental factors. Both males (M=3.88, SD=0.64) and females (M=4.08, SD=0.49) has “high” rating. Those who are elementary graduate (M=4.25, SD=0.00) and graduate school graduate (M=4.25, SD=0.35) has “very high” rating while those who are high school (M=4.06, SD=0.56) and college graduates (M=3.97, SD=0.56) has “high” rating.

Table 8. Economic Factors of Sustainable and Regenerative Coastal Tourism according to coastal tourism stakeholder profile of Tigbauan, Iloilo

Category	Mean	SD	Description
Entire Group	4.02	0.54	high
Age			
Young (18-30 years old)	4.23	0.31	very high
Old (31-49 years old)	3.94	0.63	high
Older (50 years old and above)	3.97	0.52	high
Sex			
Male	3.88	0.64	high
Female	4.08	0.49	high
Educational Attainment			
Elementary	4.25	0.00	high
High School	4.06	0.56	high
College	3.97	0.56	high
Graduate School	4.25	0.35	high

Table. 9 Level of Sustainable and Regenerative Coastal Tourism according to the coastal tourism stakeholders of Tigbauan, Iloilo

Category	Mean	SD	Description
Entire Group	4.00	0.51	high
Age			
Young (18-30 years old)	3.89	0.41	high
Old (31-49 years old)	3.91	0.58	high
Older (50 years old and above)	4.24	0.43	high
Sex			
Male	4.03	0.58	high
Female	3.99	0.49	high
Educational Attainment			
Elementary	3.71	0.76	high
High School	3.76	0.61	high
College	4.06	0.49	high
Graduate School	4.26	0.54	high

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the findings, the following conclusions were drawn:

- i. The coastal tourism stakeholders of the Tigbauan, Iloilo are mostly old with some are older and a small percentage are young. Majority are female lesser are males. A large percentage has the educational attainment with small percentage of high school and with very few graduate school and elementary graduates. Almost half of them have medium socio-economic status with small percentage of low and only meager for those with high family income.
- ii. The socio-cultural factors the coastal tourism stakeholders consider to be existing and with higher importance in the coastal destination are satisfaction with the destination & tourism, historical facts availability, and community and ecological values while access to resources, social projects participation and tourists security, health and well-being are considered with lesser importance in the destination. All stakeholders consider “high” socio-cultural factors in sustainable and regenerative coastal tourism in Tigbauan, Iloilo but for those who are elementary graduate and graduate school graduates, it is “very high” for them.
- iii. The environmental factors the coastal tourism stakeholders consider to be existing and with higher importance in the coastal destination are engagement in environmental activities, protection of marine biodiversity, sustaining the beach areas, and nature conservation while water supply and quality, beach and seawater quality are considered with lesser importance in the destination. Significantly, in terms of age, stakeholders who are young consider “very

- high” environmental factors and those who are elementary and graduate school graduates.
- iv. The economic factors the coastal tourism stakeholders consider to be existing and with higher importance in the coastal destination are tourism revenue, provision of service, viability of small and medium enterprises, seasonality, and tourism numbers and occupancy while cost and benefit, infrastructure and development, and employment are considered with lesser importance in the destination. Significantly, in terms of age, stakeholders who are young consider “very high” environmental factors and those who are elementary and graduate school graduates.
 - v. The level of sustainable and regenerative coastal tourism practices for the coastal tourism stakeholders are “high” regardless of their profile.
- iv. Economically, cost and benefit, infrastructure and development, and employment must be looked at in implementing policies for local economic improvement. These factors have to be improved to maintain a sustainable tourism in the municipality. Working towards regenerative tourism, this economic factor has to be made in a more local setting and improve the lives of the locals. It is important to foster local benefits in coastal tourism and with development in infrastructure and local employment will strengthen the economic impact of coastal tourism.
 - v. Sustainable and regenerative coastal tourism practices can be developed thru programs to address weak points on socio-cultural, environmental, and economic factors such as social projects to intensify water supply and quality, cost and benefit that are harmonize through improved beach quality and infrastructure and development in the coastal areas that develops employment and further improves tourists’ security, health and well being. Programs and action plans must be developed alongside the coastal features of Tigbauan and its cultural heritage that has cultural significance of which rich stories of the coastal people of Tigbauan are present. The wisdom of the older stakeholders is relevant to its progress with its best and champion paraw makers in Iloilo. Boat tourism is one of the sustainable activities to heighten community and environmental awareness to tourists and locals while introducing local fisher’s activities and make holistic community approach to generate a more inclusive and participatory tourism activities not only to residents or locals but also to the tourists. It is important to highlight the strength of the coastal tourism of the town which can be a “seafood” hub of the south. Food tourism in the coastal areas may be visionary but with proper development planning, can be achieved as we work towards sustainability and being more aware of the concepts of regenerative tourism.

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

- i. Based on the profile of the stakeholders, it is significant to identify values and wisdom from the current demographics that are relevant in sustaining coastal tourism in the areas. Since they are old and mostly female, activities that involve women activities, especially mothers and young women.
- ii. More focus on access to resources, social projects participation and tourists’ security, health and well-being as socio-cultural factors. These factors are essential in the everyday life of the key tourism stakeholders. It is important that tourists know they are safe, healthy and their well-being are considered if they are in the coastal destination.
- iii. The following factors are considered to place importance by the municipality coastal tourism stakeholders: water supply and quality, beach and seawater quality, especially to make the municipality sustainable and regenerative in terms of its environmental factors. Programs in tourism and community development projects must focus on these factors to be sustainable and regenerative. Programs to improve water resource management must be strengthened. The municipality must develop coastal tourism plans involving the protection of beach areas

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