

Local Multi-Sectoral Analysis of the Triple Bottom Line Impact of Community-Based Tourism Development In the Province of Isabela

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Keywords:

Community-Based Tourism; Triple Bottom Line; Sustainable Tourism; Multi-Stakeholder Governance; Sustainable Local Development

ABSTRACT

Community-based tourism (CBT) is a vital approach to sustainable local development, integrating sociocultural preservation, economic growth, and environmental sustainability. This study assessed the impact of CBT on the triple bottom line (TBL) in the Municipality of Ramon, Province of Isabela, using a sequential explanatory mixed methods design. Quantitative data were collected via structured questionnaires from key stakeholders, including local government unit (LGU) officials, civil society organizations (CSOs), and tourists, while qualitative interviews provided deeper insights to complement the survey results. Data analysis involved descriptive statistics, one-way analysis of variance (ANOVA), and thematic analysis. Findings demonstrated that CBT significantly benefits sociocultural, economic, and environmental dimensions, underscoring its role in sustainable development. Differences among stakeholders were significant only in economic perceptions; sociocultural and environmental views were consistent across groups. Qualitative analysis revealed five core themes: community participation and collaboration, cultural and local identity preservation, economic opportunities and livelihoods, environmental stewardship, and the need for enhanced institutional support. Stakeholders identified challenges such as limited funding, inadequate tourism promotion, environmental management issues, and weak institutional coordination that hinder tourism sustainability. The integration of quantitative and qualitative findings informed a proposed institutional framework emphasizing collaborative governance, stakeholder engagement, capacity building, and sustainable resource management. The study concludes that strengthening institutional support and fostering multi stakeholder collaboration are essential to securing the long-term sustainability and resilience of CBT in the Municipality of Ramon, Province of Isabela.

1 INTRODUCTION

The tourism industry has grown significantly worldwide, becoming a major part of the global economy by boosting GDP, creating jobs, and facilitating cultural exchange (Karimov et al., 2025; Zhu & Liu, 2022). However, this rapid growth has led to issues such as environmental harm, social inequality, and economic sustainability, leading to the inclusion of sustainable tourism in global development plans (Jong et al., 2022; Xing, 2024). The United Nations Sustainable Development Goals (SDGs) include sustainable tourism in several targets, highlighting its role in promoting inclusive economic growth, reducing poverty, protecting the environment, and supporting sustainable communities (Hassani et al., 2021; Jackson, 2025; Leal Filho et al., 2025). Community-based tourism (CBT) is a model that involves local communities economically and culturally, aligning with

several SDGs while avoiding the negative effects of mass tourism (Das 2024; Jackson 2025; Ursa and Arunkumar 2023). The triple bottom line (TBL) framework offers a way to assess sustainability through the interconnected sociocultural, economic, and environmental aspects of tourism development (Nica et al., 2025; Nogueira et al., 2025). Balancing these aspects is crucial to ensure that tourism supports economic growth, preserves natural and cultural heritage, and improves social well-being (Hovelsrud et al., 2021; Jong et al., 2022). The involvement of stakeholders, such as governments, local communities, the private sector, and NGOs, is key to sustainable tourism, enabling shared governance and cooperative action to tackle complex sustainability issues (Aransyah et al., 2025).

In the Philippines, tourism is a key part of the economy with great potential for rural development and cultural national policies, such as the Farm Tourism Development Act of 2016, and plans such as the

Philippine Development Plan and AmBisyon 2040, really focus on sustainable and community-based tourism. The Department of Tourism (DOT) and Local Government Units (LGUs) are actively involved in regulation, entrepreneurship, and partnerships to help tourism grow while adhering to sustainability principles. Community Based Tourism projects in the Philippines are all about empowering local communities by preserving culture, improving livelihoods, and managing the environment. However, they face challenges, such as limited resources and fragmented institutions. It is crucial to engage stakeholders, such as government agencies, civil society, the private sector, and local communities, to improve sustainable tourism governance and outcomes across the country. Studies using the TBL framework in the Philippines show that tourism can positively impact economic, social, and environmental goals when there is strong governance, capacity building, and community involvement. These insights highlight the need for integrated, multi-stakeholder approaches to ensure that tourism supports economic growth, preserves the environment, and promotes social equity.

Tourism development in the Province of Isabela, including the Municipality of Ramon, holds significant promise because of its natural and cultural resources that support community-based tourism (CBT) efforts. Ramon is recognized for utilizing local attractions that emphasize sustainability and community involvement, which positively impacts the municipality's culture, economy, and environment. These CBT efforts promote cultural heritage and natural landscapes while enhancing the local community's economy and social well-being through inclusive participation. The involvement of Local Government Units (LGUs), Civil Society Organizations (CSOs), and tourists is essential for sustainable tourism activities, encouraging cooperative governance, and ensuring that tourism benefits are equitably shared among stakeholders (Afrić Rakitovac et al., 2021; Verances et al., 2024). In this local context, it is crucial to evaluate tourism development from various stakeholder perspectives to fully understand its impacts. Although the benefits are recognized, past research primarily focuses on economic benefits or visitor satisfaction, lacking a comprehensive investigation of the Triple Bottom Line (TBL)—socio cultural, economic, and environmental—impacts of CBT (Jesther et al., 2024; Krittayaruangroj et al., 2023). Furthermore, studies rarely consider the views of LGU officials, CSOs, and tourists together when assessing tourism development. There is also limited evidence on the specific challenges to CBT in Ramon, such as institutional barriers, knowledge gaps, and infrastructure issues (Marsuki et al., 2025). Notably, no research has developed a policy-based institutional framework using robust quantitative and qualitative data to enhance sustainable CBT in this area. Therefore, research is needed to evaluate the TBL impacts of CBT in Ramon by comparing stakeholder views, identifying implementation challenges, and creating an institutional

framework to support sustainable community-based tourism development that aligns with local needs and goals (Jesther et al., 2024; Marsuki et al., 2025).

Statement of the Problem

This study aimed to critically analyze the Triple Bottom Line (TBL) impact of Community-Based Tourism (CBT) development in the Local Government Unit (LGU) of Ramon, Province of Isabela, using a multi-stakeholder approach guided by the principles of the United Nations Sustainable Tourism Framework. It also sought to identify the challenges encountered in implementing CBT initiatives in the Philippines. The findings served as the basis for developing a policy-based institutional framework to promote sustainable tourism in Isabela Province.

Specifically, this study sought to answer the following questions:

1. What is the impact of community-based tourism (CBT) development in the LGU of Ramon, Province of Isabela, as assessed by the key stakeholder groups along the following triple bottom line (TBL) dimensions?
 - a. Socio-cultural
 - b. Economic
 - c. Environmental
2. Is there a significant difference in the perceived impact of community-based tourism development among the three key stakeholder groups ?
 - a. LGU officials,
 - b. Civil Society Organizations (CSOs), and
 - c. Tourists ?
3. What are the insights of the three stakeholder groups regarding the impact of community-based tourism development in the LGU of Ramon, Isabela ?
4. What challenges are encountered in relation to the triple bottom line impact of community-based tourism development in the LGU of Ramon, Province of Isabela ?
5. What institutional framework can be designed to promote sustainable tourism in Isabela Province?

2 METHODOLOGY

2.1. Research Design

This study employed a sequential explanatory mixed-methods design, which combined quantitative and qualitative approaches in two consecutive phases. The quantitative phase was conducted first to determine the extent of the triple bottom line (TBL) impact of community-based tourism (CBT) development in the Municipality of Ramon, Isabela. This was followed by a qualitative phase to explain and enrich the quantitative findings by gathering the experiences, perceptions, and

insights of the key stakeholders. This research design enabled the researcher to obtain both measurable data and in-depth explanations, resulting in a more comprehensive understanding of the phenomenon under investigation.

2.2. Locale of the Study

This study was conducted in the Municipality of Ramon, Province of Isabela, a municipality recognized for its community-based tourism attractions, including Magat Dam, Camp Vizcarra, and its scenic rolling hills. The locale was selected because of its growing tourism potential and the presence of community-based tourism initiatives that contribute to the municipality's socio-cultural, economic, and environmental development.

2.3. Respondents of the Study

The respondents of the study consisted of the three key stakeholder groups involved in community-based tourism development: Local Government Unit (LGU) officials, Civil Society Organizations (CSOs), and tourists. These stakeholders were selected because they play important roles in tourism planning, implementation, community participation, and tourism experience. Their responses provided valuable information for assessing the triple bottom line impact of community-based tourism development in the municipality of Ramon, Isabela.

2.4. Research Instrument

This study utilized a researcher-developed structured questionnaire based on the objectives of the study and the Community-Based Tourism Development Model. The instrument measured the extent of the impact of community-based tourism in terms of socio-cultural, economic, and environmental dimensions, as well as the challenges encountered in its implementation. The questionnaire employed a five-point Likert scale and underwent expert validation to ensure content validity. It was also pilot-tested to determine its reliability before its administration to the actual respondents.

2.5. Data Gathering Procedure

Prior to the conduct of the study, the researcher secured the necessary approvals from the university and the concerned local government offices. Permission was also obtained from the Municipal Government of Ramon and the participating organizations. The purpose of the study was explained to the respondents, and informed consent was obtained before distributing the questionnaires. The completed questionnaires were retrieved, checked for completeness, coded, tabulated, and prepared for statistical analysis. After the quantitative phase, interviews were conducted with selected participants to gather deeper insights that supported and explained the survey findings.

2.6. Statistical Treatment of Data

The collected quantitative data were analyzed using appropriate descriptive and inferential statistical tools. Weighted Mean was used to determine the extent of the triple bottom line impact of community-based tourism development and the challenges encountered. To determine whether significant differences existed among the perceptions of the three stakeholder groups, one-way analysis of variance (ANOVA) was employed. When the assumptions of ANOVA were not satisfied, the Kruskal–Wallis H test was utilized as a non-parametric alternative. All statistical analyses were performed at a 0.05 level of significance, and the results served as the basis for the formulation of the proposed institutional framework for sustainable tourism.

3 RESULTS AND DISCUSSION

Table 1. Triple Bottom Line Impact of Community-Based Tourism Development as Assessed by Key Stakeholder Groups

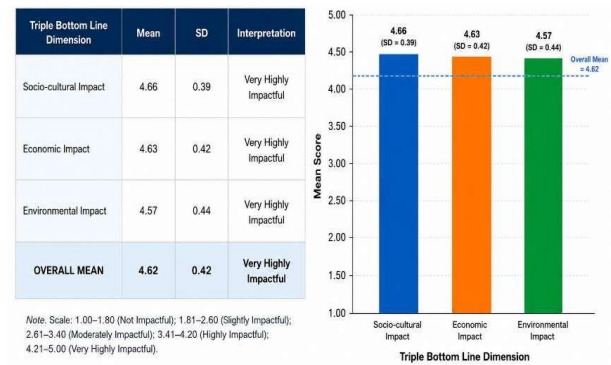


Table 1 and Figure 1 show that Community-Based Tourism (CBT) development in the Municipality of Ramon, Isabela, was perceived to have a **very high impact** across the three Triple Bottom Line (TBL) dimensions, with an overall mean of **4.62 (SD = 0.42)**. Among the dimensions, the **socio-cultural impact** obtained the highest mean (**M = 4.66, SD = 0.39**), followed by the **economic impact (M = 4.63, SD = 0.42)** and the **environmental impact (M = 4.57, SD = 0.44)**, indicating that stakeholders strongly recognized the positive contributions of CBT to community well-being, local economic development, and environment sustainability. These findings highlight that stakeholders perceive CBT as an effective approach to promoting balanced and sustainable local development. Similarly, **Anselmo et al. (2026)** emphasized that stakeholders' perceptions serve as valuable indicators in evaluating the effectiveness and utilization of development initiatives, providing meaningful evidence for informed decision-making. The higher socio-cultural rating suggests that tourism initiatives have strengthened community participation, preserved local culture, and enhanced social cohesion, which are fundamental principles of community-based tourism (Hermawati et al., 2024; Jackson, 2025). Likewise, the high economic and environmental ratings demonstrate that CBT

contributes to livelihood generation while promoting responsible resource management and sustainable destination development, consistent with the Triple Bottom Line framework (Nica et al., 2025; Nogueira et al., 2025). Overall, these findings suggest that sustainable tourism in Ramon has successfully integrated socio-cultural, economic, and environmental objectives through active stakeholder participation, collaborative governance, and evidence-based decision-making (Anselmo et al., 2026).

Table 2. Comparison of Stakeholder Assessments on the Triple Bottom Line Impact of Community-Based Tourism Development

Triple Bottom Line Dimension	LGU Officials Mean $\pm$ SD	Civil Society Organizations Mean $\pm$ SD	Tourists Mean $\pm$ SD	F-value	p-value	Interpretation
Socio-cultural	4.47 $\pm$ 0.47	4.67 $\pm$ 0.41	4.84 $\pm$ 0.34	2.75	0.074	No Significant Difference
Economic	4.39 $\pm$ 0.51	4.66 $\pm$ 0.41	4.84 $\pm$ 0.35	3.69	0.032*	Significant Difference
Environmental	4.36 $\pm$ 0.48	4.58 $\pm$ 0.45	4.77 $\pm$ 0.49	2.47	0.095	No Significant Difference

Table 2 illustrates that stakeholders largely held similar views on the socio-cultural and environmental effects of community-based tourism (CBT), as evidenced by the lack of notable differences ($p > .05$). Nonetheless, a notable disparity emerged in the economic aspect ($F = 3.69$, $p = .032$), indicating that different stakeholder groups had varied perceptions of tourism's economic advantages. Tourists rated the economic benefits highest, followed by civil society organizations and LGU officials, reflecting differing levels of exposure to and expectations of tourism-related livelihood opportunities and local economic improvements. This suggests that while stakeholders collectively acknowledge the socio-cultural and environmental benefits of CBT, the economic impacts may not be uniformly experienced across stakeholder groups. Previous research has made similar observations, pointing out that variations in stakeholder roles and interests often shape perceptions of tourism's economic benefits, underscoring the need for inclusive governance and fair benefit-sharing to achieve sustainable tourism development (Aransyah et al., 2025; Das, 2024; Phuong et al., 2025). These findings highlight the necessity for collaborative planning and enhanced stakeholder

involvement to ensure that economic benefits are more equitably distributed within the community.

Table 3. Emerging Themes from the Stakeholders' Insights on Community-Based Tourism Development

Theme	LGU Officials	Civil Society Organizations	Tourists	Representative Codes
Strengthening Community Participation and Collaboration	Tourism encourages collaboration among stakeholders and participatory governance.	Community organizations actively participate in planning and implementation processes.	Tourists observed active community involvement in tourism.	Participation, collaboration, stakeholder engagement, partnership
Preservation of Culture and Local Identity	Tourism promotes the conservation of local traditions and heritage.	Cultural festivals and indigenous practices have been strengthened.	Tourists appreciate authentic cultural experiences.	Heritage preservation, local identity, traditions, cultural pride
Economic Opportunities and Local Livelihoods	Tourism generates employment and increases local income levels.	Supports community enterprises and small businesses.	Tourism contributes to local economic activities.	Livelihood, employment, entrepreneurship, income generation
Environmental Stewardship and Sustainability	Tourism encourages environmental protection.	Communities participate in conservation programs to conserve natural resources.	Tourists recognize clean and well-managed sites.	Environmental awareness, conservation, waste management, sustainability
Need for Stronger Institutional Support	Additional policies and funding	Capacity building and continuous	Improving tourism facilities and	Policy support, governance, funding,

	are required .	training are required.	services is recommended.	infrastructure, capacity building
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Table 3 outlines the key themes identified from the qualitative feedback of LGU officials, Civil Society Organizations (CSOs), and tourists concerning the development of Community-Based Tourism (CBT). Five primary themes were identified: enhancing community involvement and cooperation, safeguarding cultural heritage and local identity, creating economic opportunities and supporting local livelihoods, promoting environmental care and sustainability, and the necessity for enhanced institutional backing. These insights suggest that stakeholders view CBT as a comprehensive development approach that transcends mere economic benefits, promoting cultural conservation, environmental safeguarding, and active community engagement. The focus on increased institutional support underscores the significance of effective governance, policy execution, and capacity enhancement in maintaining tourism projects. These insights align with earlier research that underscores the importance of collaborative stakeholder involvement, community empowerment, and institutional dedication for achieving long-term sustainability in community-based tourism (Hermawati et al., 2024; Marsuki et al., 2025). In summary, the qualitative findings support the quantitative data by illustrating that sustainable tourism development is bolstered through inclusive participation and shared responsibilities among stakeholders.

Table 4. Challenges Encountered in Community-Based Tourism Development Across the Triple Bottom Line Dimensions

Triple Bottom Line Dimension	Major Challenges Identified	Stakeholders Raising the Concern	Suggested Intervention
Socio-cultural	Limited participation of indigenous peoples and marginalized groups; inadequate cultural awareness among younger generations	LGU Officials , CSOs	Strengthen inclusive participation, cultural education, and community engagement programs
Economic	Limited funding,	LGU Officials	Increase investment

	inadequate livelihood opportunities, insufficient tourism investments, weak marketing and promotion	, CSOs, Tourists	, strengthen local enterprises, improve destination marketing, and expand livelihood programs
Environmental	Waste management concerns, inadequate conservation practices, environmental degradation, weak monitoring of tourism activities	LGU Officials , CSOs, Tourists	Implement sustainable environmental management plans, strengthen conservation initiatives, and improve waste management systems
Institutional/Governance	Limited inter-agency coordination, insufficient stakeholder collaboration, inadequate tourism policies, lack of capacity-building	LGU Officials , CSOs	Enhance policy implementation, stakeholder coordination, continuous training, and institutional support

Table 4 outlines the primary obstacles hindering the development of community-based tourism (CBT) across socio-cultural, economic, environmental, and institutional aspects. Stakeholders have pinpointed several critical barriers to sustainable tourism development, including limited community involvement, a lack of cultural awareness, insufficient funding, inadequate tourism promotion, environmental management issues, and poor institutional coordination. These insights indicate that while CBT has brought significant socio-cultural, economic, and environmental advantages, it is crucial to address governance,

financial, and resource management challenges to ensure its long-term viability. The proposed measures—such as enhancing stakeholder collaboration, broadening livelihood opportunities, improving environmental management, and boosting institutional capacity—highlight the necessity for integrated and participatory tourism governance. Previous research has reported similar challenges, stressing that sustainable community-based tourism relies on effective policy execution, sufficient financial backing, ongoing capacity development, and robust multi-stakeholder cooperation to achieve balanced socio-cultural, economic, and environmental results (Bulilan, 2021; Das, 2024; Phuong et al., 2025). These findings highlight the significance of evidence-based strategies to bolster the resilience and sustainability of community-based tourism in the Municipality of Ramon.

Figure 2 Major Challenges in Community-Based Tourism Development as Identified by key Stakeholder Groups across the Triple Bottom Line Dimensions

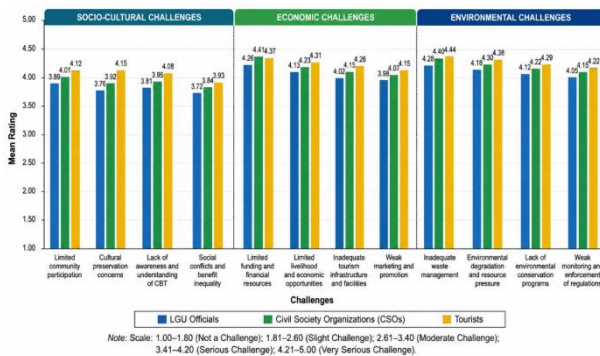


Figure 2 depicts the primary obstacles faced in the development of community-based tourism (CBT) across socio-cultural, economic, and environmental aspects, as viewed by LGU officials, civil society organizations (CSOs), and tourists. The results reveal that stakeholders consistently regarded the identified issues as significant to very significant challenges, especially those concerning limited financial resources, inadequate tourism infrastructure, environmental management, and insufficient community involvement. Environmental issues, such as waste management and resource conservation, were rated relatively higher by all stakeholder groups, underscoring the necessity to enhance sustainable environmental practices. Similarly, economic limitations like restricted livelihood opportunities and weak tourism promotion underscore the need for increased investments and improved destination marketing. These findings imply that while community-based tourism has yielded positive results, addressing these challenges through collaborative governance, strategic resource allocation, and stakeholder engagement is crucial for maintaining tourism development. Previous studies have highlighted that institutional support, sufficient financing, and active stakeholder collaboration are vital to overcoming

obstacles and enhancing the long-term sustainability of community-based tourism (Bulilan, 2021; Marsuki et al., 2025; Verances et al., 2024).

Figure 3. Proposed -institutional Framework for Sustainable Community-Based Tourism Development

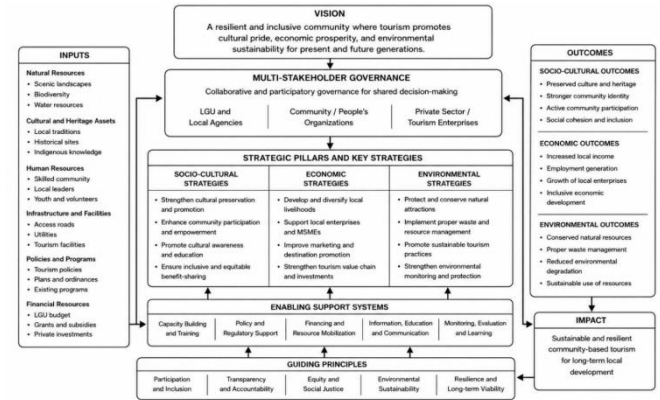


Figure 3 illustrates the institutional framework proposed through the synthesis of the study's quantitative and qualitative results. This framework places multi-stakeholder governance at its core, serving as the key link between available resources, strategic actions, supportive systems, and sustainable tourism outcomes. It underscores the collaborative efforts of Local Government Units (LGUs), community organizations, the private sector, and other stakeholders in executing socio-cultural, economic, and environmental strategies that promote inclusive and sustainable tourism growth. Additionally, the framework identifies capacity building, policy support, resource mobilization, communication, and ongoing monitoring and evaluation as crucial enabling mechanisms, all guided by principles of participation, transparency, social equity, environmental sustainability, and resilience. Together, these elements aim to enhance community involvement, boost local livelihoods, preserve natural and cultural resources, and improve institutional efficiency. The framework also stresses the necessity of ongoing stakeholder evaluation and evidence-based decision-making, aligning with Anselmo et al. (2026), who emphasized stakeholder perceptions as valuable metrics for assessing development initiatives and enhancing program outcomes. These insights further corroborate earlier research that identified collaborative governance, stakeholder engagement, and institutional capacity as key drivers of sustainable community-based tourism and long-term local development (Aransyah et al., 2025; Azwar et al., 2023).

Integrated Discussion of the Quantitative and Qualitative Findings

The quantitative results indicated that community-based tourism (CBT) in the municipality of Ramon had a significant overall impact on the socio-cultural, economic, and environmental aspects of the triple bottom line framework. In contrast, the qualitative findings offer a more detailed understanding of why respondents viewed tourism favorably. Stakeholders consistently highlighted that tourism enhanced community involvement, safeguarded local culture, generated job opportunities, encouraged environmental care, and supported cooperative governance in the village. These themes clarify the high quantitative scores by illustrating that respondents perceived the advantages of tourism not only through tangible development outcomes but also through improved social connections, cultural identity, and collective responsibility for local resource use. Similar research has shown that active stakeholder involvement and community empowerment are crucial for successful community-based tourism and sustainable local development (Hermawati et al., 2024; Jackson, 2025). While stakeholders generally had a positive view of community-based tourism, the qualitative findings also uncovered several challenges that complemented the quantitative data. Participants pointed out limited funding, inadequate tourism promotion, environmental management issues, insufficient community involvement, and weak institutional coordination as obstacles to sustainable tourism development. These issues help explain why the environmental aspect received the lowest, albeit still high, average rating and why there were notable differences in stakeholders' perceptions of the economic aspect. Qualitative evidence indicates that although tourism has created job opportunities, the economic benefits are not equally distributed among all stakeholder groups because of variations in institutional support, resource access, and participation in tourism-related activities. Previous studies similarly stress that fair benefit sharing, strong governance, and ongoing institutional support are essential to maximize the socio-cultural, economic, and environmental contributions of community-based tourism (Bulilan, 2021; Das, 2024; Marsuki et al., 2025). Therefore, the integration of both datasets provides a more comprehensive understanding of community-based tourism development in Ramon. The quantitative findings establish that tourism has substantially contributed to sustainable development, while the qualitative findings explain the mechanisms behind these positive outcomes and identify areas that require further improvement. Together, these findings demonstrate that sustainable community-based tourism depends not only on favorable stakeholder perceptions but also on continuous collaboration, inclusive participation, effective governance, adequate financial support, and environmental stewardship. This convergence of quantitative and qualitative evidence

served as the basis for developing the proposed institutional framework, which seeks to strengthen stakeholder collaboration and ensure the long-term sustainability of community-based tourism in the municipality of Ramon, Province of Isabela.

4 CONCLUSION

The findings demonstrate that Community-Based Tourism (CBT) in the Municipality of Ramon, Province of Isabela, has made a very high contribution to sustainable development across the socio-cultural, economic, and environmental dimensions of the Triple Bottom Line framework. Stakeholders consistently recognized that CBT has strengthened community participation, preserved local culture, generated livelihood opportunities, and promoted environmental sustainability. While perceptions of socio-cultural and environmental impacts were generally consistent across stakeholder groups, differences in the economic dimension indicate that tourism benefits are not equally experienced by all stakeholders. The qualitative findings further revealed that sustained community participation, collaborative governance, and institutional support are critical for maintaining the positive outcomes of CBT. However, challenges related to limited funding, inadequate tourism promotion, environmental management, and inter-agency coordination remain significant. Overall, the convergence of the quantitative and qualitative findings confirms that Community-Based Tourism serves as an effective strategy for promoting sustainable local development while emphasizing the need for stronger institutional mechanisms to ensure equitable, resilient, and long-term tourism growth in the Municipality of Ramon. The proposed institutional framework provides a practical guide for strengthening stakeholder collaboration and enhancing the sustainability of community-based tourism initiatives in the Philippines.

5 RECOMMENDATION

Based on the findings of the study, it is recommended that the LGU of Ramon, in collaboration with the Department of Tourism (DOT), Civil Society Organizations (CSOs), local communities, and private tourism stakeholders, strengthen the implementation of Community-Based Tourism (CBT) programs through participatory governance and inclusive decision-making. Greater investments should be directed toward tourism infrastructure, destination marketing, environmental conservation, and livelihood development to ensure that the economic benefits of tourism are equitably distributed among stakeholders. Capacity-building programs, cultural preservation initiatives, and environmental awareness campaigns should be continuously implemented to enhance community participation and promote responsible tourism practices. Furthermore, the proposed institutional framework may be adopted as a guide for planning, implementing,

monitoring, and evaluating sustainable community-based tourism initiatives within the Municipality of Ramon and other local government units with similar tourism settings. Future studies may validate and refine the proposed framework in different tourism

destinations using larger samples and diverse research approaches to further strengthen its applicability and contribute to the advancement of sustainable tourism development.

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