

# Impacts of Tourist Attraction in the Community of one City in the Philippines

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**Abstract** – *Tourism and its activities always have positive and negative impacts which are always felt and experienced by residents of communities with tourist destinations. This study sought to determine the impacts of tourism and tourist destination through collecting information regarding the study described the profile of the residents in terms of their age, sex, length of residency and educational attainment, as well as the experienced impacts of tourism in environmental and economic, socio-cultural aspects, and to propose an action plan towards further developing and promoting the destinations. Data were collected using a survey questionnaire which was distributed to 328 respondents who were residents living nearby the top 10 tourist destinations in Batangas. Results show that majority of the respondents were female, aged between 21-30 years old, residents for more than 11 years, and were college graduates. The impacts of tourist attraction were perceived to a great extent in socio-cultural, environmental, and economic aspects; the responses on all aspects of socio-cultural, environmental, and economic do not vary across each profile; an action plan was proposed. It is recommended that continuous development of the tourist attraction and additional activities and tours maybe offered.*

**Keywords** – *Impacts, tourism, tourist destinations, community*

## INTRODUCTION

Tourist attraction is the site of interest where in tourist can visit the popular places that usually have natural resource, historical significance, religious tourism, beaches and the culture value and by the characteristics of an area with a tourist's ability to meet its growth through compliance with environmental regulations. The attractions also have a natural attraction and man-made attraction. Natural attraction is one created by nature it includes the beaches and mountains and for man-made attraction it is made by man that can tourist visit such as the church, museum and historical places [1].

Tourism is one of the fast-growing industries nowadays. However, a tourism activity has always a price to pay which is known as impacts. Tourism impact has direct and indirect effects that are brought by the tourist behaviors or doings and the establishments that have relation to tourism [2]

The impacts are categorized into three which are economic, environmental, and socio-cultural aspects. Environmental play the most important role in our tourism industry most of all the natural resources in Batangas Province, however environmental aspects are services or activities that will interact with the environment [3]. Economic makes up the industry of

tourism rigid the economic benefits of the primary motivations for the region and patronize the self of tourism destination [4].

Socio-cultural involves the combination of social and cultural. This is the study of the behavior with and culture of the people in Batangas Province. Through stating these impacts, the tourists, the local people, and the government will have an idea about what is happening to the local place because of tourism. Residents will be aware on how and when to act when needed [2].

The attraction in province of Batangas is rich in natural resources and the ecotourism is a large potential to our tourists. Tourism in the province is continuously being developed and promoted through consolidated efforts of the Regional Tourism Office along with the cooperation of the owners and representatives of various destinations and businesses. In turn, the efforts create databases of information and statistics which are used for decision making and to promote and market tourism in Batangas as a whole [5]. The result of such efforts are observed and indicated by the continuous growth of tourist arrivals in the province.

The results of the impact have been more frequent effect in the residents of the attraction. Thus, the researchers pursue the completion of this study since it is

important to have a better understanding of the effects of tourism towards the destinations and community. The knowledge and information which may be acquired through this study will aim the researchers to become better tourism professionals who can conserve and protect natural resources for the local community. In addition, the information may be used by various organizations as a reference material for future activities or decisions. Consequently, such activities and decisions should always be inclined towards benefiting the greater populations of the residents.

### **OBJECTIVES OF THE STUDY**

This study aims to assess the impacts of Tourist Attraction to the Community of Batangas Province. Specifically, it aims to: determine the profile the respondents in terms of age, sex, length of residency, and educational attainment; determine the impacts of tourist attraction to the community in terms of environmental, economic and socio-cultural aspects; if there is a significant relationship on the assessment of the impacts of the tourist attraction when grouped according to profile variables; and proposed an action plan based on the results.

### **METHODS**

#### **Research Design**

The researchers aimed to gather information to arrive at a description of the impacts of tourist attractions to the community in environmental, economic, and socio-cultural terms. The descriptive method of research suits the purpose of the study as it allows the collection of data that would provide an accurate representation of the impacts as categorized into aspect factors [6].

#### **Participants of the Study**

The respondents of this study were composed of 330 residents living closely to the most visited attractions in Batangas Province. This was based on an effect size of 0.24 and a power probability of 0.95 using G\* Power 3.1.9. The number of respondents from each attraction was in ratio with the population from each area. To enumerate these attractions and the number of respondents, Padre Pio Shrine in Santo Tomas was represented by 228 people, Marian Orchard in Balete was represented by 12, Calleruega in Nasugbu was represented by 15, Ang Pulo in Talisay with 10, Monte Maria in Batangas City with 24, Mabini Shrine with 13 Masasa Beach in Tingloy with 6, Marcella Agoncillo Museum in Taal with 5, Don Bosco Chapel on the Hill in Calaca with 6, and the Malvar Shrine in Santo Tomas

with 11 people. The collected data were analyzed using statistical tools in order to arrive at an accurate description of the impacts of the tourist attractions to the community in environmental, economic, and socio-cultural terms.

#### **Data Gathering Instrument**

This study used the adapted questionnaire from the study of Remojo, Chua, Macatangay, Manalo, Magsino, and Mendoza [7]. The questionnaire is composed of two parts, the socio demographic profile and the impacts of tourism. The first part collected data regarding demographic information of age, sex, length of residency, and educational attainment. The second part collected information regarding the impacts of tourism in environmental, economic, and socio-cultural terms. The Likert's 5-point scale was used with values "Not at all", "To a least extent", "To a moderate extent", "To a great extent", and "To a very great extent" in order to assess the impacts.

#### **Data Gathering Procedure**

The researchers adapted a survey questionnaire from previous studies relating to the topic which has similar content. The researchers reproduced the survey questionnaire. Next the researchers distributed the questionnaires to the respondents from each municipality. Afterwards, the questionnaires were collected, and data was tabulated. The tabulated data was sent to the statistician for statistical analysis.

#### **Data Analysis**

This study used statistical techniques to analyze the collected data. This study used descriptive statistics including frequency distribution to determine the profile of respondents in terms of age, gender, occupation and educational attainment; weighted mean was used to assess the impacts of tourist attractions in the community of Batangas Province in terms of environmental, economic and socio-cultural aspects; and ANOVA used in order to determine if there are significant differences in the assessment of impacts when grouped according to profile variables.

The given scale was used to interpret the result of the data gathered: 4.50 – 5.49 = To a very great extent (VGE); 3.50 – 4.49 = to a great extent (GE); 2.50 – 3.49 = To a moderate extent (ME); 1.50 – 2.49 = To a least extent (LE); 1.00 – 1.49 = Not at all (NA)

#### **Ethical Considerations**

To observe highly confidential nature of the survey and the interviews, no names were mentioned in the

report. The identity of the respondents was not revealed except the residents of the barangay wherein the attraction is located. No opinion was given by the researchers, only information and results based on the data gathered.

## RESULTS AND DISCUSSION

**Table 1. Percentage Distribution of the Respondents' Profile**

Profile Variables	Frequency	Percentage (%)
<b>Age</b>		
below 21 years old	66	20.1
21-30 years old	99	30.2
31-40 years old	94	28.7
41-50 years old	54	16.5
51-60 years old	15	4.6
<b>Sex</b>		
Male	156	47.6
Female	172	52.4
<b>Length of Residency</b>		
Less than 5 years	29	8.8
5 to 10 years	46	14.0
11 to 15 years	101	30.8
16 to 20 years	68	20.7
More than 20 years	84	25.6
<b>Educational Attainment</b>		
None	6	1.8
Elementary	23	7.0
High School	124	37.8
College	175	53.2

Table 1 shows the distribution of the respondents according to their profile such as age, sex, length of residency and educational attainment. In terms of age, majority of the respondents were 21-30 years old with the frequency of 99 or 30.1 percent, followed by 31- 40 years old with 66 or 20.1 percent, The least by age bracket of 51-60 years old with 15 or 4.6 percent.

The age bracket of 21-30 years old holds the highest number of the respondents in Batangas province. The people in this age bracket are more accommodating and willing to become participants in the study since this people have the most time and energy to give their thoughts.

The age bracket of 21-30 years old is reported to be the typical age for employment for Batangas residents were mostly after acquiring a bachelor's degree, which is commonly past the age of 21[8].

In terms of sex, majority of the respondents were female with a frequency of 172 or 52.4 percent while male with 156 or 47.6. This result is due to that a substantial portion of the respondents were female employees of tourism inclined businesses who were available to accommodate during the data collection

phase. It is understandable that tourism as a discipline is more favored by females, thus having a larger female workforce population in the industry.

The results in the study of Villaruel, C. S., Manahan, J. M., Alforo, L. R., & Visaya, A. D. [9] agrees with the claim that the discipline of tourism is much favored by females. This in turn creates a larger population of female workforce with a degree in tourism.

In terms of length of residency majorities of the respondents were 11 to 15 years with a frequency of 101 or 30.7 percent followed by more than 20 years 84 or 25.5 percent and the least less than 5 years 29 or 8.8 percent.

Since majority of the respondents have been residents for more than 11 years, the participants have enough knowledge and experience about their place of residency and can provide accurate responses regarding the impacts of tourism destinations.

The impacts of tourism takes time to be felt. People with longer lengths of residency have deeper insights regarding the impacts since the impact takes time to develop [10].

In terms of educational attainment majority of the respondents were college graduate with 175 or 53.2 percent, and high school 124 or 37.7 percent and elementary 23 or 7.0 percent and then none 6 or 1.8 percent.

Education is one of the most important characteristics that might affect the person's attitudes and the way of looking and understanding any particular social phenomena. In a way, the response of an individual is likely to be determined by his educational status and therefore it becomes imperative to know the educational background of the respondents.

This result agrees with the reported socio-economic profile of Batangas residents wherein it was recorded that majority of residents have college education [8].

Table 2 shows the Impacts of Tourist Attraction to the Community in terms of Socio-Cultural with a composite mean of 4.29 and with verbal interpretation of to a great extent. Residents living in the community are being aware on the outgrowing number of the tourists visiting their community. They are becoming wise and productive.

Through their efforts and strategies, it created job employment and changed the lives of residents. A cultural difference affects the community since residents and tourists are having interactions that lead to a new lifestyle, a better community and growth of economy.

Among the item cited, "improves the lifestyle both of the local resident and tourists" ranked first with a highest weighted mean of 4.48 followed by this gives

opportunity the outdoor culture will be recognized by tourists and residents (4.44) and third promotes the ecological culture of the Philippines to tourists and it brings social changes among the residents (4.33).

**Table 2. Impacts of Tourist Attraction to the Community in terms of Socio-Cultural**

Socio-Cultural	WM	VI	Rank
1. It improves the lifestyle both local resident and tourists	4.48	GE	1
2. The residents and tourists may also use water transport as a means of transportation.	4.10	GE	10
3. It provides quality human experiences for the residents and tourists	4.32	GE	5
4. It brings social changes among the residents, tourists and different organizations in Batangas	4.33	GE	3.5
5. Residents have social commitment to their place.	4.26	GE	7
6. People are becoming more aware and appreciative of the local transportation (tricycle, bus, jeepney) in the Philippines	4.28	GE	6
7. This gives opportunity that outdoor culture will be recognized by tourists and residents	4.44	GE	2
8. It promotes the ecological culture of the Philippines to tourists	4.33	GE	3.5
9. It opens different ideas about water based recreational culture and tourism	4.14	GE	9
10. It exposes people to different experiences	4.20	GE	8
<b>Composite Mean</b>	<b>4.29</b>	<b>GE</b>	

Tourism affects the lives of both residents, tourists and the government. It changes the lifestyle in sense that there are shifts in how the people dress, communicate, and eat. Further, behavior and culture changes as well along with the economic status of the locality. In some point, residents adapt foreign mindset. This also happens when the residents act in adjusting better accommodate tourists [2].

The residents assimilate necessary practices to better accommodate their tourists. Additionally, tourism brings along cultural interaction wherein residents experience foreign culture. At some point, some foreign cultures are seen in a positive way and adapted by residents. And in the course of time, adapted practices become part of life, thus becoming socio cultural change.

Tourist visiting their local place can adapt and learn lots of things from them like languages, cultures and new cuisines that can help them run their businesses. This is an example of socio-cultural change [3].

Items such as exposes people to different experiences; (4.20) it opens different ideas about water based recreational culture and tourism (4.14) the residents and tourists may also use water transport as a means of transportation got the lowest weighted mean of 4.10 with verbal interpretation of with to a great extent.

Despite ranking the least, these items also have a verbal interpretation of a great extent which means that these items are experienced by the respondents as well, including activities and transportation. These are clearly manifested by the further instigation of water based recreational activities as a service offering by growing numbers of tourist destinations, particularly beach front businesses. In addition, aquatic transportation grew in its demand particularly during peak seasons; with the best example being the use of boats to transport tourist into Tingloy.

Similar with the discussion of Mdusm, P. [11] tourism affect and instigate changes in people's activities, infrastructure, and transportation. This is clearly shown by the changes in the offerings of destinations in Batangas and the increase of water transportation needs going to beach destinations such as Masasa beach.

Table 3 presents the Impacts of Tourist Attraction to the Community in terms of Economic. The composite mean of 4.23 with a verbal interpretation to a great extent indicates the economic impacts are strongly felt by the respondents.

The tourism industry allows residents an opportunity for economic growth. Hotels, tour companies, souvenir shops, restaurants, service stations and sports equipment are the examples of the job's residents can have thanks to the tourist attraction in their areas. Hotels, tour companies, souvenir shops, restaurants, service stations and sports equipment are the examples of the job's residents can have thanks to the tourist attraction in their areas. The Tourism generated income can be a big help to improve infrastructures and to promote responsible tourism [12].

Among the items cited, the attractions create quality establishments of tourism enterprises was ranked first (4.37), followed by it provides additional job opportunities and employee compensation and bonus (4.35) and third, it attracts tourists to go to this place and experience Filipino hospitality, and quality tourism services (4.34).

**Table 3. Impacts of Tourist Attraction to the Community in terms of Economic**

	<b>Economic</b>	<b>WM</b>	<b>VI</b>	<b>Rank</b>
1.	It generates income among owners of establishments	4.31	GE	5.5
2.	It constitutes additional revenues such as taxes for the government	4.20	GE	7
3.	It creates job opportunities among the residents of Batangas Province	4.32	GE	4
4.	It becomes a tourist attraction and improves socio-economic benefits of residents	4.31	GE	5.5
5.	It attracts tourists to go to this place and experiences Filipino hospitality, and quality tourism services	4.34	GE	3
6.	It creates quality establishments of tourism enterprises	4.37	GE	1
7.	It provides additional job opportunities and employee compensation and bonus	4.35	GE	2
8.	These expenditures on water-based recreation create jobs for those who provide these goods and services	4.05	GE	9
9.	Tourists engages in water-based recreation create employment not just because there are workers needed to provide water-related services, but also because these tourists require other goods and services as well	4.00	GE	10
10.	Most of the resorts recognizes the importance of encouraging summer visitors through advertisements	4.10	GE	8
<b>Composite Mean</b>		<b>4.23</b>	<b>GE</b>	

This is the case since attractions can give opportunity for the local residents to open a business; Tourism Enterprises are the facilities and services. Tourist attraction's purpose is to attract visitors within Batangas City. The more they gain visitors the more buyers each establishment have. For example, the souvenirs that is very famous with visitors, the signature dishes of the place and many more.

Tourism enterprises are the key driver for permanent and temporary jobs. It gives jobs for the residents temporarily and permanently causing the place economy to be better. It gives opportunity to the people who do not have enough money for their family. They can now earn more money in their hometown instead of going to another place [13].

Meanwhile, most of the resorts recognize the importance of encouraging summer visitors through

advertisements (4.10), the expenditures on water based recreation create jobs for those who provide these goods and service (4.05) and Tourists engages in water based recreation create employment not just because there are workers needed to provide water-related services, but also because these tourists require other goods and services as well (4.00).

Despite ranking the least, these items also have ratings with verbal interpretation of to a great extent. This means that tourism provides employments relating to water base recreation activities. This is shown by the increase in jobs relating to water activities such as surfing instructors, diving instructors and boat operators.

Moreover, is understandable that jobs relating to water-based recreation activities to have strong rating. This is because Batangas province is known to offer activities such as diving as part of tourism [14].

**Table 4. Impacts of Tourist Attraction to the Community in terms of Environmental**

	<b>Environmental</b>	<b>WM</b>	<b>VI</b>	<b>Rank</b>
1.	It makes people realize the importance of environmental conservation due to their sensitivity to environmental change and abuse	4.23	GE	8
2.	Income and taxes from these businesses can be used for the conservation of natural environment of Batangas	4.28	GE	7
3.	It maintains the outdoor natural environment of Batangas and increase the health benefit of people who engage in different activities	4.32	GE	3.5
4.	It relates the people to better understand and appreciate the natural environment	4.35	GE	2
5.	It helps protect and preserve wildlife and habitat	4.31	GE	5
6.	The attractions exert effort to contribute in reducing waste	4.21	GE	9
7.	The attractions aid in preventing the use of harmful chemicals in the vicinity	4.32	GE	3.5
<b>Composite Mean</b>		<b>4.29</b>	<b>GE</b>	

Table 4 presents the Impact of Tourist Attraction to the Community in terms of Environmental aspects. The overall result in the questionnaire is to a great extent with the composite mean of 4.28.

Batangas Government offers programs to determine the benefits they can give to a specific tourism attraction in order to propose a plan.

For a place like San Juan where lots of tourist visit, large amounts of chemicals and wastes are made. In order to protect the environment and health of residents, they introduced them the Mangrove Implantation. This

can help them with their economic, ecological, and health [15].

Among the items cited, It relates the people to better understand and appreciate the natural environment (4.35) ranked first, followed by It maintains the outdoor natural environment of Batangas and increase the health benefit of people who engage in different activities (4.32), and third the attractions aid in preventing the use of harmful chemicals in the vicinity with a weighted mean of 4.32.

It is stated that the Batangas tourism and trade are focusing on preservation and protection of natural attractions and resources. The more they spread information, a lot of residents and visitors take responsibility in the environment to avoid future problems or destruction [16].

Meanwhile, the low results include Income and taxes from these businesses can be used for the conservation of natural environment of Batangas (4.28), next is It makes people realize the importance of environmental conservation due to their sensitivity to environmental change and abuse (4.23), and lastly is the attractions exert effort to contribute in reducing waste (4.21).

Despite being the least ranking items, the indicators also have a verbal interpretation of a great extent. This means that these items were also being experienced by the respondents. It holds true that Batangas is a growing ecotourism destination. This destination promotes and protect environment through responsible business conduct including proper logistics and waste management.

Although ranking the least, lessening waste and improving its disposal is still one key effort that would lead to the protection and further promotion of tourism attraction in Batangas [3].

**Table 5. Difference of Responses on Impacts of Tourist Attraction to the Community when Grouped According to Profile**

	Socio Cultural			Economic			Environment		
	F-value	p-value	I	F-value	p-value	I	F-value	p-value	I
Age	.720	.579	NS	.790	.532	NS	1.270	.281	NS
Sex	.457	.648	NS	1.169	.243	NS	.292	.770	NS
Length of Residency	.783	.537	NS	.341	.850	NS	.167	.955	NS
Educational Attainment	2.398	.050	NS	1.323	.261	NS	.893	.468	NS

Legend: Significant at p-value < 0.05; S- Significant; NS-Not Significant

Table 5 presents the significant difference on the impact of tourist attraction when grouped according to profile. It was found out that all computed p-values were

greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This means that there was no difference observed and implies that the impact is the same across each profile. This means that residents of all ages experience the impacts in the similar way, that males and females experience the same impact as well, that residents of varying lengths of residency experience the same level of impacts, and the impacts are the same for the people with different educational attainment and impacts are experienced at the same levels by every respondent.

This result ultimately displays how the impacts of tourism and tourist destinations affect the residents in all factors.

This is a manifestation of the discussion of United Nations Environment Programme [10] on how tourism destinations and all relating activities have effects in the lives of all residents, particularly those who reside near the destinations.

**Table 6. Action Plan to Promote Tourist Attraction**

Key Result Area Objectives	Strategies/Activities	Outcome
Socio Cultural To present and recommend the water transportation as the tourist watercraft in the destination	Encourage the tourist to use the water transportation service that will be needed for the tourist to easily access the attraction. This could be achieved through strategic advertising	Promote the kind of transportation that the tourist can impressed the beauty of environment including the aqua marine wild life
Economic To promote activities for the tourist for them and to provide employment to other people	Organization and plan a activities such as the raft building, pontoon build challenge, dragon boat racing which can tourist enjoy and cannot affect the attraction and can also support the local residents to have a job	Increasing a number of tourists who will be having a vacation and having a fun with friends and family with a help of provided activities for the satisfaction of their vacation
Environmental To promote better understanding and appreciation to the natural environment to the residents.	Organize a ‘no to mining’ campaign to preserved and developed environment through stricter implementation of relevant laws and policies.	Growth of numbers of both domestic and foreign visitors on the attractions with a help of preservation of the natural resources especially the environment, that would be a good score for all the tourist and for their experience

## CONCLUSIONS AND RECOMMENDATION

Majority of the respondents are 21-30 years old female, residents for more than 11 years and college graduate. The impacts of tourist attraction were perceived to a great extent in terms of socio cultural, environmental, and economic aspects. The responses on environmental, economic, and socio-cultural effects do not vary across each profile. An action plan was proposed by the researchers to prepare better and lessen the impacts of tourist attraction.

Local government of Batangas City together with the business and private organization in the place must continuously focus on the development of the tourist attraction and conduct based on boasting a place. The organization of the place or attraction must conduct an additional thing that tourist may return in the attraction such as the activities and the tours that the tourist may enjoy it. The researchers proposed an action plan to promote the tourist attraction. They conduct a research referring to the status of the tourist attraction that shows the various positivity and negativity of the attractions so that local government is aware to what is happening in the attraction and to maintain it's the orderliness.

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