

IMPACT OF NEWLY ESTABLISHED TOURISM SPOT ON THE LIVELIHOOD OF HEBACONG BORONGAN CITY

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ABSTRACT

This study examined the impacts of new established tourism site, Sea of Clouds, on the livelihood of residents in Brgy. Hebacong, Borongan City, Eastern Samar, Philippines. Tourism brings many advantages and disadvantages to the local people within the area. The study explores the impact of new established tourism site on the livelihood of households in terms of their living standard and income opportunity. Additionally, this study discovered a significant relationship between the household socioeconomic characteristics and the impacts of new established tourism site. A structured survey questionnaire was used to collect data from 62 household representatives and descriptive-correlation analysis was used to describe and analyze their responses. The findings indicate that while residents are generally satisfied with their living standards, there is room for improvement in certain areas, particularly water supply and employment opportunities. While tourism has provided additional income opportunities, it is not a sufficient source of income for all households. The analysis also revealed that factors such as age, land-holding status, and household size are significantly correlated with aspects of living standards and income generation. Overall, the study suggests that the tourism site has had a moderately positive impact on the livelihood of residents, but further development is necessary to ensure that benefits are more widely distributed and that residents have access to a diverse range of income opportunities.

Keywords: New established tourism site, livelihood, living standard, income opportunity

INTRODUCTION

Tourism has emerged as a lucrative sector for many nations (Dordevic, N., et.al. 2021) as it helps the economic development of a country (Khan., et.al, 2020). In line with this, A well-developed and mature tourism sector has a different positive impact on the local livelihood that stimulates community growth (Wondirad, 2020).

The Philippines as a third-world country is known for its breathtaking and abundant biodiversity that helps the tourism sector to boost inevitably, as it is the major contributor to the economy (Aquino R.S., Porter B.A., 2022). Besides its significant contribution to the economy, tourism also has a profound impact on social and livelihood development (Inocencio J.M.G, 2023). Department of Tourism (DOT) Secretary Christina Garcia Frasco stated that tourism sites are beneficial to the livelihood of residents where the tourism site is, so livelihood training programs should be done as they offer new skills and avenues for income generation (DOT News Update, 2023).

In the local context, Eastern Samar is regarded as a treasure trove, home to both potential ecotourism destinations and bizarre tourist attractions. (Tourist Spots Finder, 2021). The economic development of a province because of eco-tourism can affect the livelihood of its cities and municipalities. At present, according to the Department of Tourism- Borongan Office the city has 16 Tourism sites as of 2023 yet, there's limited information and data regarding the factors of the established tourism site on the livelihood of a community as it is only focuses on measuring the total economic progress of the city and its social impact. As Brankov, J., et.al, 2019 stated in their study, understanding how local communities view the tourism industry and its social impact has received a lot of attention from academics in recent decades. So, the researchers are mainly seeking to determine the impacts of new established tourism sites on the livelihood of Brgy. Hebacong, Borongan City. In line with this is obtaining essential data by answering the statement of the problem.

STATEMENT OF THE PROBLEM

This study aimed to identify the impacts of newly established tourism on the livelihood of Brgy. Hebacong, Borongan City. In line with this, the researcher sought to answer the following questions to obtain all the essential data.

1. What is the socio-economic characteristic of the households (HH) in terms of;
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Marital Status
 - 1.4 Educational Attainment
 - 1.5 Source of Income

1.6 Size of Household

1.7 and Land Holding Status?

2. What are the impacts of new established tourism site on the livelihood of households in terms of:

2.1 Living standard

2.2 Income opportunity

3. Is there a significant relationship between the household socioeconomic characteristics and the impacts of new established tourism?

METHODOLOGY

The study utilized descriptive correlation in describing and analyzing the relationship between the impact of new established tourism site on the livelihood of households and their socio-economic characteristics. The data such as socio-economic characteristics of respondents, and factors of new established tourism site on their livelihood was collected through face-to-face interview with the aid of a structured survey questionnaire which was adapted from Unhasuta, et.al., (2021). Additionally, the structured questionnaire was used during the conducted pilot testing to test the material, and it was revised based on the respondent's responses and the experience of the researchers.

This study was conducted In Brgy Hebacong, Borongan City. The locale is in the north east part of Borongan City and it is where the new established tourism site is located. The said newly established site is known as Sea of Clouds, and it is was established in July 2023 (City Tourism Office, Borongan City, 2023)



The respondents of this study are the registered households of Barangay Hebacong, Borongan City. A total of 73 registered households was used to get the sample size using Slovene's formula at 0.05 margin of error. A representative sample size of 62 was computed. During the interview, the household head was selected as representative. However, in cases where the target respondents were not available, the

oldest member of the family who is already at legal age was selected instead. Additionally, respondents are not related to any of the researchers.

A random sampling technique was used to choose the respondents with the aid of the list of registered households to monitor their target respondents.

The Instrument used in this study is a structured survey questionnaire which was adapted from Unhasuta, S. et.al., (2021). Changes and revisions of the instrument vary based on the result of the conducted pilot testing. The instrument has 23 questions that answers the statement of the problem.

The structured survey questionnaire consists of three parts: Part I. Socio-economic characteristics of the household respondents which focuses on their Age, Gender, Marital Status, Educational Attainment, Occupation, Source of Income, Size of Household, Land Holding Status; Part 2 - Impacts of new established tourism site on their livelihood. Lastly, Part 3 - additional identified Impacts.

A letter of request was forwarded to concerned offices prior to the visit informing them about the scope of the study and the data needed. The secondary data was taken from the City Population and Development Office of Borongan, this includes the list of registered households.

A structured survey questionnaire was used in collecting the needed data during the conducted interview. The instrument was composed of the following parts: Part 1 refers to the socio-economic characteristics of the household respondents, part 2 is the impacts of a newly established tourism site on their livelihood, and part 3 is the additional Identified Impacts.

To record the responses of respondents a structured survey questionnaire was used. Part 1 of the questionnaire assesses the socio-economic characteristics of the household respondents. It was measured through frequency counts and percentages. Part II measures the Impacts of a new established site on their livelihood through Likert Scale, shown in table 2. While, part III refers to the additional identified impacts of respondents and it is measured by the frequency counts and percentages also.

Table 2. Impacts of new established tourism site on their livelihood scale

Score	Interpretation
Strongly Agree	5
Agree	4
Neutral/Undecided	3
Disagree	2
Strongly Disagree	1

This study utilized frequency, mean, and Pearson correlation rank biserial correlation to test the hypothesis that there is no significant relationship between the household socioeconomic characteristics and the impacts of new established tourism

RESULT AND DISCUSSION

Socio-economic Characteristic of the Households

Majority of the respondents are male (56.5%) and only 43.5% are female. Males are the head of the family, so they are the ones who most likely represent their family while females are homemakers and tend to the family needs at home most of the time. The age difference is not evident with a majority comprising adults aging 31-35 years old (24.19%) followed by those aging 26-30 years old (20.97 %). In terms of marital status, 62.9% are married while 19.3% are single, and the rest are widow/widower and separated. The findings thus suggest that married individuals have a strong sense of responsibility, as marriage is associated with responsibility.

Having a formal education improve one's cognitive and learning skill and access to information. This influences values, and the use of available resources or chances to appropriate resources for their benefits. In this study out of the 62 respondents, 35.5% are secondary graduates and most of the source of income (61.3%) is from their salary which is somehow in line with the newly established tourism site.

More than half of the respondents have 4-6 members of the family, and more than a quarter have 1-3 members. While only 14.5% have the highest number of family members (7-9). The households who are lease constituted more than half (53.2%) of the sampled population; they agree to lease the land until they will own it. Land titleholders comprise 21%, while 8.1% are illegal settlers of government-owned property. Only 1.6 of households are paying their monthly rent, while the rest are freehold (8.1%) of the area they are occupying. It shows that a family with several family members is investing to become the land titleholder for their family to have the assurance of not transferring to another location.

Table 1. Frequency distribution of households' socio-economic characteristics

Variables	Frequency	Percent
Age		
Gender		
Male	35	56.5
Female	27	43.5
Marital Status		
Married	39	62.9
Widow/Widower	6	9.7
Separated	5	8.1
Single	12	19.3

Educational Attainment		
College Graduate	6	9.7
College Level	10	16.1
Secondary Graduate	11	35.5
Secondary Level	22	17.7
Elementary	13	21.0
Source of Income		
Pension	21	33.9
Salary	38	61.3
Business	1	1.6
Commission	2	3.2
Size of Household		
7-9	9	14.5
4-6	35	56.5
1-3	18	29.0
Land Holding Status		
Owned	13	21.0
Leasehold	33	53.2
Freehold	10	16.1
Government	5	8.1
Rent	1	1.6

Impacts of New Established Tourism Site on the Livelihood of Households

Household Living Standard. Table 2 displays data regarding the level of satisfaction of every household in Brgy. Hebacong, Borongan City. As what shown in the table 2, most of the household owners are strongly satisfied of what they have prior to the establishment of the tourism site. In terms of internet and cables and the conditions of roads and other public facilities, it suggests that a significant portion of household is satisfied and have access to modern amenities and communication technology and also have access to well-maintained and accessible roads and other public facilities. On the other hand, other public services such as water and other existing occupation suggests that there is a potential for further development and improvement, there may be issues with the quality of water and its availability in some areas.

The overall satisfaction with the household living standard indicates that the majority of households in

this study are generally satisfied with their living conditions and have access to essential amenities and services of the barangay.

In conclusion, the households of this study appear to have a relatively high living standards, with strong satisfaction with its assets, infrastructure and public services. However, there is still room for further improvement in certain areas, such as water supply and employment opportunities. This suggests that while the tourism site has had a positive impact of on the overall living standards of every household, there is a need for continued efforts to address specific needs and challenges. In this case, a well-thought plan from the tourism management or the government side including modification to living conditions, income and employment opportunities might have been of great benefit to improve the living standard of every household (X. Lou & J. Bao, 2019)

Table 2. Impacts of new established tourism site on the livelihood of households in terms of **household living standard**

Item	Mean	SD	Interpretation
I am satisfied with my HHs' assets quality, such as the internet and cables.	4.27	.605	Strongly Satisfied
I am satisfied with the conditions of roads and other public facilities	4.22	.696	Strongly Satisfied
Improve of water supply	3.18	.631	Moderately Satisfied
Improve of existing occupation	3.58	.821	Moderately Satisfied
Grand Mean	3.81	.688	Moderately Satisfied

Income Opportunity.

A significant portion of households’ income is directly related to tourism, as indicated by the moderately satisfied response shown in the table “My income is related to tourism” with a Mean of 3.19. This suggests that many households rely on the tourism-related activities for their livelihood, such as hospitality, transportation, or souvenir selling. While the table shows that tourism is the primary source of income, it’s likely that households also have other source of income. As shown in the table, the overall income opportunity suggests a moderately satisfaction (grand mean of 3.00) and the varying levels of satisfaction from different source of income. It indicates that the households may have multiple

sources of income such as, agriculture, carpentry, or other non-tourism-related activities. However, despite the positive impact of tourism on employing the young local population, and suggests that the tourism has provided additional income opportunities, this shows that it may not be sufficient to meet the needs of all households.

In conclusion, the households of the study appear to have a diverse source of income. While the tourism has created employment opportunities, it's not the sole source of income for all household and there is still room for improvement in the future. It is possible for the households because more established and well-developed tourism will provide and gives opportunity to the people of the community to transcend from traditional to tourism-related livelihood because of the idea that it will contribute 80%-90% of total household income for most of the families (M.M Su, et al., 2015).

Table 3. Impacts of new established tourism site on the livelihood of households in terms of **Income opportunity**

Item	Mean	SD	Interpretation
I am satisfied with my income	2.21	.925	Low Satisfaction
My income is related to tourism	3.19	1.02	Moderately Satisfied
Creating employment for the locals	2.43	1.14	Low Satisfaction
Employing the young local population	4.17	.878	Strongly Satisfied
Grand Mean	3.00	3.96	Moderately Satisfied

Benefits of Tourism. The community maintains a good relationship with the management of tourism site. Small business activities in my community are independent from tourism activities. Since I agree that tourism increased leisure facilities and entertainment which improved my living, I recognize that tourists interfere with my living. Tourism congestions occurs. Impact on the cost of living

Relationship between the Household Socio-economic Characteristics Impacts of New Established Tourism Site

The correlation between socio-economic characteristics of households and the impacts of new established tourism site was investigated to determine the association of each independent variable with impacts (Table 4).

The results show that two of the socio-economic characteristic of households such as age ($r = 0.256$, $p = 0.046$), and source of income ($r = 0.275$, $p = 0.031$) has a weak positive association with the Living standard as an impact of newly established tourism site, while Land holding status have a strong positive correlation. According to Khan M., (2022), local residents directly engage in tourism, which helps them generate income as it offers different opportunities like creating jobs. However, the limited involvement and benefit of tourism activities in certain areas highlight the exclusivity and minimal participation of the community. Despite the potential to be the main actors and biggest beneficiaries, some local residents are left as mere observers, and if they are involved in tourism they can merely generate income as most of the involved people in tourism site are not the local residents (Makmun M.D.A et.al., 2021). Land continues to be an extremely valuable commodity to landowners and leaseholder as they owned greater freedom in terms of what they want to do with it concerning the ecotourism site. According to Pandaya R. et.al., (2023) Ecotourism can commodify nature, extending its impact beyond designated zones. Locals use ecotourism to gain land rights through partnerships with outsiders as it greatly affects their living standards, but these benefits are often concentrated among landowners rather than landless individuals.

Marital status has a substantial beneficial link with the tourist business, according to Murniati et al. (2021), which may have ramifications for economic development and entrepreneurship for additional earnings. In line with this is the result of this study were the marital status ($r = 0.219$, $p = 0.087$) of the household were positively correlated to the income opportunity brought by ecotourism. However, the association is weak. Married individuals may face increased financial burdens but can also benefit from shared resources. The roles within a marriage can influence tourism income opportunities where either the husband or wife may be involved in selling souvenirs, vegetables, and fruits, or driving a vehicle for tourists to earn, but these factors vary widely across cultures and individual situations. According to most of our respondents, “The earnings from selling souvenirs, vegetables, and fruits from tourists is not consistent as it depends only on the number of tourists and it is not always that we have income from this.” Another response “ We only earn a small amount as they are few tourists visiting the site and most of them own a vehicle.” Therefore, based on the given response, marital status, and tourism income opportunities may have a relationship, yet its association is weak. On the other hand, household size ($r = 0.780$, $p = 0.046$), has a strong and direct association with income opportunity. A family with a growing number of members has more needs than a family with few members so they often seek opportunities to support their needs. Therefore, they may take advantage of all the income opportunities offered by the newly established tourism site.

Table 4. Test of relationship between the household socio-economic characteristics impacts of new established tourism site

Variables		r	p	Interpretation
Socio-economic Characteristics	Impacts of Tourism Site			
Age	Living standard	.254	.046	Significant
	Income Opportunity	.152	.239	Not Significant
Marital Status	Living standard	.219	.087	Not Significant
	Income Opportunity	.256	.045	Significant
Educational Attainment	Living standard	.124	.337	Not Significant
	Income Opportunity	.171	.183	Not Significant
Source of Income	Living standard	.275	.031	Significant
	Income Opportunity	.238	.062	Not Significant
Size of Household	Living standard	.125	.335	Not Significant
	Income Opportunity	.780	.046	Significant
Land Holding Status	Living standard	.712	.001	Significant
	Income Opportunity	.224	.079	Not Significant

CONCLUSION

The newly established tourism spot in Hebacong, Borongan City appears to have positive but limited impact on the livelihood of local households. Though it suggests that this tourism spot offers some benefits to the community such as employment for the young population and more income opportunity to certain households, this study shows that it has not significantly improved the overall living standard of every household. Several key findings include strong positive correlation such as; land holding titles with the living standards, as well as the household with income opportunity. However, in this study it also reveals a weak positive correlation such as; Age and source of income with living standard, and marital status with income opportunity. This study highlights the need for further development of newly established tourism spot to ensure that every household of the barangay experience the overall significant positive impact on their livelihood. Collaborative strategies between tourism management and the community could be explored especially on diversifying income

opportunities, need for improvement on water quality and accessibility and further development strategies could be use on how to ensure equitable distribution of benefits from tourism.

ETHICAL CONSIDERATIONS

Ethical standards and welfare of participants are being carefully taken into account in this research.

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