

BIBLIOGRAPHY

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ABSTRACT

This study was conducted for the following objectives: to identify the roles and functions of local government units, business owners, tourists and tour operators in promoting sustainable tourism; to identify the plans/ programs of the local government units on tourism; to determine the experiences of tourist in visiting Sagada; to determine the tourist amenities in Sagada and how important were some factors in the tourist decision to visit the area; to identify how do tourists evaluate their stay in visiting Sagada; to determine the tourist destinations visited by the tourists in Sagada; and to identify the suggestions of tourists to improve the sustainability of tourism in Sagada.

Forty five respondents (20 tourists, 10 business owners, 10 local government units, 5 tour operators) in Sagada Mt. Province were surveyed using questionnaires. Secondary data were obtained from the mayor's office and from the Tourist Information Center. The findings of the study show that: tourism in Sagada widens perceptions and understanding of people as it helps the stakeholders to determine and strengthen their own responsibilities; passing of ordinances like minimizing garbage accumulation, crime, safety and sanitation,



supervision and regulation of business establishments catering to the tourists, and exercising such rules and regulations to sustain tourism in the municipality of Sagada were the roles and functions of the local government; plans/ programs on tourism were improvement of access to attraction sites, installation of signage, conduction of regular clean- up programs and coordination with the Department of Tourism for the promotion of tourism in Sagada; the roles of business owners were implementation and installation of facilities for waste management and recycling, introducing of water saving- measures, promotion of the conservation and sustainable use of tourist resources, and cooperation and support of ordinances of the local government which caters to the protection and safety of tourists; the roles of tour operators in promoting sustainable tourism were: to guide and protect tourists from accident, to improve services provided to travelers and to provide information to tourists about the destination. Tourists visit Sagada primarily for exploration or visiting other places; the natural beauty of Sagada was the one that attracted most of the tourists; Sumaguig cave was the most visited tourist destination; and Sagada's tourism industry is hampered by the lack of convenient public transportation. The local government together with the Department of Tourism should develop and increase facilities like public transport, comfort rooms and garbage cans. Information materials and promotional tools such as brochures and websites should also be developed. Participation, cooperation and joint forces of stakeholders committed to tourism should be strengthened.



RESULTS AND DISCUSSIONS

Degree of Importance on the Dimensions of Sustainable Development as Perceived by the LGU

The degree of importance on the dimensions of sustainable development as perceived by the LGU is shown in Table 1. The dimensions were rated as follows: 3- very important, 2 – important and 1 – not important. On average, most of all the dimensions (environmental, social and economic sustainability) were rated by the local government units as very important. The result shows that LGUs are concern on what is happening on the environment, social, and economic sustainability of the town.

As cited by Vanhove (2005), natural environment is a major attraction for many destinations, and in many cases it is the core of a destinations' tourism product. Economic sustainability must aim to meet the economic needs and aspirations of residents in the long run. According to Ritchie and Crouch, the following considerations may be influential in determining economic sustainability: a) tourism should benefit the many, not just the few; b) utilization of local labour should be encouraged; c) any efforts to enhance job security will improve economic sustainability.

Because of the influx of tourists in Sagada, increase of some problems on tourism occurred like accidents on tourist destinations, garbage accumulation, crimes and others. Because of these, the municipal government passed some ordinances regarding on these problems. These are as follows: all tourists, local or foreign, entering the municipality of Sagada are required to register at the Tourist Information Center within 24 hours upon entering the municipality (Municipal Ordinance No. 19 – 94, Section 9). Section 11 states that no tourist shall be allowed to roam around within the municipality of whatever means



unless duly registered as prescribed under section 9 of the ordinance. On the other hand, failure, neglect or unwarranted refusal on the part of the operator/ manager/cashier of hotels, inns, and lodging houses to instruct or cause the registration of their tourist visitors shall be sufficient ground for the revocation of their business permit/ license.

Because of the increase of garbage, the municipality constructed a Material Recovery Facility (MRF) for the residents and tourists to dispose their segregated garbage. In addition to this, the municipal government passed an ordinance prohibiting littering in the municipality of Sagada and providing penalties for violation thereof (Municipal Ordinance No. 05 – 99).

Municipal Ordinance No. 04 – 04, Section 1, an ordinance prohibiting urination and defecation in any place within the municipality of Sagada except on duly constructed toilet.

Municipal Ordinance No. 07 – 2007, the Revised Sagada Tourism Code further reads:

“Whereas, Section 17 of R.A. no. 7160 otherwise known as the Local Government Units shall endeavor to be self- reliant and shall continue exercising the powers and discharging the duties and functions currently vested upon them. Local Government shall likewise exercise such other powers and discharge such other functions and responsibilities as are necessary, appropriate or incidental to efficient and effective provision of the basic services and facilities;

Whereas , such basic services and facilities include among others, the Regulatory Powers of the LGU over the operation and maintenance of all tourism oriented/ related establishments such as Cafes, restaurants, beer houses, hotels, inns, pension houses,



lodging houses, souvenir shops and other similar establishment including tourist guides and transports;

Whereas, other tourist attractions such as caves, rock formations, waterfalls, hanging coffins, cultures, and others need the regulatory Powers of the LGU, for the maintenance and preservation;

Whereas, to ensure the efficient and effective operation and maintenance of all tourism-oriented and tourism- related establishments, it is imperative to provide such rules and regulations as maybe necessary for governance.”

Wearing & Neil (2009) stated that governments have the greatest potential to shape tourism in dictating how it is promoted, planned, managed and regulated. Government policy, through its ability to enforce necessary environment regulations, sets broad industry standards and therefore can assist in minimizing negative impacts.



Table 1. Degree of importance on the dimensions of sustainable development as perceived by the LGU

PARTICULARS	DEGREE OF IMPORTANCE						MEAN	DESCRIPTION
	3		2		1			
	F	%	F	%	F	%		
Environmental Sustainability								
Conservation and protection of ecosystems/ environments	9	90	1	10	-	-	2.9	Very important
Availability of transport infrastructure	7	70	3	30	-	-	2.7	Very important
Monitoring of tourist destinations	10	100	-	-	-	-	3.0	Very important
Provision of tourist amenities	10	100	-	-	-	-	3.0	Very important
Conducting seminars on tourism awareness & environmental consciousness	10	100	-	-	-	-	3.0	Very important
Cleanliness of surroundings/ destinations	10	100	-	-	-	-	3.0	Very important
Maintenance of sanitation on destinations	10	100	-	-	-	-	3.0	Very important
Social Sustainability								
Safety for the tourists and the community	10	100	-	-	-	-	3.0	Very important
Protection services	10	100	-	-	-	-	3.0	Very important
Hospitability	10	100	-	-	-	-	3.0	Very important
Availability/ accessibility to tourist information facilities	10	100	-	-	-	-	3.0	Very important
Availability of tourist guides	10	100	-	-	-	-	3.0	Very important
Economic Sustainability								
Employment Creation	10	100	-	-	-	-	3.0	Very important
Infrastructure Development	10	100	-	-	-	-	3.0	Very important

Legend: 3- Very important
 2-Important
 1- Not important

Range: 0 – 1.50= not important
 1.51 – 2.50= important
 2.51 – 3.00= very important



Plans/ Programs of the Local Government Of Sagada on Tourism

According to the mayor's office and tourism information center, the following are their plans and programs:

Improve access to attraction sites. Destination or attraction development must be undertaken to improve year- round accessibility. The provision of railings in dangerous parts of caves was proposed. Similarly, foot trail and footbridge improvements are necessary to enhance safety and security of tourists.

Installation of signage. Installation of signage throughout various strategic areas will be done by the Municipal Tourism Council in partnership with the business establishments. Tourists will be properly instructed by putting do's and don'ts signage. This will prevent vandalism and ensure proper decorum in the observation and preservation of tourist attractions and events. Curfew sign will also be installed so as to enhance the peace and order situation in the municipality.

Conduct of regular clean- up programs. Greater community participation will be fostered through the efforts of the Municipal Tourism Council and organized groups by instituting a regular monthly clean-up drive for all the different tourist attractions in Sagada.

Local government has coordinated with the Department of Tourism and Land bank for the promotion of tourism in Sagada. Other promotional activity is the Etag Festival which showcases the local delicacy and other indigenous recipes.

Provision of internet services is being done to facilitate the technology and communication of both local and foreign tourists.



Degree of Importance on the Dimensions of Sustainable Development as Perceived by Business Owners

Table 2 shows the degree of importance on the dimensions of sustainable development as perceived by business owners. The dimensions were rated as follows: 3- very important, 2- important and 1- not important. On average, most dimensions were rated by the business owners as very important. These are implementing recycling and composting programs, installing facilities for waste management and recycling; introducing water- saving measures; developing programs on visitor education; promoting conservation and sustainable use of tourist resources; providing opportunities for community health services; informing tourists about local customs, cultural and historical heritage; cooperating and supporting local initiatives to promote and enhance appreciation for cultural and historical heritage; striving for business growth through product innovation and quality; providing affordable products; having a long term commitment to all employees and encourage their personal and professional development through trainings, career planning ,strongly equal promotion opportunities, etc; valuing staff through pay levels, employment and benefits and rewards over the legal minimum requirements and improving of infrastructures. The following dimensions were also rated as important; sponsoring and / or supporting community action or group and providing and promoting authentically traditional food and drink. This is because some tourists had influenced and taught the locals on how to prepare varieties of foreign dishes/ foods and some of the chefs of some restaurants and inns are now serving foreign dishes.

Because of the unexpected tourism in Sagada, business/ establishments are becoming bigger in numbers. Therefore, municipal government passed an ordinance which



caters to the protection and safety of the visitors. The ordinance stipulates that “ no person, natural or juridical shall keep manage or operate any building edifice or premises, or a completely independent part thereof for the purpose of engaging in tourism- oriented businesses without having been first issued a valid license from the mayor’s office to operate the same” (Municipal Ordinance No. 07- 2007, Article VI, Section 9).

According to some business owners, their businesses were being inspected by the members of the inspection team from the Municipal Hall. Responsibilities also of some business owners to provide waste bins on their establishment and make their surroundings free from wastes.

Degree of Importance on the Responsibilities of Tour Operators as Perceived by the Tour Operators

An association of tour guides called the Sagada Environmental Guides Association (SEGA), Northern Sagada Indigenous Guides Association (NoSIGA) and the Sagada Genuine Guides Association (SAGGA) had been formed to assist in the regulation to the entry of tourist on caves and other tourist attractions. They also attend seminars and trainings on tourism in order to promote safety of tourists and ensure the protection of environment.

Degree of importance on the responsibilities of tour operators as perceived by the tour operators are shown in Table 15. These were rated as follows; 3- very important, 2- important and 1 – not important. Most of the responsibilities were rated by tour operators as very important. Plans and coordinates travel w/ various agencies to create a package or services and coordinate with industries/services such as hotel reservation, road transport, local assistance and guides were rated by tour operators as important.



Table 2. Degree of importance on the dimensions of sustainable development as perceived by business owners

PARTICULARS	DEGREE OF IMPORTANCE						MEAN	DESCRIPTION
	3		2		1			
	F	%	F	%	F	%		
Environmental Sustainability								
Implement recycling and composting programs	7	70	3	30	-	-	2.7	Very important
Installing facilities for waste management and recycling	7	70	3	30	-	-	2.7	Very important
Introduces water- saving measures	6	60	4	40	-	-	2.6	Very important
Social Sustainability								
Developing programs on visitor education (providing information, brochure on cultural value, traditions, and environment)	6	60	4	40	-	-	2.6	Very important
Promoting conservation and sustainable use of tourist resources	8	80	2	20	-	-	2.8	Very important
Provide opportunities for community health services	6	60	4	40	-	-	2.6	Very important
Sponsor and/ or support community action or group	2	20	8	80	-	-	2.2	Important
Inform tourists about local customs, cultural and historical heritage	6	60	4	40	-	-	2.6	Very important
Provide and promote authentically traditional food and drink	2	20	7	70	1	10	2.1	Important
Cooperate and support local initiatives to promote and enhance appreciation for cultural and historical heritage	7	70	3	30	-	-	2.7	Very important
Economic Sustainability								
Strive for business growth through product innovation and quality	8	80	1	10	1	10	2.7	Very important
Provide affordable products	10	100	0	0	-	-	3.0	Very important
Have a long term commitment to all employees and encourage their personal and professional development through trainings, career planning ,strongly equal promotion opportunities, etc	8	80	2	20	-	-	2.8	Very important
Value staff through pay levels, employment and benefits and rewards over the legal minimum requirements	8	80	2	20	-	-	2.8	Very important
Improvement of infrastructures (road, public utilities, etc.)	6	60	4	40	-	-	2.6	Very important

Legend: 3- Very important (VI): 2-Important (I): 1- Not important (N) Range: 0-1.50=not important; 1.51 – 2.50= important; 2.51 – 3.00= very important



Table 3. Degree of importance of the responsibilities of tour operators as perceived by the tour operators

PARTICULAR	DEGREE OF IMPORTANCE						MEAN	DESCRIPTION
	3		2		1			
	F	%	F	%	F	%		
Seek to improve the services provided to travelers	4	80	1	20	-	-	2.8	Very important
Provide information about the destination	5	100	-	-	-	-	3.0	Very important
Plans and coordinates travel w/ various agencies to create a package or services	1	20	2	40	2	40	1.8	Important
Coordinate with industries/services such as hotel reservation, road transport, local assistance and guides	3	60	1	20	1	20	2.4	Important
Develop and operate in a manner that makes a positive contribution to the natural, social and cultural environment	5	100	-	-	-	-	3.0	Very important
Operate in ways that reduce environmental impacts and benefit host communities	4	80	1	20	-	-	2.8	Very important

Legend: 3- Very important
 2-Important
 1- Not important

Range: 0-1.50=not important
 1.51 – 2.50= important
 2.51 – 3.00= very important



Demographic Profile of Tourists

Table 4 presents the nationality, age and gender of the tourists.

As shown in the table, the tourists were categorized according to their nationality. These were as follows: 6 (30%) were German, 6 (30%) were Filipino, 3 (15%) were French, 2 (10%) were American, 1 (5%) was British, 1 (5%) was Taiwanese and 1 (5%) was Swiss.

Most (75%) of the tourists belong to the age range of 21- 40 years old. 20% of the tourists also belong to the age range of 41-60 and 5% belongs to the age range of 1-20 years old.

There were eleven (55%) females and nine (45%) were males.

Table 4. Demographic profile of tourist respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Nationality		
German	6	30
Filipino	6	30
French	3	15
British	1	5
Taiwanese	1	5
American	2	10
Swiss	1	5
TOTAL	20	100
Age		
1-20	1	5
21- 40	15	75
41- 60	4	20
TOTAL	20	100
Gender		
Female	11	55
Male	9	45
TOTAL	20	100



Reasons of Tourists for Visiting Sagada

Majority (60%) of the tourists visited Sagada mainly for exploration and for relaxation (45%). Tourists also identified that meeting other people was one of their reasons in coming to Sagada. This was identified by 30% of the tourists. Some (20%) of the tourists stated that family travel was their reason to visit Sagada. Few (5%) stated their reason as outreach program/ educational tours and sports (Table 5).

Source of Information of Tourists about Sagada

Tourists learned about Sagada from friends (75%) who have visited the place and are frequent visitors themselves. It is notable that Sagada has no official websites operated by the local government but tourists learned about Sagada from the internet (55%). This maybe was from the blogs and websites of the locals and others who have posted the information about Sagada in the internet. Tourists also sourced about Sagada by word of mouth (15%) and from their relatives (15%). Brochures (10%) were also one of the reference materials of tourists (Table 6).

Table 5. Reasons of tourists for visiting Sagada

PARTICULARS	FREQUENCY	PERCENTAGE
Exploration (to visit other places)	12	60
Relaxation	9	45
Meet other people	6	30
Family travel	4	20
Outreach programs/ educational tours	1	5
Sports (recreational)	1	5

*Multiple responses



Table 6. Source of information about Sagada as a tourist destination by tourists

PARTICULARS	FREQUENCY	PERCENTAGE
Friends	15	75
Internet	11	55
Relatives	3	15
Word of mouth	3	15
Brochures	2	10
Department of Tourism	1	5

*Multiple responses

Frequency of Visit to Sagada by the Tourists

Table 7 shows the frequency of visits to Sagada by the tourist respondents. Fourteen (70%) of 20 tourists stated that it was their first time to feel the ambiance of Sagada. Fifteen percent (15%) of the respondents said that it was their second time visiting Sagada; this is because they want to come back to see the beauty of the place. There were some who visited the place more than twice.

Reasons why Tourists are Attracted to Sagada

Majority (70%) of the tourists stated that they are attracted to Sagada because of its natural beauty. Greater percentage (55%) also stated that tourist attractions captured their eyes. As most of the tourists are foreigners, knowing the culture of the people was also the reason why they are attracted to Sagada. Inhaling and feeling the cold breeze of fresh air attracted 10% of the tourists (Table 8).



Table 7. Frequency of visit to Sagada by the tourists

FREQUENCY OF VISIT	FREQUENCY	PERCENTAGE
Once	14	70
Twice	3	15
Thrice	1	5
Fourth times and above	2	10
TOTAL	20	100

Table 8. Reasons why tourists are attracted to Sagada

PARTICULARS	FREQUENCY	PERCENTAGE
Natural beauty	14	70
Tourist destinations	11	55
Culture of the people	7	35
Fresh Air	2	10

*Multiple responses

Level of Satisfaction of Tourists on their Experiences in Visiting Sagada

Table 9 shows the level of satisfaction of tourists on their experiences in visiting Sagada. The experiences were rated as follows: 4- very satisfactory, 3- satisfactory, 2- unsatisfactory and 1- very unsatisfactory. On average, tourists rated most of the experiences as satisfactory. Because of the long waited construction and bad conditions of the road leading to Sagada, state of roads and signage were rated as unsatisfactory by the tourists.



Table 9. Level of satisfaction of tourists on their experiences in visiting Sagada

PARTICULARS	SATISFACTORY LEVEL								MEAN	DESCRIPTION
	4		3		2		1			
	F	%	F	%	F	%	F	%		
Enjoyable experience on the destination	10	50	9	45	1	5	-	-	3.45	Satisfactory
State of roads and signage made travel easy	-	-	6	30	11	55	3	15	2.15	Unsatisfactory
The attractions are clean	7	35	10	50	3	15	-	-	3.20	Satisfactory
Good souvenirs and crafts are available	5	25	14	70	1	5	-	-	3.20	Satisfactory
Service staffs are competent and helpful	6	30	14	70	-	-	-	-	3.30	Satisfactory
The destination is safe and secure	10	50	8	40	2	10	-	-	3.40	Satisfactory

Legend: 4- Very satisfactory
 3-Satisfactory
 2- Unsatisfactory
 1- Very unsatisfactory

Range: 0-1.50=Very unsatisfactory
 1.51 – 2.50= Unsatisfactory
 2.51 – 3.50= Satisfactory
 3.51 – 4.00= Very satisfactory



Perception of Tourists as to Availability of Tourist Amenities

Most tourist amenities are found in the central part of the town. The amenities were rated as follows: 3- available all the time, 2- rarely available and 1- not available at all (Table 10). On average, accommodation/ lodging houses, tourist guides, source of souvenir items and restaurants were rated by tourists as available all the time. The table implies that some tourist amenities like transportation, public toilets, foreign exchange facilities, destination organizer, recreational facilities and telecommunications needs immediate attention.

Level of Satisfaction by Tourists on Amenities

Table 11 shows the satisfaction level by tourists on the amenities. The amenities were rated as follows: 3- very satisfactory, 2- satisfactory and 1- unsatisfactory. On average most amenities were rated as satisfactory. Accommodation / lodging houses have been greatly improved with many numbers of different pension inns, transient houses, hotels, and home stay areas servicing the growing number of tourists. This amenities as well as tourist guides were rated by the tourists as very satisfactory. As cited by Vanhove (2005), accommodation sector is the main component of tourism facilities, and for successful tourism, accommodations must be available in sufficient quantity and quality to match the demand of travelers who arrive at the destination.



Table 10. Perceptions of tourists as to availability of tourist amenities in Sagada

PARTICULAR	AVAILABILITY OF TOURIST AMENITIES						MEAN	DESCRIPTION
	3		2		1			
	F	%	F	%	F	%		
Accommodation/ lodging houses	17	85	1	5	2	10	2.75	Available all the time
Transportation	4	20	4	20	12	60	1.60	Rarely available
Public toilets	1	5	18	90	1	5	2.00	Rarely available
Tourist guides	18	90	1	5	1	5	2.85	Available all the time
Foreign exchange facilities	4	20	6	30	10	50	1.70	Rarely available
Destination organizer	6	30	11	55	2	10	2.10	Rarely available
Source of souvenir items	14	70	5	25	1	5	2.65	Available all the time
Restaurants	13	65	5	25	2	10	2.55	Available all the time
Recreational Facilities	5	25	11	55	4	20	2.05	Rarely available
Telecommunications	2	10	14	70	4	20	1.90	Rarely available

Legend: 3 - Available all the time
 2 - Rarely available
 1 - Not available at all

Range: 0 – 1.50=Not available at all
 1.51 – 2.50= Rarely available
 2.51 – 3.00= Available all the time



Table 11. Level of satisfaction by tourists on tourist amenities

PARTICULARS	SATISFACTORY LEVEL						MEAN	DESCRIPTION
	3		2		1			
	F	%	F	%	F	%		
Accommodation/ lodging houses	12	60	7	35	1	5	2.55	Very satisfactory
Transportation	2	10	8	40	10	50	1.60	Satisfactory
Public toilets	3	15	14	70	3	15	2.00	Satisfactory
Tourist guides	17	85	3	15	-	-	2.85	Very satisfactory
Foreign exchange facilities	2	10	9	45	9	45	1.65	Satisfactory
Destination organizer	3	15	16	80	1	5	2.10	Satisfactory
Source of souvenir items	5	25	14	70	1	5	2.20	Satisfactory
Restaurants	8	40	11	55	1	5	2.35	Satisfactory
Recreational Facilities	5	25	12	60	3	15	2.10	Satisfactory
Telecommunications	1	5	11	55	8	40	1.65	Satisfactory

Legend: 3- Very satisfactory
 2- Satisfactory
 1- Unsatisfactory

Range: 0 – 1.50 = Unsatisfactory
 1.51- 2.50 = Satisfactory
 2.51 – 3.00 = Very satisfactory



Evaluation of Tourists on their Visit to Sagada

Evaluation of tourists on their visit to Sagada is shown in Table 12. The areas were rated as follows: 5- excellent, 4- good, 3- bad, 2- very bad and 1- not available. Friendliness of the people in Sagada was rated by the tourists as excellent while personal safety, local cuisine/ drinks, accessibility to cultural heritage sites, presence of visitor/ tourist info center, presence of organized excursions, helpful police services, and availability of shopping centers were rated as good.. Convenience and access to local transport was rated by the tourist as bad. This may be because of lack of local transportation leading to the different tourist attractions and tourists have no choice other than to walk.

Tourist Destinations Tourists have Visited

Almost (100%) all of the tourists stated that they have visited Sumaguing cave which is the most popular tourist attractions in Sagada. Nineteen (95%) out of the 20 respondents said that they visited the hanging coffins wherein tourists saw the burial grounds of the locals. Fifteen (75%) also visited the huge falls and the cool waters of Bumod-ok falls. Bokong waterfalls although smaller than Bumod- ok falls is situated nearer to the town which is usually a past time of some locals was visited by almost 70% of the tourists. Marlboro country/ mountain, echo valley, terraces, Calvary, rocky valley and Lake Danum were also visited by the tourists (Table 13).



Table 12. Evaluation of tourists on their visit to Sagada

PARTICULARS	EVALUATE										MEAN	DESCRIPTION
	5		4		3		2		1			
	F	%	F	%	F	%	F	%	F	%		
Presence of personal safety	9	45	10	50	1	5	-	-	-	-	4.40	Good
Friendliness of the people	13	65	6	30	1	5	-	-	-	-	4.60	Excellent
Local cuisine/ drinks	6	30	11	55	3	15	-	-	-	-	4.15	Good
Accessibility to cultural heritage sites	5	25	14	70	1	5	-	-	-	-	4.20	Good
Presence of visitor/ tourist info center	10	50	8	40	2	10	-	-	-	-	4.40	Good
Presence of organized excursions	2	10	11	55	6	30	-	-	-	-	3.60	Good
Helpful police services	4	20	13	65	2	10	1	5	-	-	4.00	Good
Availability of facilities for tourists	3	15	11	55	6	30	-	-	-	-	3.85	Good
Availability of shopping centers	3	15	7	35	8	40	2	10	-	-	3.55	Good
Convenience and access to local transport	1	5	7	35	9	45	3	15	-	-	3.30	Bad

Legend: 5- Excellent
 4-Good
 3- Bad
 2- Very bad
 1- Not available

Range: 0-1.50=Not available
 1.51 – 2.50= Very bad
 2.51 – 3.50=Bad
 3.51 – 4.50= Good
 4.51 – 5.00= Excellent



Table 13. Tourist destinations tourists have visited

PARTICULARS	FREQUENCY	PERCENTAGE
Sumaguig cave	20	100
Bokong waterfalls (small falls)	14	70
Bumod-ok waterfalls (big falls)	15	75
Echo valley	14	70
Hanging Coffins	10	50
Calvary	8	40
Rocky valley	7	35
Terraces	10	50
Marlboro country/ mountain	12	60
Lake danum	6	30

*Multiple responses

Level of Satisfaction of Tourists on the Visited Tourist Destinations

Table 14 shows the level of satisfaction of tourists on the visited tourist attractions. The attractions were rated as follows: 4- very satisfactory, 3- satisfactory, 2 - unsatisfactory and 1 – very unsatisfactory. On average, Sumaguig cave and Marlboro country/ mountain were rated by the tourists as very satisfactory. Bokong waterfalls, Bumod-ok waterfalls, echo valley, hanging coffins, Calvary, rocky valley, terraces and Lake Danum were rated satisfactory by the tourists.



Table 14. Level of satisfaction of tourists on the visited tourist attractions

PARTICULARS	SATISFACTORY LEVEL								MEAN	DESCRIPTION
	4		3		2		1			
	F	%	F	%	F	%	F	%		
Sumaguig cave	16	80	3	15	1	5	-	-	3.75	Very satisfactory
Bokong waterfalls (small falls)	2	10	10	50	2	10	-	-	3.00	Satisfactory
Bumod-ok waterfalls (big falls)	6	30	8	40	1	5	-	-	3.33	Satisfactory
Echo valley	6	30	8	40	-	-	-	-	3.43	Satisfactory
Hanging Coffins	9	45	7	35	3	10	1	5	3.37	Satisfactory
Calvary	3	15	2	10	3	10	-	-	3.00	Satisfactory
Rocky valley	3	15	3	15	1	5	1	5	3.43	Satisfactory
Terraces	5	25	4	20	1	5	-	-	3.40	Satisfactory
Marlboro country/ mountain	11	55	1	5	-	-	-	-	3.92	Very satisfactory
Lake danum	3	15	2	10	-	-	-	-	3.00	Satisfactory

Legend: 4- Very satisfactory
 3-Satisfactory
 2- Unsatisfactory
 1- Very unsatisfactory

Range: 0- 1.50=Very unsatisfactory
 1.51 – 2.50= Unsatisfactory
 2.51 – 3.50= Satisfactory
 3.51 – 4.00= Very satisfactory



Suggestions of Tourists to Sustain
Sagada as a Tourist Destination

Table 15 shows the suggestions of tourists to sustain Sagada as a tourist destination. Tourists suggested that more public transport and public toilets should be added/ increased as to keep the attractions more accessible. A few also suggested the following: preserving the natural beauty; establish recycle bins in the site so that the tourists and locals should dispose their garbage on the proper way; roads / pathways going to the tourist attractions should be improved and putting more signage in the site can be more helpful to tourist find their way.

Table 15. Suggestions of tourists to sustain Sagada as a tourist destination

PARTICULARS	FREQUENCY	PERCENTAGE
More public toilets	3	15
More public transports	3	15
Preserve the natural beauty	2	10
More recycle bins in the site	2	10
Improve roads/paths going to the tourist attractions	2	10
Put more signage in the sites	1	5

*Multiple responses



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

There were four sets of respondents namely the local government units, business owners, tourists and tour operators.

This study was conducted last July to August, 2012 in Sagada, Mt. Province. It was conducted for the following objectives: to identify the roles and functions of local government units, business owners, tourists and tour operators in promoting sustainable tourism; to identify the plans/ programs of the local government units on tourism; to determine the reasons that attracted tourists in visiting Sagada; to determine sources of information of tourists about Sagada; to determine the number of times tourists have visited Sagada; to determine the experiences of tourist in visiting Sagada and the level of satisfaction of tourists on the amenities; to determine the tourist amenities in Sagada; to identify how do tourists evaluate their stay in visiting Sagada; to determine the tourist destinations visited by the tourists in Sagada; and to identify the suggestions of tourists to improve the sustainability of tourism in Sagada.

Forty five respondents (20 tourists, 10 business owners, 10 local government units, 5 tour operators) in Sagada Mt. Province were interviewed using questionnaires. Secondary data were obtained from the mayor's office and from the tourist information center.

The following summarizes the results of the study: the degree of importance on the dimensions of sustainable development as perceived by local government units were found very important by the local government units. Municipal ordinances were passed by the municipal government to lessen some problems related to tourism which is encountered by the town of Sagada. The degree of importance on the dimensions of sustainable



development as perceived by business owners were found important. These were sponsoring / supporting community action or group and providing or promoting authentically traditional food and drink. Responsibilities of business owners also to provide waste bins on their establishment and make their surroundings free from wastes. The degree of importance on the responsibilities of tour operators were found very important by the tour operators.

Tourists who visited Sagada were foreign and local tourist, majority of the tourists were foreigners especially Europeans. The main reasons of the tourist for visiting Sagada were for exploration and relaxation. The tourists' sources of information were from their friends. The tourists visiting Sagada were first timers. The main reason why tourists were attracted to Sagada was its natural beauty. The experiences tourist found most unsatisfied was the state of road and signage. The tourist amenities found most available by tourists are accommodation/lodging houses, tourist guides, source of souvenir items and restaurants. The tourist amenities that the tourists found as very satisfactory are accommodation and tourist guides. The areas evaluated to be positive by tourist in their visit to Sagada were the people being friendly, presence of personal safety, local cuisine/ drinks, accessibility to cultural heritage sites, presence of visitor/ tourist information center, presence of organized excursions, helpful police services and availability of shopping centers. The tourist attractions that the tourists found as very satisfactory were Sumaguing cave and Marlboro country.



Conclusions

Based on the findings of the study, the following are drawn:

1. Tourism widens the perceptions and understanding of people as it helps the stakeholders strengthen their own roles and functions;
2. Tourists visit Sagada mainly for exploration or visiting other places.
3. The natural beauty of Sagada was the one that attracted most of the tourists;
4. Sumaguig cave was the most visited tourist destination; and,
5. Sagada's tourism industry is hampered by the lack of convenient public transportation.

Recommendations

Based on the findings of the study, the following are drawn:

1. Improvement of roads and public utilities like public toilets, transport and recycle bins;
2. Materials and promotional tools about Sagada as a tourist destination should be developed. Constructing a website should be done to attract more tourists; and,
3. Provide amenities such as local transport going to and from the tourist destinations.



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