

## **BIBLIOGRAPHY**

BALICAO, JAY ANN B. APRIL 2011. Potential of Guano Cave in San Juan, AbraAs a Tourist Destination. Benguet State University, La Trinidad, Benguet.

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## **ABSTRACT**

This study was conducted last October- December 2010 in Barangay Abualan, San Juan, Abra. It was conducted to have a profile of tourists visiting the cave and determine their reasons for such visits, identify the available resources or assets in the area that could add to or develop the potential of Guano cave as a tourist destination, identify the problems encountered by the respondents during their visit to the cave and to identify the plans/support of the local government to promote Guano cave as a tourist destination.

There were 40 respondents coming from Barangay Abualan and around San Juan, Abra who were selected purposively. Secondary data were gathered from the Department of Tourism Municipal and Provincial Planning Office and Barangay records. Survey questionnaires were also used to obtain data on the potential of Guano cave in San Juan, Abra as a tourist destination.

The surroundings of the cave should be kept clean at all times to preserve its cultural and natural wonders, the local government unit should train tour guides for better service, the barangay hall should operate as a local tourist office while there is no available office in the area and horseback riding may be used as an alternative for the lack of vehicles, the government officials should improve the roads and pathways going to the cave, the locality of San Juan should coordinate to attract tourists.

## INTRODUCTION

### Rationale

A tourist destination (Cohen and Pino, 2010) is a place of interest where tourists visit, typically for its inherent or exhibited cultural value, historical significance, natural or built beauty, or amusement opportunities. A tourist destination according to Baylon (1999) is a city, town or other area the economy of which is dependent to a significant extent on the revenues accruing from tourism. It may contain one or more tourist attractions or visitor attractions and possibly some "tourist traps".

For an indigenous culture that has stayed largely separated from the surrounding, tourism can present both advantages and problems. On the positive side are the unique cultural practices and arts that attract the curiosity of tourists and provide opportunities for tourism and economic development. On the negative side is the issue of how to control tourism so that those same cultural amenities are not destroyed and the people do not feel violated. Other destinations include historical sites, modern urban districts, theme parks and country clubs, coastal or island ecosystems, and inland natural areas. Only a handful of people take part in these holiday trips each year as opposed to the thousands of people who go on package holidays.

A cave or cavern is a natural underground space large enough for a human to enter. Some people suggest that the term cave should only apply to cavities that have some part that does not receive daylight; however, in popular usage, the term includes smaller spaces like sea caves, rock shelters, and grottos. Speleology is the science of exploration and study of all aspects of caves and the environment which surrounds the caves (Clacton, 2008).



The Guano cave is one of the centers of attraction of all residents of San Juan, the people of Abra, and also the local tourists especially during dry season. It is located at the center portion of Module I-DENDRO, covered by Ipil-ipil plantation in Barangay Abualan, San Juan, Abra.

The entrance of this cave is quite narrow at almost five meters approximately, but when you reach the inner part, the so-called mini-park of the cave, you can feel the air-conditioned and nature fresh temperature inside and is wide enough to ensure every tourist in their convenience in visiting the Guano cave.

Inside it, you can notice the corners of different beauty, shapes, colors of the stones shining and twinkling, and you can also see the nests of the birds “Nido Birds”.

Although, the cave’s center part has light coming from outside which shines in through the small hole in the above portion of the cave, it has no exit except the entrance and no one can enter the cave without any flashlights or lamps.

Because of these unique features of the cave, its potential as a tourist destination is high. Thus, this study has investigated the potential or characteristics and features of the cave and its surrounding as a tourist destination.

### Importance of the Study

The study is about the potential of Guano cave in San Juan, Abra as a tourist destination. As of today, many people are looking forward to adventures leading them to seek tourist destinations. Apart from its exceptional scenic beauty, Abra has much more to offer to its visitors. The unique cultural, historical and architectural heritages are worth discovering on tours. It is therefore the aim of the researcher to look into the potentials of the Guano cave in San Juan, Abra as a tourist destination. Results of this study could be



used by the municipality to boost its tourism industry. Furthermore, the findings of the study could be used as a reference for further studies.

### Statement of the Problem

The researcher aimed to study the potential of Guano cave in San Juan, Abra as a tourist destination, specifically it sought to answer the following:

1. Who are the tourists visiting Guano cave and what are their reasons for such visits?
2. What are the available resources or assets in the area that could add to or develop the potential of Guano cave as a tourist destination?
3. What are the plans/support of the local government to promote Guano cave as a tourist destination?
4. What are the problems encountered by the respondents during their visit to the cave?

### Objectives of the Study

The following are the objectives of the study.

1. To have a profile of tourists visiting the cave and determine their reasons for such visits.
2. To identify the available resources or assets in the area that could add to or develop the potential of Guano cave as a tourist destination.
3. To identify the plans/support of the local government to promote Guano cave as a tourist destination.



4. To identify the problems encountered by the respondents during their visit to the cave.

#### Scope and Delimitation

The scope was confined in identifying the potential of Guano cave in San Juan, Abra as a tourist destination. It specifically identified the destination category by geographical features of Guano cave, the type of cave it is and distinguished the possible qualities it has to be considered a tourist destination. The study was limited to 40 residents coming from Barangay Abualan and around San Juan, Abra.



## REVIEW OF LITERATURE

### Tourist Destination Defined

What is a tourist destination? Is it a hotel, city, country or region, Bierman (2003) defines a destination as “a country, state, region, city or town which is marketed or markets itself as a place for tourists to visit.”

Destinations are naturally formed or can be constructed. Most are managed for example, National Parks are left in their natural state but have to be managed to provide access, parking facilities, walks, accommodation.

Just as tourism products have a life cycle beginning with exploration and ending with their withdrawal so too does a tourist destination.

### Tourism Defined

Tourism according to the United Nations (1999) can be defined as the science, art, and business of attracting and transporting visitors, accommodating them and graciously catering to their needs and wants.

To understand tourism as a global activity, it is useful to understand the essential features of tourism. From the diversity of definitions of tourism the common elements are that (Hall 1999):

- Tourism is the temporary, short-term travel of non-residents, along transit routes to and from a destination.
- It may have a wide variety of impacts on the destination, the transit route and the source point of the tourists.
- It may influence the character of the tourist.



- It is primarily for leisure or recreation, although business is also important.

What these four characteristics highlight is that tourism is a dynamic activity which is ever changing and that a range of problems may result from the interaction of tourism with the environment.

The problems associated with tourism have been parodied by Lodge (2006). His concerns focus on the sheer number of tourists now traveling around the world, adverse impacts on the natural, cultural and social environments and whether or not the perceived economic benefits are real. As a result, alternative tourism was made of which includes man-made attractions.

The five main sectors of tourism industry are:

- The attraction sector- natural and cultural attractions, gardens, heritage sites
- The accommodation sector- guest houses, apartments, campsites
- The transport sector- bus, car rentals
- The travel organizer sector- tour guides, travel agents
- The destination organization sector- national, regional and local tourist offices

### SWOT Analysis Method in Identifying Potentials

SWOT analysis an acronym for Strength, Weakness, Opportunity and Threats is often used when specifying objective/s for business ventures or projects and identifying the internal and external factors that are favorable and unfavorable to achieving this objective/s.

Strengths and weaknesses focus your business to look internally at what your business can do. Many businesses are at looking inward but fail to look outside their



company. Threats and opportunities are external; focusing on the conditions of the real world. This is where SWOT analysis is helpful. It challenges you to see beyond your company walls to determine what opportunities are open for your company and how to capitalize on your strengths.

While most of your analysis would be subjective, the SWOT can provide multiple benefits to your small business. These benefits can include:

- Insight into where your business can focus to grow.
- Understand the industry structure by using a SWOT in your business plan.
- Focus your advertising and marketing on areas that give you a competitive advantage in the marketplace.
- The foresight to see looming threats and react proactively.

### Cave Defined

A cave is a large hole. It may be underground, in the side of a hill or mountain, or under a cliff. A cavern is a large cave. Caves are natural shelters. Animals often live in caves. A person who lives in a cave is called a cave dweller. During prehistoric times, cave dwellers painted pictures on the cave walls (Burcham, 1997).

Harder (1996) defined a cave as an underground hollow or passage that is formed when water runs through an area with enough force to dissolve or wear away rock. The drops form rock sculptures that look like icicles called stalactites and stalagmites. Stalactites hang from the ceiling and stalagmites form from the ground up. To remember the difference, stalactites have a 'c' in the word for 'ceiling' and stalagmites have a 'g' for 'ground.' If they come together in the center, they become columns.





## History of GuanoCave

Long ago, there was a couple who lived in barangay Abualan. They grew old and didn't have any child so they set their attention to their farmland, fishing and hunting. One early morning the old woman saw a shadow pass by and told this to her husband. They were both so curious about it that the old man decided to follow it if ever it shows up again. He waited the next morning and was shocked on what he saw. He saw a golden deer. It ran and he followed it going to the forest. He stopped when he saw the deer enter the center of two giant rocks. He was surprised to see that between the rocks was a small hole. He went home and told his wife about it. Both got more curious about it so they went and explored the inside part of it. They discovered that it was a cave with glittering rocks. The next day they went again but before they could enter, they again saw the golden deer however it disappeared. They went farther inside and bats came flying towards them. They were so scared they ran and told their neighbours about it. They didn't believe them at first but when they saw the cave, they started to love it. After sometime, they cleaned the cave, removed all the dirt of the bats. They threw it to their farmlands and saw that their crops improved so they were able to harvest more. The residents of barangay Abualan had a meeting concerning the cave. They suggested names for it. One is guano for bats in their dialect. A lot of them voted for this name and the old folks then decided to call the cave Guano. So until now, the cave is called Guano cave (Balaoro,1987).

Compared to other caves Guano cave is more unique in terms of its natural setting. The cave has so much to offer. It is near a river, a pastureland and is a bit nearer to the locality of barangay Abualan so you can go fishing, swimming, gather fruits from



trees, woods for bonfires and can have free service from the barangay officials who serve as tour guides. Inside the cave you can see rock formations that give you the peace of mind you were looking for. It is a cool and relaxing place. The cleanliness of the cave and its surroundings is maintained. Visitors can do much when they are in the site. You can gather food around the cave and even make your own camp if you want to stay overnight. Although other caves may have a pond inside the cave, in Guano cave, it has none so you will not get wet or damped as you explore it.



## METHODOLOGY

### Description of the Cave

The Guano cave is approximately seven kilometers away from the town proper of San Juan, Abra. Around two kilometers away from Barangay Abualan is a river and forest that you need to pass by to reach the cave. It is a very nice place to visit because of its attractive view and good atmosphere inside. It has a very small entrance where only one individual could enter but would accommodate many inside to explore the cave. It is just like a house having divisions with different shapes of rocks which can be used as chairs and tables. The cave is walled with stalagmites especially on the upper side with different colors and wonderful shapes.

### Locale and Time of the Study

The study was conducted in San Juan, Abra particularly in Barangay Abualan. It is located on the northeastern part of North Poblacion at around 27.31 km distance from Bangued, the capital of Abra. The study was conducted from October to December 2010.



Figure 1. Map showing the locale of the study



### Respondents of the Study

The study had 40 respondents (local and domestic tourist) from October to December 2010. The respondents were selected purposively.

### Data Gathering Procedure

The study made use of secondary data from the Department of Tourism Municipal and Provincial Planning Office and Barangay records. It also made use of survey questionnaire to obtain data on the potential of Guano cave in San Juan, Abra as a tourist destination.

Prior to the gathering of data, permission was asked from the Barangay Captain through means of a letter duly signed by the researcher and adviser.

Transect walk within the area where the cave is located was done to conduct an inventory of the resources and facilities available that adds to the potential of the cave as a tourist destination. The researcher supervised the respondents in the question so issues were clarified.

### Data Gathered

The data gathered included: inventory of facilities and resources for tourist, profile of tourist going to the cave and policies, plans or support of the government in the potentials of the cave as a tourist destination.

### Data Analysis

The data was tabulated and analyzed using descriptive analysis and other appropriate statistical tools.



## RESULTS AND DISCUSSION

The study was conducted in San Juan. The area is situated on the northern part of Abra and is about 27.31 kilometers away from Bangued, its capital. The locality of barangay Abualan is located on the northeastern part of San Juan. It is approximately 7 kilometers away from the town proper. You have to pass by the forest and a river before reaching the Guano cave. Although the entrance of the cave is small, most of the respondents said that the cave is a natural wonder. The respondents said that the inside part of the cave is very unique. You can see the rocks glitter. There are also formations that would make you ask yourself if these were really rocks or diamonds. They also added that most of the rock formations are like work of art illustrated by mother nature. Flashlights or lamps are necessary upon entering the cave. You may also use torches if you want. When inside the cave, you can use the rock formations as chairs and tables for eating your snacks.

### Place of Origin of the Respondents

Among the 40 respondents, 14 (35%) were from North Poblacion, 7 (17.5%) were from South Poblacion, 5 (12.5%) were from Barangay Badas, 3 (7.5%) were from Barangay Abualan, 3 (7.5%) were from Barangay Nangobongan, 2 (5%) were from Barangay Baug, 2 (5%) were from Barangay Tagaytay, 1 (2.5%) was from Barangay Culliong, 1 (2.5%) was from Barangay Guimba, 1 (2.5%) was from Barangay Colabaoan, and 1 (2.5%) was from Barangay Supiil,. This shows that all the respondents were local. Nobody came from other localities (Table 1).



Table 1. Place of origin of the respondents

BARANGAY	FREQUENCY (F)	PERCENTAGE (%)
North Poblacion	14	35
South Poblacion	7	17.5
Badas	5	12.5
Abualan	3	7.5
Nangobongan	3	7.5
Baug	2	5
Tagaytay	2	5
Culliong	1	2.5
Guimba	1	2.5
Colabaoan	1	2.5
Supiil	1	2.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

### Demographic Profile of the Respondents

Age range. The oldest among the respondents is aged 63 and the youngest is aged 15. 1 (2.5%) is from the age group 0-20, 17 (42.5%) were from age 21-40, 21 (52.5%) are 41- 60 years old, and 1 (2.5%) is from 61- 80 years old. This shows that most of the respondents were old (Table 2).

Gender. Twenty four (60%) out of 40 respondents were females. Only 16 (40%) were males. This shows that more females are curious to see the Guano cave.



Table 2. Demographic profile of the respondents

PROFILE	FREQUENCY (F)	PERCENTAGE (%)
<b>AgeRange</b>		
0-20	1	2.5
21-40	17	42.5
41-60	21	52.5
61-80	1	2.5
<b>TOTAL</b>	<b>40</b>	<b>100</b>
<b>Gender</b>		
Male	16	40
Female	24	60
<b>TOTAL</b>	<b>40</b>	<b>100</b>
<b>Civil Status</b>		
Single	6	15
Married	32	80
Widow	2	5
<b>TOTAL</b>	<b>40</b>	<b>100</b>

Civil status. Six (15%) of the respondents are single, 32 (80%) are married, and 2 (5) are widows. This shows that more married people visited the cave.

#### Availability of Resources or Assets

The availability of resources or assets was rated by the respondents (Table 3). The sectors rated were the attraction, accommodation, transportation, travel organizer, and



Table 3. Availability of resources or assets

SECTORS	3		2		1		AVERAGE
	F	%	F	%	F	%	
Attraction	39	97.5	1	2.5	0	0	2.98
Accommodation	4	10	34	85	2	5	2.05
Transportation	1	2.5	22	55	17	42.5	1.6
Travel Organizer	28	70	10	25	2	5	2.65
Destination Organizer	4	10	12	30	24	60	1.5

3- Always  
 2- Seldom  
 1- Never

destination organizer. The sectors available were rated as follows: 3- always, 2- seldom, and 1- never.

An example of attraction sector is cultural attraction. In here, the culture of a certain place is showcased. Long ago, the residents of Abualan believe that a golden deer lives in the cave so they are preserving its cultural customs and belief that one day it will again show itself to the people. Accommodation is available in Abualan and near the cave. Visitors may put up their camping gears near the cave and they may stay overnight as long as a barangay official is with them. Cars may be used to reach Abualan but transportation to the cave is not available, some uses horses to reach the cave. The barangay officials serve as the travel organizer or tour guides. There is no available destination organizer or local tourist office in the area so the barangay hall is used as tourist office for visitors providing necessary information to visitors.





Among the sectors mentioned, for the rating always, attraction has the highest rating as 39 (97.5%) out of 40 respondents. The cave was described by the respondents as one of the most eye-catching places in San Juan. The structures of the rocks were like shells placed on walls and ceiling of the cave. They also added that the cave has its own natural and cultural attractions for the rock formations were not man-made. Second was the travel organizer with 28 (70%) of the total respondents. Third were the accommodation and destination organizer with 4 (10%) each. Lastly is the transportation with 1 (2.5%).

For the rating seldom, accommodation was rated by 34 (85%) of the respondents. They mentioned that tourists can make their camps within the vicinity of the cave. Some can even stay overnight as long as a tour guide is with them. Transportation was rated by 22 (55%) of the respondents. Destination organizer was third with 12 (30%) of the respondents. 10 (25%) of the respondents rated travel organizer as the fourth available rarely. Attraction was rated by 1 (2.5%) of the respondents.

For the rating never, 24 (60%) of the respondents rated destination organizer as the one that is not always available. There are no available tourist offices near the cave as told by the respondents. Although the local government unit can act as a tourist office, it is still far from the barangay where the cave is located. Transportation, for 17 (42.5%) respondents was the second least available. Accommodation and travel organizer got 2 (5%) rating each. No respondent rated attraction as never available.

### Reasons for Visiting the Cave

Thirty (75%) of the respondents stated that their main reason for visiting the Guano cave is to explore it and have a glimpse of the natural rock formations inside



(Table 4). Five (12.5%) respondents added that they visited the cave for it is a portion of the Alay Lakad held in their municipality. Another reason according to 3 (7.5%) respondents was to take pictures and videos, for educational trip and experience. Two (5%) respondents mentioned the reason they visited is that a tree planting activity was held near the cave.

#### Most Appealing Part of the Cave

Twenty six (65%) of the respondents cited that the most appealing part of the cave was the rock formations (Table 5) for these were all natural and that some looks like seats or chairs accompanied by tables. In addition, 7 (17.5%) were attracted to the center part wherein there is a small opening on the ceiling of the cave where light passes through which added to the glitter of the rocks. Four (10%) said that the entrance of the cave fascinated them for it could only accommodate one person at a time. Three (7.5%) were even captivated by the whole cave.

Table 4. Reasons for visiting the cave

REASONS	FREQUENCY (F)	PERCENTAGE (%)
Exploration	30	75
AlayLakad Portion	5	12.5
Take Pictures and Videos	3	7.5
Tree Planting	2	5
TOTAL	40	100



Table 5. Most appealing part of the cave

PART OF THE CAVE	FREQUENCY (F)	PERCENTAGE (%)
Rock Formations	26	65
Center	7	17.5
Entrance	4	10
Whole Cave	3	7.5
TOTAL	40	100

Figure 2 shows the locality of barangay Abualan. It is approximately 7 kilometers away from the town proper. It is located on the northeastern part of San Juan. It is recently the second most populated barangay in San Juan.

You have to pass by the forest (Figure 3) and a river (Figure 4) before reaching the cave. Passing through the forest parts would take you 3 hours and 30 minutes to one hour passing through the river by foot and two hours using a horse. The river is dry during summer and high during rainy season.

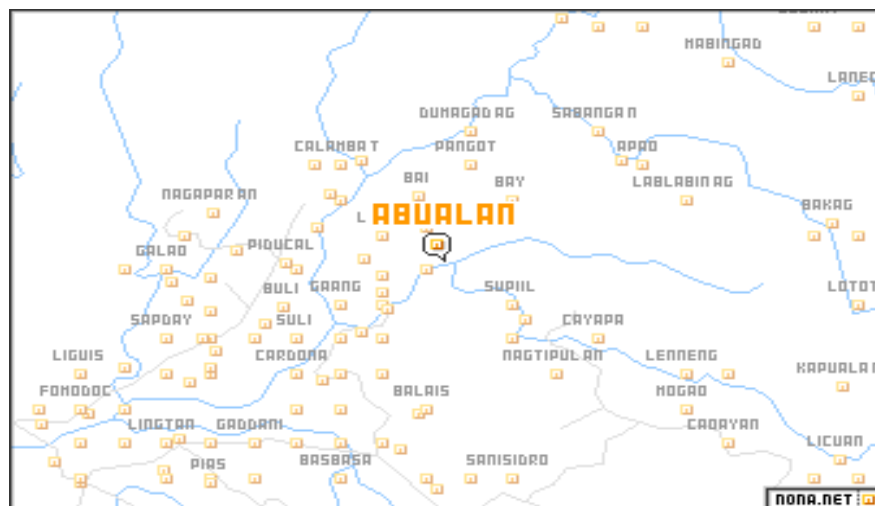


Figure 2. Map showing barangay Abualan





Figure 3. Forest pathway going to the cave



Figure 4. River pathway going to the cave

The entrance of the cave can be seen in Figure 5. Although the entrance of the cave is quite small, most of the respondents said that the cave has the potential to be a tourist destination or attraction. The entrance of the cave can only accommodate one person at a time. The ambiance upon entering is cool and fresh. You can feel the cool breeze on your skin even though you're still to enter the cave. Flashlights, lamps or torches are needed before entering because it is dark until you reach the center part of the cave.



Figure 5. Entrance of the cave

The inside part of the cave are shown in Figures 6, 7, 8 and 9. The respondents said that the inside part of the cave is exceedingly unique. It is one of a kind they said. You can see the rocks sparkle. Figure 6 shows a child playing stones on the rock formation that appears like it's floating on air. If you look closer at the rock formation, you will see it shimmer. It's like having diamonds on it. A thin rock about a foot in size holds it in place.



Figure 6. Inside the cave



Figure 7. Shell like rock formations inside the cave

There are also formations that appear to be shells pasted on the ceiling of the cave. Water is dripping from these shell like rock formations. Looking at them would give your mind a twist. It's like you're underwater looking at coral reefs and shells without getting wet.

The inside of the cave have rooms just like a house. They also added that most of the rock formations are like work of art illustrated by mother nature. An example would be Figure 8; the rock formation has a hole in its center. By using one's imagination, the rock formation would look like an elf's ear. Other rock formation portraits faces. Others also look like chairs, tables and chandeliers. It's perfect for having snacks and rest during visits. One of the rock formations even look like a naked woman. Bats are flying inside the cave as shown in Figure 9. These bats inside are harmless. The cave's name is even gotten from these bats. Their feces are also used as fertilizer by the residents of barangay Abualan.



Figure 8. Glittering structures in the cave



Figure 9. Bats flying in the cave

#### Plans/Support of the Local Government in the Potential of the Cave

Abra, a province in the Cordillera Administrative Region is known as the killing field of the north, but, with the development of Guano cave according to Mayor Marco M. Bautista of San Juan would make Abra popular for its natural beauty. The local government such as the barangay officials offered their services by means of accompanying tourists during their visit to the cave. In addition, mayor Bautista said

that he will be having the following as his projects for tourists who will travel going to the cave- a hanging bridge across the river and a swimming pool. He said that these will be done so that if the water in river is high, tourists can cross the bridge and when it dries up during summer time, they can use the swimming pool for refreshment. He also included in his plans a two week seminar-training of the barangay officials of Abualan and interested individuals for basic first aid lecture and training and must qualities of a tour guide. Besides this, he also mentioned that sign boards will be placed on the forest pathway and near the site to give information necessary on their journey so that if they don't have a tour guide, they won't be lost; another signboard will be placed on the tunnel going to Abra and advertising thru television and radio. He also added that he will be coordinating with the Department of Tourism (DOT) so that a local tourist office will be built in Abualan. Furthermore, the local government stated that the residents of Abualan and from its neighboring barangays may have their own stalls for tourists to buy their home-made products and others may use their horses as a business for tourists to use on their journey to the cave. In this way, the local government is helping its people and its people helping the government. When this happens, he exclaimed, the economy of Abra will rise and would also help our national government in developing tourism in our country.

#### Problems Encountered by the Tourists

Destination organizer can be a national or local office managing visitors. They give necessary information to their queries. The respondents cited that one of the problems they encountered during their visit to the cave is that there is no destination organizer near the area or in barangay Abualan, wherein they cannot ask for more





information about the cave. Transportation is carriage from one place to another that may need equipments or vehicles such as cars. Another problem encountered was the lack of transportation going to the cave. They said that it is a very beautiful place but cannot be reached by vehicles so if you want to visit the cave you must walk 4 hours and pass by the river and forest to get to the cave, but if you have a horse you can reach it for 2 hours.



## SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

### Summary

This study was conducted last October- December 2010 in Barangay Abualan, San Juan, Abra. It was conducted to have a profile of tourists visiting the cave and determine their reasons for such visits, identify the available resources or assets in the area that could add to or develop the potential of Guano cave as a tourist destination, identify the problems encountered by the respondents during their visit to the cave and to identify the plans/support of the local government to promote Guano cave as a tourist destination.

There were 40 respondents coming from Barangay Abualan and around San Juan, Abra who were selected purposively. Secondary data were gathered from the Department of Tourism Municipal and Provincial Planning Office and Barangay records. Survey questionnaires were also used to obtain data on the potential of Guano cave in San Juan, Abra as a tourist destination.

The Guano cave is one of the centers of attraction of all residents of San Juan and also the local tourists especially during dry season. The entrance of this cave is quite narrow but when you reach the inner part, you can feel the air-conditioned and nature fresh temperature inside and is wide enough to ensure every tourist in their convenience in visiting the Guano cave.

Flashlights, lamps or torches are needed during the tour inside the cave. The local government unit of San Juan is willing to give support to the full development of Guano cave.



## Conclusions

Based on the findings of the study, the following conclusions were drawn:

1. The tourists who visited the cave were from the neighboring barangays of Abualan.
2. The cave has its own cultural attractions and natural rock formations that add to its potential as a tourist destination.
3. The main problems encountered by visitors were the lack of destination organizer and vehicles that can reach the cave.
4. The local officials such as barangay officials of barangay Abualan and local government unit serve as tour guides for travelers during visitation on the cave.

## Recommendations

Based on the findings of the study, the following recommendations were drawn:

1. The surroundings of the cave should be kept clean at all times to preserve its cultural and natural wonders.
2. The local government unit should train tour guides for better service.
3. The barangay hall should operate as a local tourist office while there is no available office in the area and horseback riding may be used as an alternative for the lack of vehicles.
4. The government officials should improve the roads and pathways going to the cave.
5. The locality of San Juan should advertise the cave, as well as coordinate with nearby municipalities to visit the cave, therefore the municipalities would appreciate the cave thus could advertise the cave later.



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## APPENDICES

### APPENDIX A

#### Letter to the Respondents

Dear Respondents,

A study entitled “Potential of Guano cave in San Juan, Abra as a Tourist Destination” is being undertaken by the researcher in partial fulfillment of the degree Bachelor of Science in Agribusiness.

In this regard, may I request a portion of your time to answer the attached questionnaire. Please provide your honest answer and opinions as the information are very much needed in identifying the potential of Guano cave. Rest assured that the information gathered from you will be treated with outmost confidentiality.

Thank you very much for your cooperation.

Truly yours,

JAY ANN B. BALICAO  
Student Researcher

Noted: LUKE E. CUANGUEY  
Adviser



## APPENDIX B

### Survey Questionnaire

**I. Personal Profile**

Name (optional): \_\_\_\_\_

Address: \_\_\_\_\_

Age: \_\_\_\_\_ y/o      Civil Status: \_\_\_\_\_      Gender: \_\_\_\_\_

**II. Reasons for visiting**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**III. What part of the cave appeals you most?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**IV. Availability of resources or assets.**

Instructions: Specified below are sectors of tourism industry. Please check the level to which you encounter the availability of these sectors. Give your remarks on each item.

- 3 Always - available all the time
- 2 Seldom - rarely available
- 1 Never - not at all available

SECTORS	AVAILABILITY			REMARKS (BENEFITS AND/OR PROBLEMS)
	3	2	1	
1. Attraction (ex. cultural attractions)				
2. Accommodation (ex. campsites)				
3. Transportation (ex. bus)				
4. Travel Organizer (ex. tourist guide)				
5. Destination Organizer (ex. local tourist offices)				



