



Community Based Tourism of Lucap Alaminos Pangasinan; Basis for Development Plan for Hundred Islands

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Abstract – *The combination of consumer and governmental pressure is fueling an increase in community-based tourism. Tourists should have the support and participation of local people; as much economic advantage as possible should go to those who live in or near their destination; the act of tourism must maintain local people's cultural identity as well as their natural surroundings. This project sought to offer CBT to the Alaminos, Pangasinan community of Brgy. Lucap. It attempts to involve locals in modest tourism projects to alleviate poverty and give an alternative source of income. As indicated by the community's responses, people had a greater opinion of the possibility of community organizing. According to their evaluation, their capacity and willingness to participate in planning would be significant factors in the acceptance of a community initiative that will provide advantages to the community. Moreover, an association exists between community acceptance and readiness assessments and the potentials of CBT to organize, resource, manage, and learn and develop the community in terms of CBT. The more community residents-respondents believe that CBT can help them, the more likely they are to embrace and apply it. Alaminos Pangasinan's tourist development can benefit from the proposed tourism development plan.*

Keywords – *CBT, community, economic, tourism, tourist,*

INTRODUCTION

Community-Based Tourism involves locals. Community activities may favor this form of tourism while fostering a bond between the local community and visitors. Tourism drives economic growth, infrastructure modernization, local area development, and job creation in modern economies. With tourism, especially in developing countries, there is the promise of release from economic poverty, job creation, increased foreign currency, and cross-cultural awareness between host country and guests, who, when given favorable attention, will bring more recognition from developed and more powerful countries (Churyen and Duangsaeng, 2014). The Philippines has positioned itself as a globally competitive ecotourism destination based on sustainable development, where the use, development, and protection of natural resources and the environment, as well as the preservation and management of cultural heritage, are given priority for present and future generations. To this end, initiatives are pursued to strengthen local leadership, institutionalize community participation, facilitate domestic and foreign investments, promote environmental education and ethics, instill nationalism,

and harness local entrepreneurship and multi-stakeholder partnership (PSCD, 2012).

Tourist spending may help develop new schools, roads, and other facilities and services, improving a country's and a place's economic health. Positive word-of-mouth from travelers' personal experiences boosts a tourism destination. It may bring more tourists, jobs, currency, and acknowledgement of local culture, customs, and traditions, among other social and economic benefits.

The Philippines acknowledges the ability of tourism to generate high revenue and works to identify and develop new tourist attractions. Undoubtedly, the Philippines features a lot of well-known tourist spots. Pangasinan, like other municipalities in the country, is trying to attract tourists for economic and social benefits. The natural and man-made attractions are complemented by a variety of amenities. Philippine tourism will never run out of attractions (Celis, 2008).

This project aimed to bring CBT to Brgy Lucap in Alaminos, Pangasinan. It tries to include locals in modest tourism ventures to alleviate poverty and provide an

alternative revenue source. CBT initiatives respect local customs, culture, and the environment. CBT gives local communities a high degree of autonomy and a large amount of the benefits (Gabito, 2012). The Hundred Islands start in Brgy. Lucap, Alaminos. Manila to Alaminos takes 3-4 hours. Hundred Islands National Park is the Philippines' first national park. Lingayen Gulf has 124 islands at low tide and 123 at high tide, covering 16.76 km² (6.47 sq mi). Only Governor, Quezon, and Children's Islands are tourist destinations. With CBT, the community can construct other islands. CBT isn't only a tourism enterprise to maximize investor profits. It focuses on community and environmental impacts of tourism. It's a community development method that leverages tourism to help rural organizations manage their tourism resources with local participation. CBT considers environmental, social, and cultural sustainability. It's owned and administered by the community to let visitors learn about the community and local ways of life. (2014). To create CBT, communities must be properly picked and adequately prepared. The community should be able to alter or suspend CBT if it grows beyond its capacity or has unmanageable negative effects (Responsible Travel.n.d). CBT is a tool for community development and environmental protection, hence its understanding of the community context should be "holistic." Understanding community resources, management, community structure, learning, and development will maximize CBT's effectiveness as a sustainable community development technique (Mekong Tourism, 2014).

The results of this study will determine the type of CBT suited to the study location and constitute the basis for a tourism development plan.

OBJECTIVES OF THE STUDY

This study aimed to determine the potentials of Barangay Lucap for Community-Based Tourism (CBT).

Specifically, the study identified the tourism activities commonly availed by the tourist who visited hundred islands; assessed the level of CBT potentials of the community in the context of community organization, resources or assets, management and learning and development; determined the level of acceptability and preparedness of the community of Brgy. Lucap for Community Based Tourism; tested the significant relationship in the potentials of CBT and

respondents' assessment of CBT and proposed a tourism development plan for Hundred Islands.

MATERIALS AND METHODS

Research Design

This study made use of the descriptive research design to determine the potential of Lucap, Alaminos Pangasinan as Community Based Tourist Destination. Descriptive design is a study that describes the nature of the phenomenon under investigation after a survey of current trends, practices and conditions that relate to that phenomenon (Castillo & Caluntad, 2011). It involves analysis of an extremely broad range of phenomenon; its result is a comprehensive presentation and interpretation of statistical tabulations of data yielded by a survey.

Respondents of the Study

The respondents of the study were 335 residents of Brgy. Lucap randomly selected among 5,072 population based from 2010 census. Each household is represented by a responsible member who can fully comprehend the questionnaire. Out of the total population of 5,072, the sample of the study consist of 335 with an effect size of 0.24 a power probability of 0.95 and an alpha level of 0.05 using G. Power 3.1.9

Data Gathering Instrument

The questionnaire items were based on CBT-related tourism papers. The questionnaire was divided into three parts: the first part presented tourist activities, the second part described the CBT potentials of the community in terms of community organization, resources or assets, management, learning and development, and the third part was the residents of Brgy. Lucap's assessment of CBT's acceptability and preparedness.

Statistician and tourism specialists validated the instrument's content. The questionnaire was also given to non-participants to test its ease and quality. Cronbach Alpha was used to test the reliability of the questionnaire . The instrument's results were 0.7863 and 0.9436, respectively. Zinbarg et al. (2005) indicated that an instrument is dependable if it scores 7.0.

A scale of 1 to 5 was used with 1 as the lowest while 5 as the highest. Equal weights and verbal descriptions were given to each response.

Data Gathering Procedure

The questionnaire was distributed to the residents of Lucap Alaminos Pangasinan with the assistance of barangay health workers. A total of 335 residents was the subject of this study. Interview was also conducted to get support from data as taken from the questionnaire.

Data Analysis

The data gathered were tabulated, interpreted and analyzed using the following statistical tools with the aid of the Statistical Package Service Solution (SPSS) package.

Weighted mean and ranking were used to analyze the community's management, organization, learning and development, and resources, and CBT's acceptability and preparation.

In the interpretation of the results based on the mean scale range below, the verbal interpretation utilized to answer the questionnaire on CBT's potential, acceptance, and preparedness was described as follows:

Scale Range	Verbal Interpretation	Descriptive Equivalent
4.5-5	Strongly Agree	Very High
3.5-4.49	Agree	High
2.5-3.49	Moderately Agree	Moderate
1.5-2.49	Disagree	Low
1.0-1.49	Strongly disagree	Very Low

Pearson Moment Product Correlation was used to determine the significant relationship between the potentials of CBT and the assessment of the community of acceptability and preparedness to CBT.

RESULTS AND DISCUSSION

The results are presented and discussed based on the objectives of the study.

Tourism Activities Availed by Tourist

Table 1 presented the tourism activities commonly availed by tourist. The data gathering was conducted on June to July 2018.

Table 1. Tourism Activities Commonly Availed by Tourist

Tourism Activities	Frequency	Percentage	Ranking
Snorkelling	98	29.25	5
Helmet Diving	210	62.69	2
Kayaking	115	34.33	3
Banana Boat Ride	221	65.97	1
Parasailing	115	34.33	3
Zip lining	35	10.45	9
Bird Watching	89	26.57	7
Bat Watching	48	14.33	8
Camping	92	27.46	6
Cliff Jumping	28	8.36	10

*Multiple Responses

Based on the results, most tourists take banana boat rides (221 or 65.97%), helmet diving (210 or 62.69%), parasailing (115) and kayaking (34.33%). Banana boat rides are fun for the whole family. Results showed that Hundred islands offer several tourism activities. CBT can benefit tourism. This program helps communities enhance tourism attractions to attract more visitors.

Community-Based Tourism Potentials of the Brgy Lucap

The respondents answered the questionnaire as to their agreement on the statements in the instrument. For interpretation of the results, the computed mean was described as to the level of potentials of Lucap as CBT.

Table 2.1 presented the assessment on the strong unity and coherence developed among various organizations and leaders of the community so that they developed a feeling of responsibility for making the program successful.

Table 2.1. CBT Potentials of the Community in the Context of Community Organization

Community Organization	Weighted Mean	Verbal Interpretation	Rank
1. The community shares common culture, norms and ideology.	3.89	Agree	5
2. The community has elders who hold local traditional knowledge and wisdom.	3.96	Agree	3
3. The community has a sense of ownership and wants to participate in its own development.	3.98	Agree	2
4. The residents participate in the planning process that is significant for the success of community projects.	4.03	Agree	1
5. The residents are highly reliant on community initiatives over policy decision.	3.91	Agree	4
Composite Mean	3.95	Agree	

Legend: 4.50 – 5.00 = Strongly Agree, 3.50 – 4.49 = Agree, 2.50 – 3.49 = Moderately Agree, 1.50 – 2.49 = Disagree, 1.00 – 1.49 = Strongly Disagree

The composite mean of 3.95 suggests that Lucap has high CBT community organizing potential. According to the responses, the community participated in the planning process. This had the highest weighted mean, 4.03. The community also showed ownership and wished to engage in its own growth (3.98 weighted mean). The group believed they shared culture, norms, and philosophy, but with the lowest weighted mean of 3.89.

This implies community partners in development. Community participation will help establish CBT. People with a sense of ownership care for and nurture their community and its resources. Given this, the community has CBT adoption potential. The active engagement of the local community adds considerably to the production of community events, therefore this is a good way for the area to organize community-based tourism. With the community's response, they are fulfilling CBT criterion on support and engagement of local people, with as much economic gain coming to persons living at or near the destination.

CBT regenerates the economy and protects local customs against globalization. (2014) Tourism must respect local culture and ecology. In Manalo (2012)'s study, objective research results helped all linked subjects advertise their own activities.

Resources

Table 2.2 presented the resources which make the substance of Community Based Tourism.

Table 2.2. CBT Potentials of the Community in the Context of Resources

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. The community is aware on the need for conservation of natural resources.	4.05	Agree	1
2. The community can get financial support for projects initiated by the community.	3.87	Agree	4
3. The community can utilize local resources in solving issues of local concerns.	3.67	Agree	5
4. The community has a way for regeneration through capitalizing on local assets, individuals, associations, and institutions, harnessing them for local development or purpose.	3.96	Agree	2.5
5. The community has natural resources that can be used for economic development.	3.96	Agree	2.5
Composite Mean	3.90	Agree	

Legend: 4.50 – 5.00 = Strongly Agree, 3.50 – 4.49 = Agree, 2.50 – 3.49 = Moderately Agree, 1.50 – 2.49 = Disagree, 1.00 – 1.49 = Strongly Disagree

Overall, respondents perceived Lucap for CBT to have excellent potential, as evidenced by the composite mean of 3.90.

The community agreed on the need for natural resource conservation, which had the highest weighted mean of 4.05, followed by the prospect of harnessing natural resources for economic development to meet and resolve common issues, weighted mean of 3.96. The lowest mean was 3.67 for using local resources to solve local challenges. The community expects government support and local resources and finances for CBT, mean 3.87.

This research shows that the residents of Brgy. Lucap, Alaminos Pangasinan value their natural resources because they profit from the area's produce despite without CBT. They know they must conserve these resources to ensure their livelihood. This means the community knows it can maintain resource expansion as long as members share a concern for protection, growth, and conservation. This is vital for communities who will engage in CBT, as resources should be used continuously.

The community has regeneration prospects via using local assets, persons, organisations, and institutions. Respondents affirmed their potential for CBT since they have natural resources, which are needed in any tourist.

This was also found in a Botswana investigation. Despite certain benefits, the Khama Rhino Sanctuary Trust has several problems (KRST). The results show that community members feel confident they have the resources, the potential for their sustainability, and the support of others in the community to continue using local resources and reaping their advantages for present and future generations. Increased local involvement and participation will assist empower people and conserve natural resources for community-based tourism to benefit residents. Properly managed community-based initiatives can enhance natural resource conservation and increase local benefits through tourism (Sebele, 2010).

Management

Table 2.3 presented the management aspect which is concerned with the ways to manage resources and the interaction of tourist with the residents in the tourist areas.

Table 2.3. CBT Potentials of the Community in the Context of Management

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. The community has rules and regulations for environmental, cultural, and tourism management	3.99	Agree	1
2. A local organization or mechanism exists to manage tourism with the ability to link tourism and community development	3.78	Agree	2
3. Benefits received by the community is fairly distributed to all	3.58	Agree	5
4. A percentage of profits from tourism is contributed to a community fund for economic and social development of the community	3.62	Agree	4
5. There is proactive guidelines for potential developers of the community	3.76	Agree	3
Composite Mean	3.75	Agree	

Legend: 4.50 – 5.00 = Strongly Agree, 3.50 – 4.49 = Agree, 2.50 – 3.49 = Moderately Agree, 1.50 – 2.49 = Disagree, 1.00 – 1.49 = Strongly Disagree

The composite mean of 3.75 demonstrates Lucap's good CBT management capacity.

The results suggest that the community agrees there are rules and regulations for environmental, cultural, and tourism management, ranked first, and that a local organization or mechanism exists to manage tourism and link tourism and community development, weighted means of 3.99 and 3.78. Respondents also felt that community benefits can be fairly distributed (weighted mean of 3.58). The results imply that respondents knew there were restrictions to safeguard local resources, culture, and tourism ventures. Local government's appeal for cleanliness and clean and green programs might have taught environmental rules. As for tourism management regulations, inhabitants' welcoming attitude is natural because they are already exposed to people. As this might be locally controlled community-based tourism, they should maintain local-level norms to limit overexploitation and stakeholders should work to sustainably manage resources. The community has CBT management potential based on the responses. This may indicate citizens' uncertainty about a fair share of CBT advantages. If the community decides to use CBT, this thought must be clarified.

This is vital since inhabitants' involvement and cooperation depend on commensurate rewards. How the community will be governed in terms of CBT principles, participation in the tourism endeavor, and resource allocation must be studied in CBT development.

Environmental, cultural, and tourism management rules should be clearly established. Local organizations or mechanisms should manage tourism and promote economic development. (2014) Community-based

tourist planning begins with objectives, defines strategies, policies, and comprehensive plans, and includes a performance evaluation and feedback to introduce new planning styles/cycles. It's the process of examining, setting goals and objectives, implementing and evaluating them, and changing as new facts are learned. It allows wide use of resources and selection of the best techniques in reaching goals, and it allows the art of dealing people, which demands moral bravery because it can fail (Mitchell, 2008).

Learning and Development

Table 2.4 shows the learning and development requirements for community-based tourism initiatives. The structure, aims, and themes represent varied contexts, growth patterns, cultural values, and phases of development.

As an overall, respondents saw a good learning and development potential of Lucap for CBT (3.91). The community felt they learned from formal and informal education and were aware of natural and cultural resource conservation, ranking first and second with weighted mean ratings of 4.02 and 3.96. The community was stated to inspire shared learning between hosts and guests and to be well-educated and understand other cultures and ways of life.

Table 2.4. CBT Potentials of the Community in the Context of Learning and Development

Learning and Development	Weighted Mean	Verbal Interpretation	Rank
1. The community can foster shared learning process between hosts and guests.	3.83	Agree	4.5
2. The community is well educated and understand diverse cultures and ways of life	3.83	Agree	4.5
3. The community is aware in the conservation of natural and cultural resources	3.96	Agree	2
4. The community learned from formal and informal education	4.02	Agree	1
5. There are clear steps and rules in the development of the community	3.90	Agree	3
Composite Mean	3.91	Agree	

Legend: 4.50 – 5.00 = Strongly Agree, 3.50 – 4.49 = Agree, 2.50 – 3.49 = Moderately Agree, 1.50 – 2.49 = Disagree, 1.00 – 1.49 = Strongly Disagree

Respondents could have agreed that they had formal education, with some having a postgraduate degree. On the other hand, schools, the local government, and the news may have taught about conserving natural resources by showing how lives and property are lost due to insufficient protection or irresponsible use.

This learning and development help people cherish their culture, heritage, and lifestyle. These mobilize people to turn these into income-generating ventures



while delivering visitors a more diverse and worthwhile experience. Every community member is a potential partner for business, environmental, product, and marketing training. The community can facilitate community-based development and project development and implementation. Tourism planners can utilize it to rally communities to expand the industry's services. The purpose is social and economic empowerment for local and foreign guests. This expands destination's specialties.

Mata (2004) defines community development as improving the local economy and ecology. Events organized by a community are meant to reflect the requirements of that community, although this cannot be assumed due to many operational issues. Existing tourist locations compete for the scarcest resource in tourism; developers create new tourist regions. Newcomers to the tourism business provide new attractions and services; replace the travel experience. The most notable effect was the local community's belief that tourism can create jobs and generate income, however private and public institutions must provide technical training first (Guzman, et al. 2011).

Community development and related concepts like community involvement, capacity building, community control, and participation are all empowerment tactics. Community development is the process of organizing or helping community groups to identify their priority health issues, plan and implement social action and change, and build self-reliance and decision-making capacity (Campbell et al., 2007).

Summary on the Community Based Tourism Potential

Table 2.5 presents the summary table on the CBT potentials of the community.

CBT Potentials	Weighted Mean	Verbal Interpretation	Rank
1. Community Organization	3.95	Agree	1
2. Resources	3.90	Agree	3
3. Management	3.75	Agree	4
4. Learning and Development	3.91	Agree	2
Composite Mean	3.88	Agree	

Legend: 4.50 – 5.00 = Strongly Agree, 3.50 – 4.49 = Agree, 2.50 – 3.49 = Moderately Agree, 1.50 – 2.49 = Disagree, 1.00 – 1.49 = Strongly Disagree

The community's replies showed a stronger opinion of community organization's potential. Their competence and willingness to plan are significant potentials for adopting a communal initiative that will

benefit the community. It could suggest that residents are cooperative in communal concerns, especially if their lives are involved. They may be used to community planning because their local leaders assemble them for meetings on issues like the clean and green program, non-burning of rubbish, and compost preparation, among others. These meetings prepare them for CBT planning rounds. Before adoption, there would be a lot of information exchange, expertise sharing, and preparation before establishing the place as a tourism attraction. The community must be patient and decisive while planning.

The group has promise for CBT since its members share common values and customs. Having a common ground makes planning easier. The CBT will be involved in lifestyle adjustments to embrace a tourism orientation, thus it's crucial that they have comparable perceptions and agree on community improvements.

Residents say they have seniors they admire for their wisdom and love of the area. Evidently, a voice should be heard so that in case of opinion clashes, a mediator may help resolve them. Elders are important because they hold critical tourism-related information.

The lowest potential was management inferring community leaders require help if they implement CBT. The community won't know anything about CBT because it's a new tourism business that's distinct from what they know.

The town may not have laws and regulations for environmental, cultural, and tourist management, and there is no existing tourism organization plan; if one exists, it is still at the local level and has not reached the community. During an interview about CBT, residents were not as enthusiastic about how they would gain, given they had little land and the enormous stretches belong to wealthy families. The community must be informed on how the CBT will be managed and distributed properly.

Assessment of the Residents of Brgy Lucap on Community Based Tourism

The respondents' concepts on CBT were taken to serve as benchmark information about their ideas on CBT should they give consent to adopt the tourism approach along acceptability and preparedness.

Acceptability

Table 3.1 presents the assessment of the residents of Brgy Lucap on CBT with respect to acceptability.

Table 3.1. Assessment of the Residents of Brgy Lucap on CBT with respect to Acceptability

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. CBT can improve the quality of life of the community in Lucap Alaminos Pangasinan	3.71	Agree	2
2. CBT emerges from a community development strategy, using tourism as a tool to strengthen the ability of rural community organizations that manage tourism resources with the participation of the local people.	3.66	Agree	4
3. CBT will recognize, support, and promote community ownership of tourism.	3.70	Agree	3
4. CBT will distribute benefits fairly among community members.	3.51	Agree	5
5. CBT will promote community pride.	3.74	Agree	1
Composite Mean	3.66	Agree	

Legend: 4.50 – 5.00 = Strongly Agree, 3.50 – 4.49 = Agree, 2.50 – 3.49 = Moderately Agree, 1.50 – 2.49 = Disagree, 1.00 – 1.49 = Strongly Disagree

Overall, a composite mean of 3.66 indicates excellent CBT acceptability.

CBT would create community pride and improve Brgy Lucap's quality of life placed first and second on acceptability, with weighted means of 3.74 and 3.71. CBT's equitable distribution of benefits ranked lowest, 3.51 on average. Such comments show that people embrace CBT as a legitimate technique and express hope that it will improve their quality of life. Although the strategy seemed acceptable in concept, respondents doubted if benefits would be evenly distributed. Many rural towns view tourism as an economic development strategy, but citizens' views toward tourism and support for specific tourism development alternatives should be strong, according to Andereck et al. (2013). Attitude and development assistance should be complementary, as the absence of one would damage the tourism project's success.

According to Andereck et al study, 's localities vary in their support for tourism development alternatives and attitudes toward tourism. Residents viewed tourism favorably and supported most development. Each community had a different link between attitudes and development assistance.

Preparedness

It can be seen in Table 3.2 the perception of the respondents on their preparedness for CBT. As a whole, the respondents rated that they are highly prepared for CBT as seen in the composite mean of 3.71.

Table 3.2. Assessment of the Residents of Brgy Lucap on CBT with respect to Preparedness

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Leaders are supportive of continuing basic efforts and are considering resources available for self-sufficiency.	3.83	Agree	1
2. The community are highly supportive and community members are actively involved in evaluating and improving efforts and demand accountability.	3.78	Agree	2
3. Community members have information and knowledge about CBT.	3.49	Moderately Agree	5
4. Leaders are supportive of in the development of Lucap, Alaminos through CBT.	3.70	Agree	4
5. The community will support programs, activities or policies to make CBT an effective venture.	3.73	Agree	3
Composite Mean	3.71	Agree	

Legend: 4.50 – 5.00 = Strongly Agree, 3.50 – 4.49 = Agree, 2.50 – 3.49 = Moderately Agree, 1.50 – 2.49 = Disagree, 1.00 – 1.49 = Strongly Disagree

Leaders are supportive of continuing basic efforts and consider self-sufficiency resources; the community is extremely supportive, and members are actively involved in reviewing and enhancing efforts and demanding responsibility, weighted means of 3.78 to 3.83. The lowest score was 3.49 for community members' CBT knowledge. These show that residents are ready to take on the dynamics of CBT procedures, which include having enough and continuous resources and evaluating the process and execution regularly.

CBT is another popular alternative to traditional tourism development approaches. It involves discussion and participation with destination stakeholders (Saarinen, 2006). In CBT, the host determines tourism's shape and procedure. CBT can enhance development like ecotourism. According to Hall (2005), inadequate tourist knowledge can lead to unpreparedness for tourism-related developments and limit locals' tourism business potential. CBT development would build institutions that encourage local participation and economic, social, and cultural well-being. It would attempt a balanced and harmonious approach to development that would emphasize compatibility of diverse forms of tourism with other components of the local economy, cultural and environmental quality of development, and divergent needs, interests, and potentials of the community (Burns and Novelli, 2008).

Relationship between CBT Potential and Acceptability and Preparedness

It can be gleaned in Tables 4.1 and 4.2 the results of test of relationship between the CBT potential and

acceptability and preparedness using the Pearson Product moment of Correlation.

Relationship between CBT Potential and Acceptability

Results on the test of relationship between CBT potential and acceptability is shown in Table 4.1

Table 4.1. Relationship between CBT Potentials and the Residents' Assessment in Terms of Acceptability

CBT Potentials	r-value	p-value	Decision	Interpretation
Community Organizations	0.425	0.000	Reject	Highly Significant
Resources	0.520	0.000	Reject	Highly Significant
Management	0.528	0.000	Reject	Highly Significant
Learning and Development	0.561	0.000	Reject	Highly Significant

Significant at p-value < 0.05

As shown in the table, r-values ranging from 0.425 to 0.561 demonstrated moderate positive correlation with p-values all less than 0.05, indicating a very significant association between respondents' appraisal of CBT potentials and acceptability. The null hypothesis that CBT potentials and resident acceptability are unrelated was rejected. Positive r values indicate that the more potential respondents see Lucap to have for CBT, the more they accept it.

This suggests community organization assessment affects CBT acceptability. When the community shares a favorable mindset and attitude about CBT and plans together to oversee its development, the endeavor will be approved. Combined with people's commitment to work for their growth and elders' wisdom in decision-making, CBT will be acceptable.

With positive community organization, the CBT will be able to improve the quality of life in the community; the community will begin to appreciate its endowments, making the CBT a success; and with good community organization, especially in its management, the community will receive tourism earnings with benefits fairly shared by members.

According to Vanagas, et al. (2011), the government should release funding for community-based tourism projects, improve conditions on local communities' acquisition of state-owned land, find ways to avoid inactive and dishonest local officials (direct elections could be one solution), educate and consult local communities on community-based tourism, business, public administration, and other related subjects, and encourage collaboration and partnership.

Relationship between CBT Potential and Preparedness

Table 4.2 presents the relationship between potentials of CBT and the residents' assessment in terms of readiness or preparedness.

As seen from the table, the computed r-values indicate moderate positive correlation as affirmed in r-values ranging from 0.461-0.556 with resulted p-values all less than 0.05 level of significance, thus the null hypothesis of no significant relationship between potentials of CBT and the resident's assessment in terms of preparedness was rejected. This means that a high significant relationship exists between potentials CBT potentials and the community's preparedness. Further, the positive r-values means that the higher is the level of potential for CBT, the higher is the preparedness level of the respondents for CBT.

Table 4.2. Relationship between CBT Potentials and Residents' Assessment in Terms of Preparedness

CBT Potentials	r-value	p-value	Decision	Interpretation
Community Organizations	0.482	0.000	Reject	Highly Significant
Resources	0.461	0.000	Reject	Highly Significant
Management	0.499	0.000	Reject	Highly Significant
Learning and Development	0.556	0.000	Reject	Highly Significant

Significant at p-value < 0.05

With proper utilization of community resources, community members are better prepared for CBT. If the community knows how to manage its resources and guarantee they aren't overused, it's ready to embrace CBT. With the community's continuing patronage of their produce and support for their own growth so that resources are explored to benefit the people, the community can now be ready for CBT as they are the requisites for the adoption of CBT as a tourist approach.

Without proper resource management, the community may not be able to embrace CBT because it relies on generating income from resources. Developing and implementing ecotourism initiatives can help communities create a sense of ownership and stewardship over their natural environment. Ecotourism is a viable option for communities in biodiverse locations. This is truer now since eco-tourists choose unique experiences over convenience (Cayaban, 2013). Table 5 shows the intended Pangasinan growth plan.

CONCLUSION AND RECOMMENDATION

Conclusions

Based on the findings, the following are the conclusions:

1. The respondents availed almost all of the tourism activities.
2. Brgy Lucap in Alaminos, Pangasinan has a great potential for CBT as perceived by the respondents.
3. The CBT is accepted by the community residents-respondents, and they are prepared for the CBT implementation.
4. Relationship exists between assessment of the community as to acceptability and preparedness and the potentials of CBT as to community organization, resources, management, and learning and development. The higher is the perceived potential for CBT, the higher that the community residents-respondents will accept and be ready for the CBT implementation.
5. The proposed tourism development plan can be used as input to the tourism development in Alaminos Pangasinan.

Recommendations

Based on the conclusions, the following recommendations are offered:

1. The proposed tourism development plan may be studied extensively and presented to the local government and other government agencies for policy study and granting of possible assistance to the community in the venture in CBT.
2. The community may be trained to look into the potentials they could offer as a tourism package and activities may be prepared to make Hundred Islands tourism a pleasurable and pleasant experience to achieve its economic benefits.
3. The community may be given training on management to determine the kind of participation and cooperation of the residents in the CBT development and participation of people in the tourism venture.

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