



# **TOURISM ACTIVITIES AND TOURISM MANAGEMENT PRACTICES AMONG SELECTED TOURIST ATTRACTIONS IN GUIUAN, EASTERN SAMAR**

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## **INTRODUCTION**

The role of tourism management is to develop effective strategic plan in order to guarantee a possible growth of a destination, without having a negative impact on the resources, either natural or civilian of the destination itself. Tourist spots follow a life-cycle (evolution cycle) based on a price factor (a greater attractiveness of an area

means a greater willingness to pay of the tourists) and a trend factor (related to the fame of the area and to the evolution of tourists' tastes and habits). These factors mark the tourism in the contents and in the methods of production and consumption, related to the concepts of supply and demand, two dimensions that must be always connected with the principles of growth, accessibility and sustainability. (Andreis and Carioni, 2019).

The tourism management deals with the promotion and the relaunching of a territory (destination); it should optimize the use of natural and financial resources available in order to develop the cultural or environmental peculiarities forming the tourism destination attractiveness. Attractiveness has long been considered fundamental for both understanding and improving tourism destination competitiveness and it is often defined with reference to the features or attributes of a specific destination, i.e. those attributes of a tourism destination which, with their specific features, attract or motivate tourists to visit (Mikulic et. al, 2015).

Each destination has a life-cycle, from the discovery to the necessity of relaunching. Therefore, a strategic plan must be done by the tourism management in order to offer new attraction and services to tourists in order to prevent the decline of a destination itself (Thirumaran and Raghav, 2017). Hence, a strategic plan for a tourism destination shall, however, be balanced between the motivations of the tourist and the characteristic of the sites.

The environmental debate in tourism recognizes the (negative) impacts of the travel and tourism industry on the environment. Therefore, many environmental projects that



minimize those impacts have been developed and marketed under the name of sustainability, ecotourism and other green brands and trademarks. Consideration of overall environmental quality includes not only control over the environmental impacts of the travel and tourism industry, but also minimizes all kinds of environmental problems and includes investments in environmental protection and reinstatement of already degraded environment.

By this means, the researchers sought to determine the different tourism management practices in selected tourist spots found in Guiuan, a renowned place for beautiful and breathtaking tourist spots. It is said that tourist spots are different beautiful places that are visited by different group of people or individuals with different purposes. Thus, this research primary aimed to identify the different tourism activities offered in the selected tourist attractions, and focus the different tourism management that are being practiced by the selected tourist attractions which helps maintain their business in the long run, and also to know if there is significant relationship between the tourism activities and its management practices.

## Objectives of the Study

This study sought to determine the relationship between tourism activities and tourism management practices of the selected tourist attractions in Guiuan, for the school year 2022-2023.

Specifically, this study strived to answer the following objectives:

1. To identify the tourism activities offered in the tourist attractions in Guiuan, Eastern Samar.
2. To identify the tourism management practices of the selected tourist attractions along with:
  - 2.1. environmental safety and risk management;
  - 2.2. culture and human rights practices; and
  - 2.3. continuous improvement.
3. To determine the significant relationship between the tourism activities and the management practices.

## LITERATURE REVIEW

People travel for a variety of reasons: to escape, explore, understand, and participate. But at the core of the experience lies the destination — the place that hands something to the traveler to keep forever and share with others. This toolkit helps destinations put in place strategies and programs that will best tell their unique story and become an inviting host for visitors no matter the purpose of their journey. Destination management organizations (DMO)



are often the only advocates for a holistic tourism industry in a place; and in this role they ensure the mitigation of tourism's negative impacts to the environment and local communities as well as the sharing of opportunities for a vibrant exchange of people. In fact, a DMO may best serve to facilitate dialogue among the private sector, public sector, and other stakeholders that may otherwise never collaborate or understand how their decisions reverberate down a destination's long tourism value chain. (Stange and Brown, 2007)

Tourism destinations can be regarded as strategic business units, which are, at least in the case of community orientation, characterized by numerous formally autonomous service providers. Brunetti (2001) and Tamma (2001) define tourism destination as a supply system correlated with a specific area. The tourist destination is a complex system consisting of a variety of organizations that offer tourist products and services (accommodation, food, transport, attractions, etc.), natural and anthropic resources, as well as other units providing tourists support services (Bratucu, 2014). According to the theory of systems, the destination can be seen as a system where the various component subsystems are interconnected through material flows/exchanges, information flows, and energy flows. The goal is a system, a network of connections, and its leading role is particularly important. Destination management has an essential role in its development, given that in a constantly changing competitive environment, destinations must provide value for tourists.

According to the article entitled, "Destination Management: How Tourism Adds Value to Your Destination" by Revfine (2021), tourism can be extremely beneficial for an area or destination, bringing more money into the local economy, helping to attract investment from businesses and allowing existing businesses in the area to thrive. It can help to enrich and revitalize villages, towns, cities, resorts, regions and countries. With that being said, tourism can potentially bring downsides too, such as damage to landscapes, extra pollution, more use of resources and traffic congestion. Tourism management is, therefore, essential, weighing up pros and cons, looking out for businesses and local residents, protecting the environment and balancing supply and demand. Put simply, destination management involves taking the necessary steps to ensure tourism adds value to a destination.

In the current concept, Jucan, (2015) states that the organization, which meets the requirements of the development of a tourist destination, is the Destination Management Organization (DMO). The Destination Management Organization is a public or private organization that can operate at different administrative levels and aims at planning, realization, and implementing the tourism development policy of the destination, coordinated management of the tourism destination's components, and marketing policy implementation (ANT, 2017).

To track the development and the activities of the destination management organizations, the World Tourism Organization (UNTWO) initiated a comprehensive study of these



organizations (UNWTO, 2015). UNWTO has defined DMOs as: “coordinated management of all the elements that make up a destination (attractions, access, marketing, human resources, image, and pricing). It takes a strategic approach to link up very separate entities for the better management of a destination” (Harsh, 2017).

Meanwhile, Reali (2022) states that destination management plays a vital role in helping organizations in the travel and tourism industry achieve their goals. It can unlock many benefits, such as delighting the travelers so they return to the destination, increasing revenue, and building a sustainable plan for the future. Destination management is a comprehensive process that includes the management of different aspects of the destination. This includes local resources, accommodation, amenities, events & activities, environmental concerns, marketing efforts, transportation and tourist attractions. Destination management can also include local businesses and leverage local knowledge to help create immersive experiences and attract even more travelers to visit the destination. Every destination management system (DMS) is unique. Some may focus on local resources and accommodation, while others can focus on tourist attractions, events, and activities.

Management practices in different destination is vital for several reasons as it benefits the entire area defined as a ‘destination’. Many people only see the benefit of tourists bringing more money to the destination. However, this is only one side-benefit of a well-planned and executed destination management strategy. Destination management can help attract sponsors and investors. This financial injection can help local businesses to grow and thrive. Thanks to this cash, the villages and towns in the area can be revitalized. The surplus of money can help revitalize the economy of an entire region or even an entire country. Since destination management adds value to a destination, we are talking about a long-term effect. It simply means the destination and country it’s in will continue to reap these benefits in the foreseeable future. (Reali, 2022)

Management in destinations can play a vital role in helping to unlock the many benefits that are associated with tourism, while also ensuring that your destination delivers something unique for travelers. It is a coordinated process, where almost all aspects of a destination are managed, including marketing efforts, local resources, accommodation, activities, events, environmental concerns, tourist attractions and transportation. Destination management is a coordinated process, where almost all aspects of a destination are managed, including marketing efforts, local resources, accommodation, activities, events, environmental concerns, tourist attractions and transportation (Revfine, 2021).

## **Theoretical Framework**



This study is anchored in the Theory of Planning and Management. This explains that planning ensures that opportunities are available for tourists to gain an enjoyable and satisfying experience and at the same time to provide a means for improving the way of life for residents of destination areas. It helps to shape and control physical patterns of development, conserve scarce resources, provide a framework for active promotion and marketing of destinations and can be a mechanism, to integrate tourists into other sectors (Matthieson and Wall, 1982).

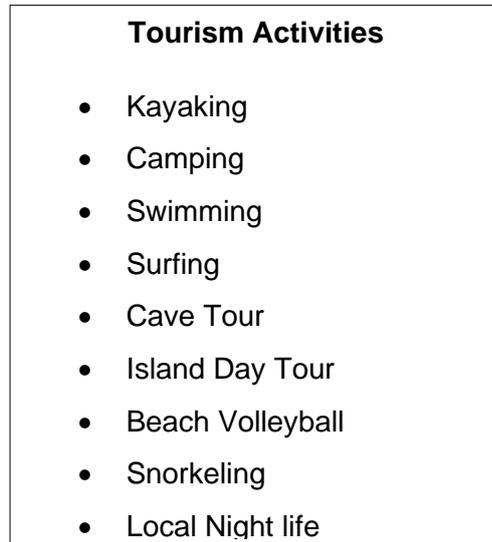
According to Stynes and Halloran (1987), this theory entails that tourism plan is significantly affected by many factors in the broader environment. Indeed, one of the complexities of tourism planning is the number of variables that are outside of the control of an individual tourism business or community. These include such things as tourism offerings and prices at competing destinations, federal and state policy and legislation, currency exchange rates, the state of the economy, and weather.

In this theory, local populations also must be significantly affected by tourism activity, and they are an important source of support in getting tourism plans implemented (Stynes, 1987). Tourism planning is the process of drawing a plan to give direction for development in tourism or anticipating the problems. It is important to involve tourism stakeholders in decision making such as LRHs, private sectors, and officers of local administration.

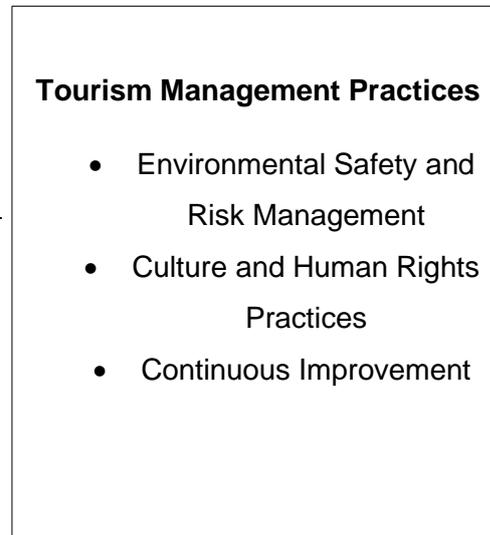
### **Conceptual Framework**

In this study, the researchers investigated the tourism management practices and activities offered on selected tourist attractions in Guiuan, Eastern Samar. Figure 1. Conceptual Framework of the Study. The first box shows tourism activities offered by the selected tourist attractions such as kayaking, camping, swimming, surfing, cave tour, island day tour, beach volleyball, snorkeling, and local night life. These variables correlated to the dependent variables contain in the second box which is tourism management practices variables in terms of environmental safety and risk management, culture and human rights practices, and continuous improvement.

### Independent Variables



### Dependent Variables



*Figure 1. Conceptual Framework of the Study.*

### Research Hypothesis

The study was guided by the following hypothesis:

1. There is no significant relationship between the tourism activities that the selected tourist attractions offered and the management practices being practiced on the selected tourist attractions.

### METHODOLOGY

#### Research Design

This study utilized the descriptive-correlational research design. Descriptive is a type of research design that aims to obtain information to systematically describe a phenomenon, situation, or population (McCombes, 2022). On the other hand, correlational research design, seeks to establish association between two or more variables (Tan, 2014).

In the same manner, the study is correlational, since it determines whether there is a significant relationship between the tourism activities that the selected tourist attractions offered, and the management practices being practiced on the selected tourist attractions.

#### Research Locale

The study was conducted in the municipality of Guiuan, Eastern Samar. It primarily focuses on the tourism management practices of the selected tourist attractions that are visited



in the coastal areas specifically around Sulangan, Ngolos, and Sapao consisting of different attractions

## **Respondents of the Study**

The respondents of the study are the tourist attractions owners/managers/caretakers who were selected through purposive sampling process. A purposive sampling was used in this study, which means that the researchers purposively pre-identify the specific site or select tourist attractions located in Guiuan where the study was conducted.

## **Research Instrument**

The researchers adapted a survey questionnaire from authors Villarias and Estores (2021) which served as a medium in gathering the necessary data that determine the tourism management practices applied in selected tourist attractions of Guiuan, Eastern Samar. The researchers slightly modified the survey questionnaire to suit to the current study. The survey questionnaire consisted of two parts. The first part pertains to the tourism activities offered, and the second part pertains to the Management Practices considering, the environmental safety and risk management, culture and human rights, and continuous improvement.

## **Data Gathering Procedure**

The researchers made use of the modified survey questionnaire in preparing for the data gathering of the responses. Then, the researchers asked permission through a letter to the Dean of the College of Hospitality Management for the conduct of the study duly signed by the research adviser and the researchers. The researchers also secured a letter of permission to the random respondents for their voluntary conduct of the study.

The instrument was administered personally by the researchers to the respondents to ensure 100% retrieval and explain to them how on some items which are unclear to them. The researchers ensured that the responses of the respondents are strictly held confidential.

## **Measurement of Variables**

To facilitate the computation of data, the following scales were used and its corresponding interpretation. For the tourism management practices, the researchers adopted the 4 point – Likert – Type Scale. The Likert scale is a rating system used in questionnaires, that is designed to measure people’s attitudes, opinions, or perceptions. Subjects choose from a range of possible responses to a specific question or statement; responses typically include “always,” “sometimes,” “rarely,” “never.” (Cornell, 2022).

## **Data Analysis**



The data that were obtained from the survey questionnaire were consolidated, organized, and tallied using the Microsoft excel. Frequency counts, percentage, and mean was used in analyzing the descriptive part of the study. On the other hand, Pearson's correlation was utilized in the analyzes of the inferential part using 0.05 level of significance.

Specifically, the researcher used the following statistical techniques:

To facilitate the accurate scoring and interpretation of findings, the following scales for interpretation was used by the researchers:

Scale	Mean Range	Description	Interpretation
4	3.26 - 4.00	Always	Highly Practiced
3	2.51 – 3.25	Sometimes	Practiced
2	1.76 – 2.50	Rarely	Sometimes Practiced
1	1.00 – 1.75	Never	Not Practiced

## RESULTS AND DISCUSSION

This chapter presents the results, discussion, and the personal insights that the researchers have gathered through the process of conducting investigation of the study on tourism activities offered and its management practices of selected tourist attractions in Guiuan, Eastern Samar.

**Tourism Activities of Tourist Attractions in Guiuan.** Table 1 shows the result of the different activities offered by selected tourist attractions in Guiuan, Eastern Samar.

**Table 1**

*Tourism Activities Offered by Selected Tourist Attractions in Guiuan, Eastern Samar*

Tourism Activities Offered	Frequency	Percentage
Kayaking	7	23%
Camping	17	57%
Swimming	30	100%
Surfing	1	3%
Cave Tour	2	7%
Island Day Tour	1	3%
Beach Volleyball	18	60%
Snorkeling	6	20%
Local Night Life	16	53%

*N= 30*



In Table 1, it shows that the highest percentage is 100%. It reveals that majority of the selected tourist attractions in Guiuan offered swimming, followed by beach volleyball with a total of 18 or 60%. A frequency of 17 or 57% offered camping, then followed by local night life with a total frequency of 16 or 53%; 7 or 23% offered kayaking, and 6 or 20% offered snorkeling. Lastly, a frequency of 2 or 7% offered Cave Tour. However, 3% (Surfing) and 3% (Island Day Tour) both has the lowest percentage. It shows that 1 out of 30 tourist attractions in Guiuan offer surfing and another 1 out of 30 tourist attractions offer Island Day Tour.

This implies that most of the tourist attractions in Guiuan offers a swimming activity since the municipality is a swimming destination site due to its numerous magnificent white sand beaches.

**Tourism Management Practices of Tourists Attractions in Guiuan, Eastern Samar.** The data in the following tables presents the tourism management practices in terms of Environmental Safety and Risk Management, Culture and Human Rights, and Continuous Improvement.

**Table 2.0**

*Tourism Management Practices of Tourists Attractions in Guiuan, Eastern Samar in terms of Environmental Safety & Risk Management*

<b>Items</b>	<b>Mean</b>	<b>Interpretation</b>
Involvement of stakeholders in managing negative and positive social impacts (Social change, interaction, economic growth, preservation of natural resources and heritage, restrictions on tourist capacity etc.).	3.70	Highly Practiced
Involvement of stakeholders in managing environmental impacts (Environmental preservation, waste problems, destruction of ecosystem etc.).	3.70	Highly Practiced
Consistent reviewing and updating of risk management system.	3.67	Highly Practiced
Proper trainings and orientation procedures in case of emergencies (presence of adequate lifeguards, first aid kit, rescue personnel in response to emergencies, emergency plan for risk and hazards etc.).	3.50	Highly Practiced
<b>Overall Mean</b>	<b>3.64</b>	<b>Highly Practiced</b>



*Legend:*

3.26 – 4.00	<i>Highly Practiced</i>
2.51 – 3.25	<i>Practiced</i>
1.76 - 2.50	<i>Slightly Practiced</i>
1.00 – 1.75	<i>Not Practiced</i>

As reflected in Table 2.0, the item “Involvement of stakeholders in managing negative and positive social impacts (Social change, interaction, economic growth, preservation of natural resources and heritage, restrictions on tourist capacity etc.),” and “Involvement of stakeholders in managing environmental impacts (Environmental preservation, waste problems, destruction of ecosystem etc.)” got the highest mean value of 3.70 and interpreted as “Highly Practiced”. While the item “Proper trainings and orientation procedures in case of emergencies (presence of adequate lifeguards, first aid kit, rescue personnel in response to emergencies, emergency plan for risk and hazards etc.),” got the lowest mean value of 3.50 but also interpreted as “Highly Practiced”.

The overall mean value for the environmental safety and risk management practices is 3.64 and interpreted as “Highly Practiced”. This implies that the tourism industry in Guiuan has a high level of environmental safety and risk management. Thus, the tourists can say that they will be safe enough in visiting any tourist attraction in Guiuan. This in connection with the study of (Getz & Page, 2016) as cited by Hamm and Su (2021), they stated that any travel experience must be enjoyable in order to feel safe and secure. Every type of tourist industry business, including tour operators, hotels, attractions, and festivals, are concerned with risk management to lower the possibility of loss. Event tourism is a sub-field at the intersection of tourism and its expansion on a national and worldwide scale has had a significant impact on the promotion and growth of tourism for a place.

**Table 2.1**

*Tourism Management Practices of Tourists Attractions in Guiuan, Eastern Samar in terms of Culture and Human Rights Practices*

<b>Items</b>	<b>Mean</b>	<b>Interpretation</b>
No use of forced, compulsory, or child labor.	3.87	Highly Practiced
Due compensation to all employees, and satisfactory working conditions.	3.70	Highly Practiced
Constructive dialogue with the employees on matters of mutual concern.	3.60	Highly Practiced



Strict implementation of policies and practices to eliminate harassment and unfair discrimination.	3.90	Highly Practiced
Proper training and guidance of employees on cultural issues and human rights.	3.43	Highly Practiced
Due compensation to the host community for resettlement.	3.50	Highly Practiced
Respect the culture of the community.	4.00	Highly Practiced
<b>Overall Mean</b>	<b>3.71</b>	<b>Highly Practiced</b>

*Legend:*

3.26 – 4.00	<i>Highly Practiced</i>
2.51 – 3.25	<i>Practiced</i>
1.76 - 2.50	<i>Slightly Practiced</i>
1.00 – 1.75	<i>Not Practiced</i>

Table 2.1 shows the result about the culture and human rights. The item “Respect the culture of the community” got the highest mean score of 4.00 which is interpreted as “Highly Practiced”. Whereas the item “Proper training and guidance of employees on cultural issues and human rights” got the lowest mean score of 3.43 also interpreted as “Highly Practiced”.

The overall mean rating was 3.71 which means “Highly Practiced”. Thus, it is evident from the findings that the tourism industry of Guiuan gives value and importance on the culture and human rights practices that aims to promote a safety environment of the tourism destinations of the said locality. In connection with this, the first concern in relation to the effects of tourism on human rights has to do with the ideological component of the social and professional discourse on tourism. Then, the apparent natural characteristic of the phenomenon or the presumption that the tourist practice would result from a simple individual decision, from the simple encounter between the availability of natural and cultural resources and a willingness to visit and enjoy them on the side of those who leave, hides the socially and historically contextualized dimension of the phenomenon, the social, economic, political, and cultural nature of the practice (Ferraz, 2012).

**Table 2.2**

*Tourism Management Practices of Tourists Attractions in Guiuan, Eastern Samar in terms of Management Practices in terms of Continuous Improvement*



Items	Mean	Interpretation
Perpetual improvement in some aspects that may give significant impact on the health and safety of employees, visitors and in the community.	3.93	Highly Practiced
Take actions in preventing possible injuries and diseases of the employees and visitors.	3.90	Highly Practiced
Provide health and safety trainings to all employees and conduct orientation to guests before the activity will carry on.	3.73	Highly Practiced
Continuous management drive thru environmental management system (Improve environmental performance, minimize, and control waste, prevent pollution, plan, and comply applicable regulations, create policy for responsible disposable).	3.93	Highly Practiced
Regular monitoring and assessment of social and environmental impacts.	3.73	Highly Practiced
Presence of environmental certifications.	3.00	Practiced
<b>Overall Mean</b>	<b>3.70</b>	<b>Highly Practiced</b>

*Legend:*

3.26 – 4.00	<i>Highly Practiced</i>
2.51 – 3.25	<i>Practiced</i>
1.76 - 2.50	<i>Slightly Practiced</i>
1.00 – 1.75	<i>Not Practiced</i>

As shown in the table 2.2, item 1 and 4 which state “Perpetual improvement in some aspects that may give significant impact on the health and safety of employees, visitors and in the community” and Continuous management drive thru environmental management system (Improve environmental performance, minimize, and control waste, prevent pollution, plan, and comply applicable regulations, create policy for responsible disposable) got the highest mean of 3.93, both items are interpreted as “Highly Practiced” while item 6 “Presence of environmental certifications”, got the lowest mean of 3.00 and interpreted as “Practiced”.

Based on the data given above, the overall mean of the variable is 3.70 with an interpretation of “Highly Practiced”. Hence, the tourism industry of Guiuan highly practiced continuous improvement to attract and entice more tourists which is a big contribution in strengthening the economic stability of the municipality. However, tourists’ attractions in the



municipality has to look upon in obtaining an environmental certification as a component for their continuous improvement. As explained by Cardona et.al., (2019), the tourism sector should be in the process of continuous improvement, gearing towards excellence and constant innovation to meet the evolution of the demands of new services for tourist and visitors.

**Pearson’s Correlation between Tourism Activities Offered and Management Practices of Tourism Attractions in Guiuan, Eastern Samar**

This study is also aiming of determining is there is a significant relationship between the different tourism activities offered by tourism attractions in Guiuan, Eastern Samar. Table 3 presents the findings of determining the correlated variables.

*Table 3 Pearson’s Correlation between Tourism Activities Offered and Management Practices of Tourism Attractions in Guiuan, Eastern Samar*

<i>Variable 1</i>	<i>Variable 2</i>	<i>r</i>	<i>Interpretation</i>	<i>p</i>	<i>Interpretation</i>
	<b>Management Practices</b>				
	Environmental Safety & Risk Management	0.74	High Correlation	.022	Significant
Tourism Activities	Culture and Human Rights	0.45	Low Correlation	.675	Not Significant
	Continuous Improvement	-0.37	Low Correlation	.010	Significant

*Note: N=30, r = Pearson Correlation \*p <.05*

As indicated in table 3, The correlation coefficient between tourism activities and Environmental Safety & Risk Management which is 0.74 which is interpreted as high correlation and a p-value of .022 which is interpreted as significant. Considering that the p-value is smaller than the correlation coefficient, thus, there is a significant relationship between the two variables. Also, the correlation coefficient between tourism activities and culture and human rights is .0.45 and there is a low correlation as the interpretation, having the p-value of .675 and interpreted as not significant. Thus, there is no significant relationship between the two variables since the p-value is greater than the correlation coefficient. Finally, the resulting



coefficient between tourism activities and continuous improvement is -0.37 which is interpreted as low correlation and has the p-value of .010 which is interpreted as significant. Therefore, there is significant relation between tourism activities and continuous improvement of the tourist attractions of Guiuan.

It is further implied from the findings, that environmental safety and risk should be considered in the different tourism activities offered by the tourism attractions in Guiuan. Also, for continuous improvement as a factor that could induce more travelers to come and visit the municipality to spend their vacation.

## CONCLUSIONS

The following conclusions were found in this study:

1. Among the different tourism activities, swimming is the most common activity offered to tourists followed by beach volleyball, camping, local night life, kayaking, snorkeling, cave tour, surfing and Island Day tour.
2. Environmental safety and risk management practices is highly practiced by tourism destination owners that indicates that risk and environmental management is excellently practiced. In this case, visitors are assured that they would feel secure enough to visit any tourist destination in Guiuan. Furthermore, cultural, and human rights practices is highly observed. It is clear to note that tourism destination owners place value and emphasis on the cultural and human rights practices, which strive to build a safe environment for the tourist destinations of the aforementioned location. Also, they place a high value on constant improvement to draw in more visitors, which significantly contributes to the municipality's ability to maintain its economic stability.
3. Based on the findings of the study, environmental safety and risk management as well as continuous improvement were found to be significant to the different activities. Therefore, the null hypothesis is rejected. Whilst, culture and human rights were found to be not significant to the different activities. Thus, the null hypothesis is not rejected.

## Recommendations

The following recommendations can significantly contribute to the following individuals:

1. Tourist Attractions Manager/Owner/Caretakers may train and orient employees on what to do in case of emergencies, and guide them on cultural issues and human rights. Most importantly, they should improve their attractions, services, and follow management systems and standards to be able to prioritize a process of quality improvement by seeking accreditation of excellence.



2. There is a need for tourism destination owners to orient its tourists about environmental safety and risk management to ensure their safety and security while performing the activities.
3. Tourism destination owners may continue improving the place to induce more travelers to come and visit the municipality where they could spend their vacation.
4. Similar research might be conducted to include customers as respondents to validate the findings of the current study. Also, other variables to measure management practices maybe consider.

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