

What You See is What You Get: Sustainable Tourism Practices and Behavioral Intention in Ecotourism of Bongabon, Nueva Ecija, Philippines

Donelyne Dela Cruz¹, Desirie Cabiles¹, Leah Cerissa Velasco¹, Glenn Hyde Dela Cruz¹

¹PHINMA Araullo University- San Jose

DOI : <https://dx.doi.org/10.47772/IJRISS.2024.8080100>

Received: 10 July 2024; Revised: 23 July; Accepted: 27 July 2024; Published: 2 September 2024

ABSTRACT

The study aimed to assess the sustainable tourism practices and behavioral intention among tourists in Camp Paraiso Hotel and Resort in Bongabon, Nueva Ecija. This study used the three dimensions of sustainable development by the Food and Agriculture Organization (2023) such as economic aspect, social aspect and environmental aspect. The behavioral intention variable was patterned after the study of Borbon et. al 2022 entitled "Tourist Behavioral Intention in Visiting Tourist Attraction in Batangas Province" which includes willingness to pay more, intention to recommend, revisit intention and loyalty. The researchers employed convenience sampling, involving 80 respondents who were tourists at Camp Paraiso in Bongabon, Nueva Ecija. The study utilized Likert-scale questionnaires and applied statistical treatments such as ranking, frequency and percentage analysis, weighted mean calculation, t-tests, and Pearson-R correlation for data analysis. This study adopted a quantitative descriptive correlational research approach. The majority of the respondents were male, and most tourists were from within Nueva Ecija, with many visiting Camp Paraiso only once or twice. The findings indicate that tourists strongly agree the sustainable practices at Camp Paraiso, suggesting high adherence to sustainability which include economic aspect (3.51), social aspect (3.52) and environmental aspect (3.55). While the study found areas for improvement in sustainable practices and overall sustainable tourism development, enhancing indicators that received strong agreement from tourists is recommended. Analysis of demographic profiles revealed no significant differences in perceptions of sustainability aspects (economic, social, environmental) based on sex. Similarly, there were no significant differences between types of tourists concerning economic aspect and environmental aspects, but there was a notable difference in the social aspect. Age and frequency of visits did not significantly correlate with tourists' assessment of sustainable practices. Overall, the study concluded a significant relationship between Camp Paraiso's sustainable practices in terms of economic, social and environmental (r value = 0.00001), and tourists' behavioral intentions. The researchers proposed an action plan to enhance sustainable tourism practices specifically at Camp Paraiso.

Keywords: Sustainable Tourism Practices, Ecotourism, Behavioral Intention

INTRODUCTION

Tourism stands out as one of the fastest-growing industries globally, contributing over 10% to the global Gross Domestic Product (GDP). The number of international tourists has soared from 25 million in 1950 to 166 million in 1970, and by 2018, it reached a staggering 1.442 billion, projected to rise to 1.8 billion by 2030. Alongside this growth, the World Tourism Organization (2017) has observed an increase in environmental pollution linked to tourism activities across various regions.

Arifin et al. (2019) define tourism growth as the influx and duration of tourist visits over time, measured by arrivals, tourism receipts, and the duration of travel stays. Hotels, identified by Lawson (2018), emerge as major resource consumers contributing significantly to waste accumulation. Aydin and Alvarez (2020) expand on sustainability in cultural tourist destinations, noting that tourists perceive sustainability holistically,

encompassing economic, environmental, and socio-cultural factors. Their study underscores tourists' preference for sustainability attributes that enhance their overall travel experiences. Baloch et al. (2022) emphasize environmental sustainability as a forward-looking commitment to preserve natural resources and safeguard social and cultural heritage, promoting both environmental health and economic prosperity. In the context of Nueva Ecija, Khalil & De Jesus (2023) highlight the province's innovative branding strategy with the tagline "Nueva Ecija, Never Ending," emphasizing endless tourism opportunities and attractions. Bongabon, a second-class municipality in Nueva Ecija, boasts a population of 66,839 across 28 barangays, governed by Mayor Ricardo Padilla.

Known as the onion capital of the Philippines, Bongabon also attracts tourists with its natural beauty and picturesque landscapes, as reported by the Philippine Census (2020) by the Philippine Statistics Authority. Farm tourism thrives here, offering educational and recreational activities that stimulate local economies and community development. The Camp Paraiso located approximately 2.9 kilometers from Bongabon, Nueva Ecija, operates the eco-stay Camp Paraiso Hotel & Resort. It features three artificial infinity pools fed by fresh, cold water originating from Aurora's mountains. The resort offers a variety of activities such as hiking, swimming, camping, glamping, picnicking, yoga, stargazing, woodland bathing, waterfall exploration, river trekking, and bonfire gatherings. Thrill-seekers can explore the pristine forests of Mt. Labi, while those seeking relaxation can enjoy the resort's Bali-inspired amenities and indulge in local specialties like sisig, boodle fights, and samgyeopsal evenings, known for their affordability and deliciousness.

The study aimed to assess the sustainable practices of Camp Paraiso in Bongabon, Nueva Ecija towards tourist behavioral intention as well as to understand tourist's perspectives on the sustainable practices in terms of how the tourist destination operate and implement the three dimensions of sustainable development of Food and Agriculture Organization 2023. Moreover, the output of this study is to provide an action plan to be used by the Camp Paraiso in Bongabon, Nueva Ecija and Local Government Unit to improve the practices of sustainability. In addition, this study will fill the gap between the relationship of sustainable practices of Camp Paraiso in Bongabon, Nueva Ecija and the behavioral intention of the tourists. Moreover, the output of this study will be used as a basis for an action plan on the sustainable tourism development of Camp Paraiso in Bongabon, Nueva Ecija.

Sustainable tourism addresses the economic, social, and environmental implications of tourism by aligning with the ecological and community needs. It involves safeguarding natural habitats and wildlife during tourism development, offering authentic cultural experiences without appropriating local heritage, and ensuring local communities benefit directly through training and employment opportunities. Understanding tourists' motivations and the sustainable practices of tourist destinations is key to enhancing and sustaining tourism growth. Efficient resource management, such as water and electricity use, environmental conservation efforts, and ensuring visitor safety and well-being, are essential sustainable practices. Research indicates that tourists recognize and value environmental protection initiatives at destinations, influencing their perceptions of environmental friendliness and the overall appeal of the destination (Bilynets et al., 2021). However, existing studies have not explored the direct relationship between tourists' behavioral intentions and the sustainable practices specifically at Camp Paraiso in Bongabon, Nueva Ecija. This gap in knowledge prompted researchers to investigate how sustainable practices influence tourists' behavioral intentions, providing a foundation for sustainable tourism development.

This study aims to comprehensively evaluate the sustainable practices and behavioral intentions of tourists at Camp Paraiso in Bongabon, Nueva Ecija, providing essential insights and credible findings. It seeks to educate tourists about Camp Paraiso's sustainable practices while assisting the destination's owners in understanding effective management strategies for sustainable tourism operations and enhancing visitor satisfaction. Furthermore, this research will serve as a valuable resource for future owners of tourist destinations or hotels and resorts, offering benchmarks for sustainability standards, service quality, and natural resource management. It will also benefit future researchers by serving as a foundational guide on sustainable practices and tourist behavioral intentions related to Camp Paraiso in Bongabon, Nueva Ecija, facilitating further studies in this field. Lastly, this study underscores the importance of sustainable practices for local government units (LGUs), highlighting the economic, environmental, and social benefits. By enhancing public awareness and

understanding, the LGUs can proactively monitor and reactively manage sustainable practices at tourist destinations, promoting responsible tourism development.

Sustainable Practices of Tourist Destinations

The Food and Agriculture Organization (FAO) (2023) defines sustainable development as the management and preservation of the natural resource base, coupled with guiding technical and institutional changes to ensure that the needs of present and future generations are met, thereby safeguarding the Earth. FAO identifies three dimensions of sustainable development: economic, social, and environmental aspects. According to Lawson (2018), hotels are significant consumers of resources and contribute substantially to waste accumulation. Conversely, Chan et al. (2019) propose that smart destinations can achieve sustainable growth through research that explores how tourists perceive innovative tourist attractions and the characteristics of smart cities.

Perna et al. (2018) concluded that due to its complexity and broad applicability, research in management disciplines often focuses on models for managing and governing destinations. One approach emphasizes competitiveness as a value aspect, comparing the competitiveness of a destination with others, while another approach views destination competitiveness as multidimensional, developing models that encompass these various components. Goffi et al. (2019) argue for adopting alternative approaches to ensure a comprehensive understanding of sustainability, advocating for empirical studies and models that demonstrate the illusion of competitiveness without sustainability. Lisse (2018) expands on the concept of sustainable tourism, defining it as traveling as a tourist while striving to have a positive impact on the environment, economic growth, society, and the environment. Similarly, Kularatne et al. (2019) emphasize that customer behavior plays a crucial role in motivating hotels to implement sustainable practices. Artal-Tur et al. (2018) stress that the sustainability of a destination hinges on the effective management of cultural assets and activities.

According to Nugraheni et al. (2019), achieving the goals of sustainable tourism models requires social sustainability within the tourism industry, encompassing how tourism societies, communities, people, and governments coexist, respecting both the physical boundaries of tourism destinations and the planet as a whole. Many scholars consider destination sustainability pivotal in determining a destination's competitiveness for tourists, highlighting its economic, social, and environmental dimensions. Mason (2019) underscores that sustainability includes the functioning of natural systems, biodiversity preservation, and ensuring the ecosystem's balance for present and future generations, encapsulated by the three pillars of sustainability: economic development, social development, and environmental protection.

1. **Economic Aspect:** Asi's study (2019) found that consumers increasingly favor accommodations committed to environmental protection and reducing negative environmental impacts. In response, the hotel industry has focused on managing operational costs by adopting sustainable practices, including reducing water and energy consumption, which also serves as a motivation. Additionally, Mason (2019) defines economic growth as meeting people's needs without compromising their quality of life and reducing the financial burden of ethical practices.
2. **Social Aspect:** According to Nicolae et al. (2019), society must identify potential methods to enhance environmental quality through more intricate social-ecological processes. Mason (2019) further concluded that social development involves safeguarding human health from pollution and hazardous activities of businesses and organizations, while ensuring access to vital natural resources without compromising quality of life. Moreover, Mason (2019) emphasizes that in the social dimension, managers should prioritize service quality, guest experiences, fostering a harmonious relationship between guests and nature, and ensuring a welcoming atmosphere, all of which distinguish a tourist-oriented hotel. These aspects align with the social practices outlined in the guest dimension by Modica et al. (2020).
3. **Environmental Aspect:** Nicolae et al. (2019) proposed that environmental education plays a pivotal role in fostering sustainable tourism development. Additionally, Mendoza (2022) concluded that sustainable management practices on farms contribute to watershed protection, conservation of ecosystems, and improvement of soil health and water quality. Conversely, unsustainable practices have detrimental effects on both human well-being and the environment, as highlighted by Halder et al. (2020) who

emphasized that environmentally-sustainable behavior is crucial for promoting environmental sustainability. Furthermore, Mason (2019) underscored the importance of environmental protection, advocating for the study and preservation of ecosystems alongside the role of technology in advancing a greener future.

Behavioral Intention on Tourist Destination's Sustainability

1. **Revisit Intention:** Mele et al. (2020) identified revisit intention as a sub-variable of behavioral intention, emphasizing a direct and positive correlation between sustainable practices and the perceived green image, influencing tourist behavior towards revisiting destinations. Similarly, Sotero and Luisa (2022) concluded that factors influencing revisit intention are closely linked with destination attributes and tourism sustainability dimensions. This suggests that tourists who highly value destination attributes also show a strong inclination towards factors influencing revisit intention and promoting tourism sustainability. Further supporting this perspective, Santos-Roldán et al. (2020) examined tourists' intention to revisit sustainable destinations, highlighting that satisfaction and motivation are closely tied to attitudes towards environmental respect and expectations for sustainable tourism development. Their findings underscored that stronger motivation to visit environmentally friendly destinations enhances the likelihood of revisitation. Moreover, Azam et al. (2019) concluded from their study in Malaysia that environmental awareness significantly influences the intention to return to green resorts. They found that greater environmental knowledge predicts a higher likelihood of tourists returning to environmentally sustainable destinations. Acampora et al. (2022) highlighted the importance of environmental communication and guest environmental awareness in influencing guests' perceptions of hotels' environmental efforts. Their research emphasized the relevance of these factors for hotel managers and decision-makers in enhancing guests' behavioral intentions towards environmentally friendly accommodations. Additionally, Sangpikul et al. (2018) discussed dimensions of destination loyalty, noting that tourists tend to revisit and stay longer at destinations that offer positive experiences and meet their expectations.
2. **Intention to Recommend:** Merli et al. (2019) found that visitors are inclined to revisit green hotels and share their positive experiences with others. Similarly, Sangpikul et al. (2018) outlined dimensions of destination loyalty, including spreading positive feedback about experiences, recommending the destination to others, investing in its development, and providing constructive suggestions for enhancement. According to Ghosh et al. (2018), sustainability emerges as the most robust predictor influencing behavior and word-of-mouth recommendations among people.
3. **Willingness to Pay More:** According to Arifin et al. (2019), tourism growth is characterized by the number of arrivals and the duration of their stays over time, encompassing factors such as tourist arrivals, tourism receipts, and travel duration. Aydin and Alvarez (2020) explored the tourists' perspective on sustainability in cultural tourist destinations, revealing that tourists perceive sustainability beyond conventional definitions, integrating economic, environmental, and socio-cultural factors. Their study underscored that sustainability aspects enhancing tourist experiences are highly valued by travelers, who prioritize sustainability attributes that enrich their visits. Additionally, Rocamora (2021) highlighted that many tourists are willing to integrate sustainable tourism practices into their travel plans, including sacrificing comforts for sustainable outcomes, paying extra for sustainable experiences, and avoiding destinations struggling with sustainability challenges. Conversely, Rivas and Rivero (2019) concluded in their study that while the theoretical concept of sustainability resonates with tourists, many are hesitant to pay more for sustainable tourism services. Their findings suggested a general lack of awareness among tourists about the implications of poor tourism management.
4. **Loyalty:** According to Merli et al. (2019), choosing to stay at green hotels can cultivate a specific loyalty toward sustainable accommodations. Their study also confirms a direct link between the implementation of green practices and increased awareness and loyalty among patrons of green hotels. In another study, Mohamed et al. (2020) found that the social and environmental dimensions positively influence guest satisfaction and loyalty, while the economic dimension and familiarity do not significantly impact guest loyalty, despite potentially enhancing guest satisfaction. Tourists increasingly prioritize destinations and businesses that demonstrate a commitment to environmental

conservation. Higher levels of environmental concern among tourists correlate with increased likelihood of repeat visits and loyalty to sustainable destinations. Additionally, Udurawana et al. (2018) explored tourists' loyalty behaviors, concluding that loyalty contributes positively to regional economies and social well-being. Sangpikul et al. (2018) identified dimensions of destination loyalty such as frequent return visits, establishing relationships with stakeholders, investing in destination development, and providing positive recommendations to enhance destinations. Furthermore, Santos et al. (2021) concluded that embracing sustainable tourism concepts and effectively managing destinations are crucial for the sustained success of tourism destinations. They highlighted that tourists' perceptions of a destination as sustainable significantly enhance their experiences, spending behavior, and loyalty.

METHODS

This chapter outlines the research approach, methods, and techniques utilized in this study. A quantitative descriptive correlational design was employed to assess the sustainable practices at Camp Paraiso in Bongabon, Nueva Ecija, and their impact on tourists' behavioral intentions. The study was conducted at Camp Paraiso, where survey questionnaires were distributed to tourists. The respondents included tourists aged 18 and above who had visited Camp Paraiso at least once, with an estimated 80 tourists per day according to gathered data.

The data collection instrument was a survey questionnaire, modeled after Mendoza's (2022) study on "Sustainable Practices and Challenges of Farm Destinations" and Borbon et al.'s (2022) study on "Tourist Behavioral Intention in Visiting Tourist Attractions in Batangas Province," adapted to fit the study's objectives and target respondents. An initial trial was conducted with 15 tourists not involved in the main study to test reliability, resulting in a Cronbach's alpha of 0.964, indicating excellent internal consistency.

Data collection involved sending a request letter to the general manager of Camp Paraiso, and the survey questionnaires were administered face-to-face along with a letter of consent from respondents. The collected data was then checked, analyzed, and interpreted using statistical tools such as ranks, frequency and percentage distribution, T-test, and Pearson R Correlation.

RESULTS AND DISCUSSION

This presents the data gathered from the study entitled "Sustainable Tourism Practices and Behavioral Intention in Ecotourism: The Case of Camp Paraiso in Bongabon, Nueva Ecija".

Socio-demographic profile of the respondents

This section presents the tables of results of the respondents socio- demographic profile according to their age, sex, type of tourist, and number of visits.

Table 1: Frequency and Percentage Distribution of the Socio Demographic Profile

Profile Variables	Frequency	Percentage
Sex		
Male	41.00	51.25%
Female	39	48.75%
Age		
18-20	18	22.50%
21-30	39	48.75%

31-40	15	18.75%
41-50	7	9%
51-60	0	0%
61 and above	1	1.25%
Type of Tourist		
Inside of Nueva Ecija (Local)	64	80%
Outside of Nueva Ecija (Domestic)	16	20%
Number of Visits		
1-2 times	66	82.50%
3-4 times	12	15%
5 times and above	2	2.50%

Table 1 shows the frequency and percentage distribution of the socio-demographic profile of the respondents. The results show that the majority of the tourist in Camp Paraiso in Bongabon, Nueva Ecija were in a group of male with a percentage of 51.25%, and female had the lowest result, with a percentage of 48.75%. Male tourists are more likely to be seen in Camp Paraiso whether on a solo tour or in a group, because they are more into long rides and tend to go out more to have fun and unwind in places just to have a drink. According to the Statista Research Department (2023) the larger number of passengers and users of tourism in the Philippines were men. This shows that a significant number of males travel for leisure and tourism. Conversely, a smaller number of users and passengers were female. Tourists who are female do not travel to Camp Paraiso in Bongabon, Nueva Ecija as much as male tourists do because not all females can drive up the hill and they tend to travel in a large group to lessen the nervousness on travelling far from their origin. According to Meng & Uysal (2008), it is an interesting observation that men placed 'Fun and Enjoyment in Life' as the most important value and reported higher importance on 'Sense of Accomplishment' than women in deciding on a destination. It seems that men tend to stress the sense of self-accomplishment or self-enhancement into their leisure or travel activity, as they also emphasize this notion when engaging in gambling.

In terms of the age of the respondents, the study shows that 22.50% or 18 respondents were 18-20 years old, 48.75% or 39 respondents were 21-30 years old, 18.75% or 15 respondents were 31-40 years old, 8.75% or 7 respondents were 41-50 years old, 1.25% or 1 respondent was 61 and above, and no one answered 51-60 years old.

Tourists between the ages of 21 to 30, tend to visit the tourist destination even though it is located on a mountain. The 21-30 age group often has the financial means to travel more and typically enjoys more free time, particularly during summer vacations. They generally have fewer responsibilities, such as employment and family obligations. According to Dulhamid et al. (2022), the primary motivational factor for tourists in the 21-30 age group, which had the highest participation in this study, is the desire to seek knowledge and innovation. No participants were in the 51-60 age group, and tourists aged 60 and above had the lowest participation. Older tourists, particularly those aged 61 and above, travel less frequently than younger ones due to the long travel hours required to reach Camp Paraiso. They are also less likely to participate in or enjoy long trips, daily tours, and visiting multiple destinations. According to Shirgaokar et al. (2020), many individuals aged 65 and above limit their travel due to aging and the presence of one or more medical conditions. However, the need to access essential social and non-emergency medical locations remains. Some older adults become dependent on family and friends or rely on for-profit or not-for-profit transportation services for their mobility needs, while others may avoid specific journeys altogether.

In terms of the type of tourist, the majority were local tourists from within Nueva Ecija, accounting for 80% of the respondents. In contrast, domestic tourists from outside Nueva Ecija represented only 20%. Local tourists were more prevalent due to the accessibility of Camp Paraiso and their familiarity with the location, as it is closer to their homes and offers a convenient destination to explore. According to Mindanao et al. (2020), local tourists often comprise students on field trips and adults interested in visiting historical sites for educational purposes and to admire preserved structures. The lower percentage of tourists from outside Nueva Ecija can be attributed to their preference for destinations closer to their homes, often visiting Camp Paraiso only if they have friends or relatives in the area. Mindanao et al. (2020) also noted that foreign tourists typically register lower numbers as many are just passing through or visiting local friends or relatives.

Regarding the number of visits by respondents, the majority of the respondents had visited 1 to 2 times, accounting for 82.50%. In contrast, only 2.50% of respondents had visited 5 times or more. The high percentage of tourists visiting 1 to 2 times can be attributed to the desire to explore various destinations and experience different activities. According to Mengali et al. (2021), travelers often seek new experiences by visiting unfamiliar places, staying in novel accommodations, and immersing themselves in diverse cultures and lifestyles. The low percentage of frequent visitors (5 times or more) is due to tourists' familiarity with Camp Paraiso, prompting them to seek new destinations to satisfy their desires. Groundwater (2018) notes that repeating past experiences can lead to disappointment, and it's more rewarding to explore new places and gain fresh experiences that may surpass previous ones.

Sustainable practices of Camp Paraiso in Bongabon, Nueva Ecija

This section presents the results of the tourists' assessment on the sustainable practices of Camp Paraiso in Bongabon, Nueva Ecija based on the sustainable development by Food and Agriculture Organization (2023) such as economic aspect, social aspect, and environmental aspect.

Table 2: Sustainable Practices in Terms of Economic Aspect

Indicators	WM	VI	QD	Rank
The Camp Paraiso makes use of renewable energy to save (e.g., solar).	3.56	SA	HP	2
The Camp Paraiso uses recycled resources to save (e.g., crop wastes as fertilizer).	3.50	SA	HP	3
The Camp Paraiso produces farm products like coconuts based on the need and wants of tourists.	3	SA	HP	5
The Camp Paraiso uses technological resources and innovation to increase productivity (e.g., software, online reservation).	3	SA	HP	4
The Camp Paraiso encourages tourists to spend more on their local products (e.g., souvenirs, etc.).	4	SA	HP	1
Total Weighted Mean	3.51	SA	HP	

Source: Adopted from Food and Agriculture Organization, 2023

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Practiced (HP),

2.50-3.24 = Practiced (P), 1.75-2.49= Not Practiced (NP),

1.00-1.74= Not at All Practiced (NAP)

Table 2 illustrates the sustainable practices implemented at Camp Paraiso in Bongabon, Nueva Ecija, focusing on the economic aspect. The economic aspect of Camp Paraiso's sustainable practices received a total weighted mean of 3.51, interpreted as "Strongly Agree" and described as "Highly Practiced." This indicates that tourists perceive Camp Paraiso's economic sustainability efforts positively, valuing them highly during their visits. According to Lisse (2018), sustainable tourism involves traveling in a manner that positively impacts the environment and supports economic growth. Therefore, understanding tourists' perspectives can contribute to identifying and promoting sustainable tourism practices.

Table 3: Sustainable Practices in Terms of Social Aspect

Indicators	WM	VI	QD	Rank
The Camp Paraiso promotes safe conditions for employees and tourists (e.g., signage, preventive measures, rules and regulations manual).	3.60	SA	HP	2
The Camp Paraiso supports residents through partnerships (e.g., suppliers of farm resources are locals).	3.51	SA	HP	4
The Camp Paraiso shares rural heritage through a small museum with historical and cultural relics.	3	SA	HP	5
The Camp Paraiso provides access to facilities (e.g., rivers and falls) to the community.	4	SA	HP	3
The Camp Paraiso promotes the basic needs of the local community like water, energy, or public health.	4	SA	HP	1
Total Weighted Mean	3.52	SA	HP	

Source: Adopted from Food and Agriculture Organization, 2023

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Practiced (HP),

2.50-3.24 = Practiced (P), 1.75-2.49= Not Practiced (NP),

1.00-1.74= Not at All Practiced (NAP)

Table 3 presents the sustainable practices of Camp Paraiso in Bongabon, Nueva Ecija, focusing on the social aspect. These practices received a total weighted mean of 3.52, interpreted as "Strongly Agree" and described as "Highly Practiced." This indicates that Camp Paraiso emphasizes safety, fosters relationships with locals, guests, and employees, which positively influences tourists' perceptions, encouraging them to invest more in their tours and exceeding their expectations. According to Modica et al. (2020), in a social context, factors such as service quality, guest experiences, interactions with nature, and staff friendliness are crucial in distinguishing a tourist-oriented hotel that provides high-quality services. Iqbal & Ahmed (2022) highlight that community involvement empowers residents to manage resources and influence decisions affecting their lives, enhancing social sustainability. Mia et al. (2022) suggest that community participation can uplift disadvantaged sections of society. Moreover, Lago (2017) underscores the importance of safety and security in destination selection, while Magnini (2017) finds that farm tourism venues not only bring economic benefits but also enhance safety. Giampiccoli & Saayman (2018) stress that partnerships involving local communities and

enterprises are vital for developing a destination's tourism offerings. Mirabent (2019) argues that preserving architectural heritage and local traditions enhances a destination's competitiveness, which farm tourism venues can achieve through small museums and cultural preservation efforts.

Table 4: Sustainable Practices in Terms of Environmental Aspects

Indicators	WM	VI	QD	Rank
The Camp Paraiso preserves the natural environment.	3.62	SA	HP	1
The Camp Paraiso promotes minimizing air and water pollution.	3.58	SA	HP	2
The farm destination takes care of plants and animals.	4	SA	HP	3
The Camp Paraiso uses waste segregation technique.	4	SA	HP	4
The Camp Paraiso uses eco-friendly resources like paper utensils or materials made from sustainable sources.	4	SA	HP	5
The Camp Paraiso educates guests on environmentally friendly practices through signages.	3.51	SA	HP	6
The Camp Paraiso helps to increase awareness of protecting and saving the environment.	4	SA	HP	6
Total Weighted Mean	3.55	SA	HP	

Source: Adopted from Food and Agriculture Organization, 2023

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Practiced (HP),

2.50-3.24 = Practiced (P), 1.75-2.49= Not Practiced (NP),

1.00-1.74= Not at All Practiced (NAP)

Table 4 illustrates the sustainable practices of Camp Paraiso in Bongabon, Nueva Ecija, focusing on environmental aspects. These practices received a total weighted mean of 3.55, interpreted as "Strongly Agree" and described as "Highly Practiced." Camp Paraiso ensures tourist needs are met with clean waste segregation and eco-friendly resources such as utensils made from sustainable materials, while educating visitors on environmental practices through signage.

The resort also prioritizes environmental preservation by minimizing air and water pollution and promoting awareness of environmental conservation through plant and animal care. According to Lawson (2018), hotels significantly consume resources and contribute to waste accumulation. Conversely, Halder et al. (2020) emphasize that environmentally sustainable behavior is crucial for environmental sustainability. Nicolae et al. (2019) highlight the role of environmental education in developing sustainable tourism, a sentiment echoed by Fletcher (2023), who underscores the importance of environmental education in raising awareness and promoting sustainable practices among individuals.

Tourists' behavioral intentions in Camp Paraiso in Bongabon, Nueva Ecija

This section presents the results of the tourists' behavioral intentions in Camp Paraiso in Bongabon, Nueva Ecija.

Table 5: Tourist's Behavioral Intention (Revisit Intention)

Indicators	WM	VI	QD	Rank
I would like to come back to Camp Paraiso in Bongabon, Nueva Ecija in the future.	3.56	SA	HI	1
I would like to come more often to Camp Paraiso in Bongabon, Nueva Ecija.	3.52	SA	HI	2
I will make an effort to visit Camp Paraiso in Bongabon, Nueva Ecija.	4	SA	HI	2
Total Weighted Mean	4	SA	HI	

Source: Adopted from Borbon et al., 2022

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Intended (HI),

2.50-3.24 = Intended (I), 1.75-2.49= Not Intended (NI),

1.00-1.74= Not at All Intended (NAI)

Table 5 presents the behavioral intention of respondents at Camp Paraiso in Bongabon, Nueva Ecija, specifically focusing on revisit intention. The behavioral intention in terms of revisit intention received a total weighted mean of 3.53, interpreted as "Strongly Agree" and described as "Highly Intended." This indicates that tourists are inclined to return to Camp Paraiso in the future, demonstrating a strong intention to revisit or visit more frequently. According to Sotero and Luisa (2022), factors influencing revisit intention are closely linked to destination attributes and tourism sustainability across all dimensions. Mele et al. (2020) identified a direct and positive relationship between sustainable practices and the perception of a green image, which influences tourist behavior and revisit intentions. Azam et al. (2019) concluded that environmental awareness significantly affects the intention to return to eco-friendly resorts, highlighting the importance of environmental knowledge in predicting customers' willingness to revisit such destinations.

Table 6: Customers' Behavioral Intention (Intention To Recommend)

Indicators	WM	VI	QD	Rank
I would recommend Camp Paraiso in Bongabon, Nueva Ecija to my friends or others.	3.60	SA	HI	1
I would say positive things about Camp Paraiso in Bongabon, Nueva Ecija to others.	3.56	SA	HI	2
I will encourage my friends and relatives to visit Camp Paraiso in Bongabon, Nueva Ecija.	4	SA	HI	3
Total Weighted Mean	4	SA	HI	

Source: Adopted from Borbon et al., 2022

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Intended (HI),

2.50-3.24 = Intended (I), 1.75-2.49= Not Intended (NI),

1.00-1.74= Not at All Intended (NAI)

Table 6 presents the behavioral intention of respondents regarding their intention to recommend Camp Paraiso in Bongabon, Nueva Ecija. The results show a total weighted mean of 3.56, interpreted as "Strongly Agree" and described as "Highly Intended." Tourists actively engage in spreading positive word-of-mouth about Camp Paraiso, encouraging others, including friends, relatives, and non-relatives, to visit the destination. According to Merli et al. (2019), visiting eco-friendly accommodations cultivates a specific loyalty toward sustainable places, prompting visitors to revisit and advocate for them. Sangpikul et al. (2018) identified dimensions of destination loyalty, such as sharing positive experiences, recommending the destination, investing in its development, and offering advice for improvement. Ghosh et al. (2018) highlighted that sustainability significantly influences behaviors and the promotion of destinations through word-of-mouth.

Table 7: Tourists’ Behavioral Intention (Willingness To Pay More)

Indicators	WM	VI	QD	Rank
It is acceptable to pay more to visit Camp Paraiso in Bongabon, Nueva Ecija.	3.42	SA	HI	1
In Camp Paraiso, I am willing to spend extra on my stay.	3.42	SA	HI	1
I am not bothered to spend more each time I visit at Camp Paraiso in Bongabon, Nueva Ecija.	3	SA	HI	2
Total Weighted Mean	3	SA	HI	

Source: Adopted from Borbon et al., 2022

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Intended (HI),

2.50-3.24 = Intended (I), 1.75-2.49= Not Intended (NI),

1.00-1.74= Not at All Intended (NAI)

Table 7 illustrates the behavioral intention of respondents at Camp Paraiso in Bongabon, Nueva Ecija, focusing on their willingness to pay more. The results show a total weighted mean of 3.40, interpreted as “Strongly Agree” and described as “Highly Intended.” This indicates that tourists are inclined “o spend extra or”pay more during their visit and are consistent“ly willing to do”soeach time they return. According to Rocamora from the Philippine News Agency (2021), many tourists are eager to integrate sustainable tourism practices into their travel plans. They are willing to forego vacation comforts and luxuries to support

sustainable outcomes, including paying extra for experiences aligned with sustainable practices, and avoiding destinations that struggle with sustainability. Aydin and Alvarez (2020) found that cultural tourists value various aspects of sustainable tourism and are willing to pay more for sustainability enhancements that enrich their experiences. However, Rivas and Rivero (2019) concluded that although tourists grasp the theoretical concept of sustainability, it is uncommon for this understanding to translate into a willingness to pay for sustainable services. Their study revealed that more than half of the surveyed tourists were reluctant to pay extra for sustainable tourism services, reflecting a lack of awareness about the consequences of unsustainable tourist practices.

Table 8: Tourist’s Behavioral Intention (Loyalty)

Indicators	WM	VI	QD	Rank
I intend to continue choosing Camp Paraiso in Bongabon, Nueva Ecija.	3.55	SA	HI	1
I consider Camp Paraiso in Bongabon, Nueva Ecija to be my first choice.	3.45	SA	HI	3
I feel better when I go to Camp Paraiso in Bongabon, Nueva Ecija rather than others.	4	SA	HI	2
I consider myself loyal to Camp Paraiso in Bongabon, Nueva Ecija.	4	SA	HI	2
Total Weighted Mean	4	SA	HI	

Source: Adopted from Borbon et al., 2022

Legend

Verbal Interpretation (VI): 3.25-4.00 = Strongly Agree (SA),

2.50-3.24 = Agree (A), 1.75-2.49= Disagree (D),

1.00-1.74= Strongly Disagree (SA)

Qualitative Description (QD): 3.25-4.00 = Highly Intended (HI),

2.50-3.24 = Intended (I), 1.75-2.49= Not Intended (NI),

1.00-1.74= Not at All Intended (NAI)

Table 8 presents the behavioral intention of respondents at Camp Paraiso in Bongabon, Nueva Ecija, focusing on their loyalty. The behavioral intention in terms of loyalty achieved a total weighted mean of 3.50, interpreted as "Strongly Agree" and described as "Highly Intended." This indicates that tourists exhibit strong loyalty to Camp Paraiso, considering it their preferred choice and feeling more satisfied when visiting compared to other destinations. They identify themselves as loyal patrons of Camp Paraiso. According to Udurawana et al. (2018), loyalty contributes to regional economies and social well-being. Merli et al. (2019) found that visiting eco-friendly accommodations fosters loyalty to all sustainable establishments, linking green practices with heightened market awareness and loyalty. Mohamed et al. (2020) observed that social and environmental factors positively influence guest satisfaction and loyalty, independent of economic considerations and familiarity. Tourists increasingly value destinations committed to environmental conservation, with heightened environmental concern correlating with increased repeat visits and loyalty to sustainable destinations. Sharma & Rouf Bhat (2022) also underscored that community involvement in sustainable tourism enriches tourist experiences and cultivates loyalty.

Test for significant difference between the respondents’ sex and type of tourist and their assessment of sustainable practices

This section presents the table of results for test of significant difference between the socio- demographic

profile of the respondents and their assessment of sustainable practices of Camp Paraiso Hotel and Resort.

Table 9: Significant Differences Between the Socio-Demographic Profile (Sex) and their Assessment of Sustainable Practices

Variables	T Stat	T-Critical	VI	Decision
Economic Aspect	1.35	1.67	Not Significant	Accept Null Hypothesis
Social Aspect	0.48	1.66	Not Significant	Accept Null Hypothesis
Environmental Aspect	0	1.66	Not Significant	Accept Null Hypothesis

Legend

T-stat > T - Critical=Significant/Reject Null Hypothesis

T-stat < T – Critical=Not Significant/Accept Null Hypothesis

Table 9 illustrates the comparison between the sexes of tourists and their evaluation of sustainable practices at Camp Paraiso in Bongabon, Nueva Ecija. Regarding the economic aspect, the T-Stat is 1.35 and the T-Critical value is 1.67, resulting in a "Not Significant" verbal interpretation and a decision to "Accept the Null Hypothesis." Similarly, for the social aspect, the T-Statistic is 0.478 and the T-Critical value is 1.66, also interpreted as "Not Significant," leading to acceptance of the null hypothesis. Likewise, for the environmental aspect, the T-Statistic is 0.42 and the T-Critical value is 1.67, with a "Not Significant" interpretation and the decision to "Accept the Null Hypothesis." These findings indicate that there is no significant difference between the sexes of tourists in their assessment of the sustainable practices at Camp Paraiso Hotel and Resort. According to Rivas and Rivero (2019), the probability density functions for men and women are similar, suggesting no disparity in their willingness to pay for sustainable services and other related behavioral intentions.

Table 10: Significant Differences Between the Socio-Demographic Profile (Type Pf Tourist) and their Assessment of Sustainable Practices

Variables	T Stat	T-Critical	VI	Decision
Economic Aspect	-0.49	1.71	Not Significant	Accept Null Hypothesis
Social Aspect	7.91	1.71	Significant	Reject Null Hypothesis
Environmental Aspect	0.96	1.71	Not Significant	Accept Null Hypothesis

Legend:

T-stat > T - Critical=Significant/Reject Null Hypothesis

T-stat < T – Critical=Not Significant/Accept Null Hypothesis

Table 10 also presents the significant difference between the type of tourist and their assessment of the sustainable practices at Camp Paraiso in Bongabon, Nueva Ecija. For the economic aspect, the T-Statistic is -0.49 and the T-Critical value is 1.71, with a verbal interpretation of "Not Significant" and a decision to "Accept the Null Hypothesis." In the social aspect, the T-Statistic is 7.91 and the T-Critical value is 1.71, with a verbal interpretation of "Significant" and a decision to "Reject the Null Hypothesis." Lastly, for the environmental aspect, the T-Statistic is 0.96 and the T-Critical value is 1.71, with a verbal interpretation of "Not Significant" and a decision to "Accept the Null Hypothesis." According to Nugraheni et al. (2019), the locality or domestic nature of a tourist does not affect their choice of destination with sustainable practices in terms of economic and environmental aspects. However, social sustainability factors do influence their choice. The locality or

domestic nature of a tourist can play a significant role in their choice of destination with sustainable practices, as factors such as awareness, connection to local issues, cultural ties, and support for local economies can contribute to a traveler's decision to prioritize social sustainability in their travel choices.

Test for significant relationship between the respondents’ number of visits and age on their assessment of sustainable practices of Camp Paraiso Hotel and Resort.

This section presents the table of results for test of significant relationship between the socio- demographic profile of the respondents on their assessment of sustainable practices of Camp Paraiso Hotel and Resort.

Table 11: Significant Relationship Between the Socio-Demographic Profile (Number Of Visits) and their Assessment of Sustainable Practices

Variables	P- Value	Verbal Interpretation	Decision
Economic Aspect	0.02	Not Significant	Accept Null Hypothesis
Social Aspect	0	Not Significant	Accept Null Hypothesis
Environmental Aspect	0	Not Significant	Accept Null Hypothesis

Legend: P- value < 0.05 = Significant/ Reject Null Hypothesis

P- value > 0.05 = Not Significant/ Accept Null Hypothesis

Table 11 illustrates the relationship between the number of visits by respondents and their assessment of the sustainable practices at Camp Paraiso in Bongabon, Nueva Ecija. The results indicated no significant relationship between the number of visits and the economic (0.02), social (0.19), and environmental (0.12) aspects of sustainable practices. Therefore, the null hypothesis was accepted. Supporting this, Hong et al. (2019) found that interaction with environmentally friendly places can reduce stress, but their study revealed no significant relationships or effects between the number of visits and time spent in Urban Green Space on both positive and negative affect, nor on overall life satisfaction. They also identified no interaction effects between the frequency of visits and time spent in Urban Green Space.

Table 12: Significant Relationship Between the Socio-Demographic Profile (Age) and their Assessment of Sustainable Practices

Variables	P-Value	Verbal Interpretation	Decision
Economic Aspect	0.41	Not Significant	Accept Null Hypothesis
Social Aspect	0	Not Significant	Accept Null Hypothesis
Environmental Aspect	1	Not Significant	Accept Null Hypothesis

Legend: P- value < 0.05 = Significant/ Reject Null Hypothesis

P- value > 0.05 = Not Significant/ Accept Null Hypothesis

Table 12 illustrates the relationship between the number of visits by respondents and their assessment of the sustainable practices at Camp Paraiso in Bongabon, Nueva Ecija. The results indicated no significant

relationship between the number of visits and the economic (0.41), social (0.24), and environmental (0.63) aspects of sustainable practices. Therefore, the null hypothesis was accepted. According to Saparniene et al. (2022), respondents' age does not influence their perception of sustainable tourism

Test for Significant Relationship Between the Sustainable Practices and Behavioral Intentions of the Tourists.

This section presents the table of results for the test of significant relationship between the sustainable practices of Camp Paraiso in Bongabon, Nueva Ecija.

Table 13: Significant Relationship Between Sustainable Practices and Behavioral Intention

Variables	P-Value	Verbal Interpretation	Decision
Economic Aspect	0.01	Significant	Reject Null Hypothesis
Social Aspect	0	Significant	Reject Null Hypothesis
Environmental Aspect	0	Significant	Reject Null Hypothesis
4o mini			

Legend: P- value < 0.05 = Significant/ Reject Null Hypothesis

P- value > 0.05 = Not Significant/ Accept Null Hypothesis

Table 13 presents the relationship between the number of visits by respondents and their assessment of the sustainable practices at Camp Paraiso in Bongabon, Nueva Ecija. The results indicated no significant relationship between the number of visits and the economic (0.01), social (0.01), and environmental (0.01) aspects of sustainable practices.

Therefore, the null hypothesis was accepted. According to Saparniene et al. (2022), respondents' age does not influence their perception of sustainable tourism.

Mele et al. (2020) explicitly state a direct and positive association between sustainable practices and the green image affecting tourist behavior and revisit intentions. Additionally, according to Merli et al. (2019), choosing green hotels can foster loyalty among visitors toward all sustainable accommodations.

Furthermore, Rocamora (Philippine News Agency, 2021) reports that an increasing number of tourists are willing to integrate sustainable tourism practices into their travel plans, such as paying extra for experiences aligned with sustainable principles.

Table 16: Proposed Action Plan to Improve Sustainable Practices

Key Result Areas (KRA)	Strategies/Programs/Implementation	Desired Outcome
Economic Aspect	1. Expand farm products: Maintain consistency in cultivating a variety of locally sourced fruits and vegetables alongside coconuts.	Expanded the range of farm products available at Camp Paraiso by introducing a diverse selection of locally sourced fruits and vegetables, complementing the

		existing coconut offerings.
	2. Culinary events: Organize frequent events highlighting coconut-based products, including cooking demonstrations, food pairings, and tastings.	Increased engagement and interest in coconut-based products, appealing to tourists' palates through interactive and educational culinary events.
	3. Farm tours: Create interactive and educational opportunities, such as guided farm tours detailing cultivation processes and sustainable farming practices.	Enhanced visitor experience through educational tours, promoting sustainable farming and deeper understanding of the cultivation process.
Social Aspect	1. Small museum: Invest in establishing a museum showcasing historical and cultural relics.	Establishment of a small museum at Camp Paraiso featuring historical and cultural relics, aimed at preserving and sharing rural heritage with tourists and visitors.
	2. Community engagement: Engage the local community in museum activities, such as community-led exhibits, storytelling sessions, or collaborations with schools and organizations.	Strengthened local community involvement and cultural exchange through museum-related activities and collaborations.
	3. Souvenir development: Develop and sell new souvenir items to promote the museum beyond its physical location, including themed merchandise.	Promotion of the museum through new souvenir items, enhancing its visibility and appeal beyond its physical location.
Environmental Aspect	1. Informative signage: Install signage throughout Camp Paraiso to educate guests on environmentally friendly practices, including a dedicated section for children.	Increased awareness and promotion of sustainable behaviors among guests through effective and engaging signage.
	2. Seasonal updates: Rotate or update signage content seasonally to keep information relevant and engaging, incorporating eco-friendly materials and catchy phrases.	Maintained guest interest and engagement with updated and aesthetically pleasing signage, reflecting seasonal changes and environmental stewardship.

CONCLUSION

The study reveals that the majority of tourist respondents at Camp Paraiso in Bongabon, Nueva Ecija were males (51.25%) aged 21-30 (48.75%), primarily locals (80%) who visited once or twice (82.50%). The primary motivation for these tourists was the desire for knowledge and innovation. The sustainable practices at Camp Paraiso are highly practiced in terms of economic, social, and environmental aspects. Tourists' behavioral intentions, such as revisit intention, willingness to recommend, willingness to pay more, and loyalty, were highly positive. The data showed no significant difference between tourists' sex or type (local or domestic) and their assessment of sustainable practices, except for the social aspect, where local tourists had different assessments. No significant relationship was found between the number of visits or age and their assessment of sustainable practices. However, a significant relationship was found between sustainable practices and tourists' behavioral intentions. The study's objective was to assess these practices and intentions, and the findings suggest strong agreement among tourists, highlighting the importance of sustainability in influencing their behavior. The results will help Camp Paraiso and the local government improve their sustainability practices.

RECOMMENDATION

The researchers suggest that tourists should be informed about sustainable practices; owners of tourist destinations should review this study to improve sustainability and management; future owners should use similar studies to guide their practices; future researchers and PHINMA Araullo University should utilize these findings for related studies; the Local Government Unit (LGU) Tourism Office should encourage the adoption of sustainable practices based on this study's results; and the City Tourism Office in Bongabon, Nueva Ecija should use these insights to educate and raise awareness about sustainable tourism.

ACKNOWLEDGEMENT

We express our deepest appreciation to our final defense panelists Mr. Marvin S. Salviejo, Dr. Manuel Castillo, and Ms. Maricar Lourdes Cornejo, our survey respondents, our supportive families, and above all, God, for their invaluable contributions to the completion of our research study.

REFERENCES

1. Acampora, A., Preziosi, M., Lucchetti, M.C. and Merli, R. (2022). The Role of Hotel Environmental Communication and Guests' Environmental Concern in Determining Guests' Behavioral Intentions. Published in Sustainability. Date found on August 20, 2023.
2. Arifin, M., Ibrahim, A. & Nur, M. (2019). Integration of supply chain management and tourism: An empirical study from the hotel industry of Indonesia. Published in Management Science Letters. Date found on August 20, 2023.
3. Artal-Tur, A., Briones-Peñalver, A. J., & Villena-Navarro, M. (2018). Tourism, cultural activities and sustainability in the Spanish Mediterranean regions: A probit approach. Published in Tourism & Management Studies. Date found on August 20, 2023. <https://doi.org/10.18089/tms.2018.14101>
4. Asi, L. (2019). Environmental Sustainability Plan for Resort Hotels in CALABARZON, Philippines. Published in Asia Pacific Journal of Multidisciplinary Research. Date found on August 20, 2023. <https://www.bing.com/ck/a?!&p=4f570d269fccc62JmltdHM9MTY5NjQ2NDAwMCZpZ3VpZD0zMzFiY2YyYy0yY2VkLTZiYzItMmQ0ZC1kZDg5MmQ3MDZhOWImaW5zaWQ9NTE3Nw&pn=3&hsh=3&fclid=331bcf2c-2ced-6bc2-2d4d-dd892d706a9b&psq=Asi+L+2019&u=a1aHR0cDovL3d3dy5hcGptci5jb20vd3AtY29udGVudC91cGxvYWRzLzIwMTkvMTAvQVBKTVItMjAxOS03LjA0LjEyLnBkZg&ntb=1>
5. Aydin, B. & Alvarez, M.D. (2020). Understanding the Tourists' Perspective of Sustainability in Cultural Tourist Destinations. Published in Sustainability. Date found on August 20, 2023. <https://10.3390/su12218846>
6. Azam, M., Mahmudul Alam, M., & Haroon Hafeez, M. (2018). Effect of tourism on environmental pollution: Further evidence from Malaysia, Singapore and Thailand. Published in Journal of Cleaner Production, 190, 330–338. Date found on August 20, 2023. <https://doi.org/10.1016/j.jclepro.2018.04.168>
7. Azam, N., Patwary, A.K. & Rashid, B. (2019). Measuring revisit intention of green resorts in Malaysia: The role of perceived value and environmental concern. Published in Geo Journal of Tourism and Geosites. Date found on August 20, 2023. (Pdf) Measuring Revisit Intentions of Green Resorts in Malaysia: The Role of Perceived Value and Environmental Concern (Researchgate.Net)
8. Baloch, Q. B., Shah, S. N., Iqbal, N., Sheeraz, M., Asadullah, M., Mahar, S., & Khan, A. U. (2022). Impact of tourism development upon environmental sustainability: a suggested framework for sustainable ecotourism. Published in Environmental Science and Pollution Research. Date found on August 20, 2023. <https://doi.org/10.1007/s11356-022-22496-w>
9. Borbon, Noelah Mae D. and Apritado, Jennie Margaret M. and Pulhin, Jeninah Christia B. and Ylagan, Alex D., (2022) Tourist Behavioral Intention in Visiting Tourist Attraction in Batangas Province. Published in Advance Knowledge for Executives. Date found on August 20, 2023. <https://ssrn.com/abstract=4248565>

10. Bilynets, L. & Cvelbar, L.K. (2021). Tourist pro-environmental behaviour: The role of environmental image of destination and daily behaviour. Published in *Annals of Tourism Research Empirical Insights*. Date found on August 20, 2023. <https://10.1016/j.annale.2022.100070>
11. Bilali, H. & Allahyar, M. (2018). Transition Towards Sustainability in Agriculture & Food Systems: Role of Information & Communication Technologies. Published in *Information Processing in Agriculture*. Date found on August 20, 2023. Transition towards sustainability in agriculture and food systems: Role of information and communication technologies (researchgate.net)
12. Chan, K.M.A., R.K. Gould and U. Pascual (2018). "Editorial overview: Relational values: what are they, and what's the fuss about?" *Current Opinion in Environmental Sustainability*. Published in The University of British Columbia. Date found on August 20, 2023. <https://10.1016/j.cosust.2018.11.003>
13. Choe J. & Lugosi, P. (2021) Migration, Tourism and Social Sustainability. Published in *An International Journal of Tourism Space, Place and Environment*. Date found on August 20, 2023. (PDF) Migration, Tourism and Social Sustainability (researchgate.net)
14. Dr. Khalil, R. & Dr. De Jesus, F. (2023) Status of Tourism Industry of Bongabon, Nueva Ecija, Philippines: Assessment of Tourists Satisfaction Experience Using 5a's of Tourism. Published in *Multidisciplinary International Journal of Research and Development*. Date found on August 20, 2023. <https://www.mijrd.com/papers/v2/i6/MIJRDV2I60001.pdf>
15. Dulhamid H., Isa M., Mohamed B., and Sazali M. (2022) Motivational Factors in Influencing The International Tourists Travel To Tourism Attractions In Penang . Published in *Planning Malaysia Journal*. Date found on August 20, 2023. <https://doi.org/10.21837/pm.v20i20.1075>
16. Fletcher, C. (2023) The Importance of Environmental Education for a Sustainable Future. Published in *Environmental Education*. Date found on August 20, 2023. The Importance of Environmental Education for a Sustainable Future
17. Food and Agriculture Organization (2023). Tracking progress on food and agriculture-SDG indicators 2023. Published in Food and Agriculture Organization of the United Nations. Date found on August 20, 2023. *SDG Progress Report 2023* (fao.org)
18. Giampiccoli, A., & Saayman, M. (2018). Community Based Tourism Development Model and Community Participation. Published in *African Journal of Hospitality and Leisure*. Date found on August 20, 2023. (PDF) Community-based tourism development model and community participation (researchgate.net)
19. Goffi, G., Cladera, M., & Pencarelli, T. (2019). Does sustainability matter to package tourists? The case of large-scale coastal tourism. Published in *International Journal of Tourism Research*. Date found on August 20, 2023. <https://doi.org/10.1002/jtr.2281>
20. Ground Water, B. (2018) Why you should always go back: Returning to your favoritedestination. Published in *Journal of Travellers*. Date found on August 20, 2023 <https://www.traveler.com.pdf>
21. Guzel, A. E., & Okumus, İ. (2020). Revisiting the pollution haven hypothesis in ASEAN5 countries: new insights from panel data analysis. Published in *Environmental Science and Pollution Research*. Date found on August 20, 2023. <https://doi.org/10.1007/s11356-020-08317-y>
22. Halder, P., Hansen, Eric N., Kangas, J., & Laukkanen, T. (2020). How national culture and ethics matter in consumers' green consumption values. Published in *Journal of Cleaner Production*. Date found on August 20, 2023. <https://10.1016/j.jclepro.2020.121754>
23. Hong, S., Lee, S., Jo, & Yoo (2019) Impact of Frequency of Visits and Time Spent in Urban Green Space on Subjective Well-Being. Published in *Sustainability*. Date found on August 20, 2023. (PDF) Impact of Frequency of Visits and Time Spent in Urban Green Space on Subjective Well-Being (researchgate.net)
24. Iqbal, Z., & Ahmed, S. (2022). Antecedents and Consequences of Community-based Tourism in Border District of Jammu and Kashmir. Published in *International Journal of Tourism Cities*. Date found on August 20, 2023. DOI: 10.1108/IJTC-05-2020-0108
25. Kyriakaki, A., Stavrinoudis, T., & Daskalopoulou, G. (2017). Investigating the Key Factors Influencing the International Tourists' Decision-Making on Choosing a Destination. Published in *Cultural and Tourism Innovation in the Digital Era*. Date found on August 20, 2023. https://10.1007/978-3-030-36342-0_27

26. Kularatne, T., Wilson, C., Månsson, J., Hoang, V., & Lee, B. (2019). Do environmentally sustainable practices make hotels more efficient? A study of major hotels in Sri Lanka. Published in *Tourism Management*. Date found on August 20, 2023. <https://doi.org/10.1016/j.tourman.2018.09.009>
27. Lago, N.A. (2017) *Tourism Demand and Agriculture Supply: Basis for Agritourism Development in Quezon Province*. Published in *Asia Pacific Journal of Multidisciplinary Research*. Date found on August 20, 2023. [APJMR-2017.5.3.2.01.pdf](https://www.lpubatangas.edu.ph/APJMR-2017.5.3.2.01.pdf) (lpubatangas.edu.ph)
28. Lawson, E. (2018) *Effective Ways of Waste Management in the Hotel Industry and Its Importance*. Published in *Hotel Online, The B2B News Source*. Date found on August 20, 2023. [Effective Ways of Waste Management in the Hotel Industry and Its Importance – Hotel-Online](https://www.hotel-online.com/effective-ways-of-waste-management-in-the-hotel-industry-and-its-importance)
29. Li, J., Ali, F., & Kim, W. (2017) *Age matters: How demographics influence visitor perception and attitude at the destination level*. Published in *International Journal of Innovation and Learning*. Date found on August 20, 2023. (PDF) [Age matters: How demographics influence visitor perception and attitude at the destination level \(researchgate.net\)](https://www.researchgate.net/publication/318111111)
30. Mason, M. (2019). *What is Sustainability and Why is it Important?* . Published in *Environmental Science*. Date found on August 20, 2023. [What Is Sustainability and Why Is It Important? | EnvironmentalScience.org](https://www.environmentalscience.org/what-is-sustainability-and-why-is-it-important/)
31. Melé, P.M., Gómez, J.M., & Sousa, M.J. (2020). *Influence of Sustainability Practices and Green Image on the Re-visit Intention of Small and Medium-Size Towns*. Published in *Sustainability*. Date found on August 20, 2023. [https://10.3390/su12030930](https://doi.org/10.3390/su12030930)
32. Mendoza, H., (2022). *Sustainable Practices and Challenges of Farm Destinations*. Published in *International Journal of Academic and Industry Research*. Date found on August 20, 2023. <https://doi.org/10.53378/352889>
33. Meng & Uysal (2008) *Effects of Gender Differences on Perceptions of Destination Attributes, Motivations, and Travel Values: An Examination of a Nature-Based Resort Destination*. Published in *Journal of Sustainable Tourism*. Date found on August 20, 2023. <https://doi.org/10.1080/09669580802154231>
34. Mengali, G. & Ortaleza, M. (2021) *Attributes of Travel Destinations that Influence Tourists' Decisions: A Systematic Review*. Published in *International Tourism and Hospitality Journal*. Date found on August 20, 2023. <https://doi.org/10.37227/ITHJ-2021-03-247>
35. Merli, R., Preziosi, M., Acampora, A., & Ali, F. (2019). *Why Should Hotels Go Green? Insights from guests experience in green hotels*. Published in *International Journal of Hospitality Management*. Date found on August 20, 2023. <https://doi.org/10.1016/j.ijhm.2019.04.022>
36. Mia, M. T., Islam, M., Sakin, J., & Al-Hamadi, J. (2022). *The Role of Community Participation and Community- Based Planning in Sustainable Community Development*. Published in *Asian People Journal*. Date found on August 20, 2023. DOI: [10.37231/apj.2022.5.1.296](https://doi.org/10.37231/apj.2022.5.1.296)
37. Mikayilov, J. I., Mukhtarov, S., Mammadov, J., & Azizov, M. (2019). *Re-evaluating the environmental impacts of tourism: does EKC exist?* Published in *Environmental Science and Pollution Research*. Date found on August 20, 2023. <https://doi.org/10.1007/s11356-019-05269-w>
38. Mindanao, R., et. al. (2020) *Factors Influencing Tourist Attendance at Historical Attractions*. Published in *Journal of Tourism and Hospitality Research*. Date found on August 20, 2023. [JTHR-2020-006.pdf](https://www.lpubatangas.edu.ph/JTHR-2020-006.pdf) (lpubatangas.edu.ph)
39. Mirabent, S.V. (2019). *European Urban Destinations Attractors At The Frontier Between Competitiveness and A Unique Destination*. Published in *Journal of Destination Marketing & Management*. Date found on August 20, 2023. <https://doi.org/10.1016/j.jdmm.2019.02.006>
40. Mohamed, N., Taheri, B., Farmaki, A., Olya, H. & Gannon, M.J. (2020), *Stimulating satisfaction and loyalty: transformative behaviour and Muslim consumers*. Published in *International Journal of Contemporary Hospitality Management*. Date found on August 20, 2023. https://www.researchgate.net/publication/343491041_Stimulating_satisfaction_and_loyalty_transformative_behaviour_and_Muslim_consumers
41. Modica et. al. (2023) *Consumer perceptions towards sustainable supply chain practices in the hospitality industry*. Published in *Curr. Issues Tour.* Date found on August 20, 2023. https://www.researchgate.net/publication/350043114_Sustainability_Practices_in_Hospitality_Case_Study_of_a_Luxury_Hotel_in_Arrabida_Natural_Park

42. National Tourism Development Plan (2023). National tourism development plan for 2023- 2028. Published in Department of Tourism. Date found on August 20, 2023. DOT chief unveils National Tourism Development Plan (NTDP) 2023-2028 at stakeholders' summit - Love the Philippines! Welcome to the DOT's Corporate Site
43. Nicolae, M.C., Dora-Maria Craiu & Georgiana Mihaela Cepoiu (2019). The Relationship between Sustainability and Tourism. Published in the 2nd International Conference on Economics and Social Sciences. Date found on August 20, 2023. (PDF) The Relationship between Sustainability and Tourism (researchgate.net)
44. Nugraheni et. al. (2019). Defining Social Sustainability Andsocially Conscious Tourist In sustainable Tourism Development. Published in Emerging Markets Journal. Date found on August 20, 2023. (Pdf) Defining Social Sustainability and Socially Conscious Tourist in Sustainable Tourism Development (Researchgate.Net)
45. Obero-Sotero, Maria Luisa C. (2022). Attributes, revisit intention, and Bicol's tourist destination sustainability: A structural equation modelling approach. Published in International Journal of Research Studies in Management. Date found on August 20, 2023. <https://doi.org/10.5861/ijrsm.2022.49>
46. Perna, F., Custódio, M. J., & Oliveira, V. (2018). Tourism destination competitiveness: an application model for the south of Portugal versus the Mediterranean region of Spain: COMPETITIVTOUR. Published in Tourism and Management Studies. Date found on August 20,2023.<https://doi.org/10.18089/tms.2018.14102>
47. Philippine Census (2020). 2020 Census of Population and Housing (2020 CPH) Population Counts Declared Official by the President. Date found on August 20, 2023. <https://psa.gov.ph/population-and-housing/node/164786>
48. Rivas, C., & Rivero, M. (2019). Willingness to Pay for More Sustainable Tourism Destinations in World Heritage Cities: The Case of Caceres, Spain. Published in Sustainability. Date found on August 20, 2023.(PDF) Willingness to Pay for More Sustainable Tourism Destinations in World Heritage Cities: The Case of Caceres, Spain (researchgate.net)
49. Rocamora, J. (2021). 2022 DOT goals: Sustainable, resilient, inclusive PH tourism. Published in Republic of the Philippines, Philippine News Agency. Date found on August 20, 2023. 2022 DOT goals: Sustainable, resilient, inclusive PH tourism | Philippine News Agency (pna.gov.ph)
50. Sangpikul, A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination. Published in International Journal of Culture Tourism and Hospitality Research. Date found on August 20, 2023. <https://10.1108/IJCTHR-06-2017-0067>
51. Santos, M., Veiga, C., Aguas P., and Santos J.A. (2021). Sustainability communication in hospitality in peripheral tourist destinations: Implications for marketing strategies. Published in Worldwide Hospitality and Tourism Themes. Date found on August 20, 2023. <https://www.researchgate.net/publication/337495794>
52. Santos-Roldán, L., Canalejo, A., Berbel-Pineda, J. and Palacios-Florencio,B. (2020). Sustainable Tourism as a Source of Healthy Tourism. Published in International Journal of Environmental Research and Public Health. Date found on August 20, 2023 <https://10.3390/ijerph17155353>
53. Saparniene et. al., (2022) Expression of Behavior and Attitudes toward Sustainable Tourism in the Youth Population: A Search for Statistical Types. Published in Sustainability. Date found on August 20, 2023.
54. Sharma, V., & Ruof Bhat, D. (2022). The role of community involvement in sustainable tourism strategies: A social and environmental innovation perspective. Published in Business Strategy & Development. Date found on August 20, 2023. (PDF) The role of community involvement in sustainable tourism strategies: A social and environmental innovation perspective (researchgate.net)
55. Shirgaokar, Dobbs, Anderson & Hussey (2020) Do Rural Older Adults Take Fewer Trips Than Their Urban Counterparts For Lack Of A Ride? Published in Journal of Transport Geography. Date found on August 20, 2023. <https://doi.org/10.1016/j.jtrangeo.2020.102819>
56. Statista Research Department (2023) Share of travel & tourism users in the Philippines in 2021, by gender. Published in Statista. Date found on August 20, 2023. Philippines: travel & tourism users by gender 2021 | Statista

57. Su, W.-S., Hsu, C.-C., Huang, C.-H., & Chang, L.-F. (2018). Setting Attributes and Revisit Intention as Mediated by Place Attachment. Published in *Social Behavior and Personality: An International Journal*. Date found on August 20, 2023. <https://doi.org/10.2224/sbp.6861>
58. Udurawana, YMWGPK., W M C Bandara, Wanninayake, Rohan Laksiri & Premkanth Puwanenthiren (2018). Tourists' Destination Loyalty is leading for Perceived Sustainable Tourism: Reference to Tourists'
59. Yuan X, Yu L, Wu H, She H, Luo J, & Li X (2022). Sustainable Development Goals (SDGs) Priorities of Senior High School Students and Global Public: Recommendations for Implementing Education for Sustainable Development (ESD). Published in *Educational Research International*. Date found on August 20, 2023. <https://10.1155/2022/2555168>