

Establishing, Piloting, and Evaluating Community-Managed Tour Trek in Sagnay, Camarines Sur

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Abstract

Tourism has always been regarded as one of the Philippines' most important industries and a major source of revenue. Different destinations in the country are known for their cultural diversity and natural beauty. In fact, many sites are still left to be explored and developed. This study assessed the local community's perception of tourism development in Sagnay, Camarines Sur and aimed to propose a community-managed tour trek. Interviews, surveys, ocular visits, and mock tours were conducted to achieve the objectives of the study. Results show that the local community perceives that tourism development in the area can be a tool to help the community through improved livelihood, environmental protection, and cultural appreciation. The local community recognizes the importance of tourism development and the need for participation of all the stakeholders. Meanwhile, the proposed community-managed tour trek based on the inventory of tourism products highlights the natural and cultural resources of Sagnay, Camarines Sur. The local community was tapped as the primary stakeholders together with the local government unit. A pilot test was conducted to evaluate the proposed trek and provide a suitable offering to prospective tourists. Furthermore, the study shows the need for strong commitment among the local community and the local government to assure the successful management of the proposed community-managed tour trek. It has the potential to have a significant impact, particularly in terms of improving the community's welfare in the future.

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1. Introduction

The continuous development of the tourism and hospitality industry has been a worldwide phenomenon. It has opened opportunities for economic growth, socio-cultural development and environmental protection among others. The industry encompasses different sectors providing the necessary services and support to visitors. Over the years, community involvement has been recognized as one of the important success indicators in tourism development. The World Wildlife Fund (WWF) International has put emphasis on the involvement of local cultures and people in tourism trade. The local community should actively participate in decision-making and reap equitable share of tourism benefits (Perrin, 2001). As a result, tourism development helps boost a nation's economy and empower local communities.

During the United Nations Conference on Environment and Development (Rio Earth Summit) in June 1992, the governments of 182 countries endorsed Agenda 21. It is a program and strategy aimed to secure sustainable development of planet Earth. Consequently, the World Travel and Tourism Council (WTTC), United Nations World Tourism Organization (UNWTO) and Earth Council published a report entitled "Agenda 21 for the Travel and Tourism Industry: Towards Environmentally Sustainable Development". The report translates Agenda 21 into a program of action for the travel and tourism industry which includes environmental protection and community participation as vital principles in tourism development. Agenda 21 for the Travel and Tourism Industry emphasized the need to make all travel and tourism businesses sustainable and detailed priority areas and objectives for governments and the tourism industry to conform to Agenda 21. It called for travel and trade businesses in tourism to minimize negative impacts and forge partnerships for sustainable development, including collaborating with local communities. Thus, national governments around the world agreed on the important role of the local community as a stakeholder in tourism development (Agenda 21 for the Travel and Tourism Industry: towards Environmentally Sustainable Development, 2001).

The United Nations established the Sustainable Development Goals in 2017. It is a blueprint for everyone to have a better and more sustainable future. There are 17 sustainable development goals to address the global challenges that many people are facing, including poverty, inequality, climate change, environmental degradation, prosperity, peace, and justice. The Goals interconnect is aimed to be achieved on 2030 (UNWTO, 2017).

In the Philippines, tourism development is a shared responsibility of the national and local government. Various laws comprise the responsibilities of the national and local government. Tourism development and promotion are mandated by law through the Local Government Code (RA 7160) and the Tourism Act of 2009 (RA 9593). These responsibilities in tourism development requires an effective system to manage and control government initiatives. Furthermore, Department of Tourism (DOT) implements a top to bottom approach to monitor initiatives which starts from the national level down to the local government units. In this approach, the community plays an important role in the decision-making process.

Different studies discussed how community-based institutions addressed local needs of the community. Many inaccessible rural and indigenous communities are beginning to be involved in the planning and decision-making process of local governments. Active participation to such has empowered communities to create social enterprises and organizations. These community-based institutions are presently responding to national and global economic opportunities with the local community as the primary beneficiaries. Aside from the economic benefits, community-based enterprises have been a tool towards poverty reduction and environmental protection. There is a need to establish partnerships and linkages to achieve the goals of community-based enterprises. These partners provide range of services, support functions, start-up funds, research, training, legal support, infrastructure and innovation and knowledge transfer (Seixas & Berkes, 2010). The role and participation of tourism stakeholders in the area determines the success of tourism development in a tourist destination (Amerta, 2017).

Community-based tourism in the Philippines has been recognized in different parts of the country. Though not all tourism initiatives focus on community participation, there are institutions and initiatives adopting community involvement in tourism (PATA, 2015). Such initiatives may lead to the empowerment of the local community through local leadership by creating plans and encouraging clear and transparent decision-making. Community members actively make decisions on strategies and acceptable levels of tourism based upon the community's culture, heritage, and vision. Strategies also equip local communities with the tools and knowledge necessary for decision-making, and build effective structures enabling community to influence, manage, and benefit from ecotourism development and practice (Ladaga, 2018).

Based on the tourism inventory in the area, a community-managed tour trek was proposed in this study. The development of the tour trek emphasizes the area's natural and cultural resources by adapting the trail development process and identifying the potential trails. In addition, the local community and the local government unit were identified as key stakeholders.

2. Literature review

2.1. Community Participation in Tourism Development

Private and public sectors focus on the construction of facilities and infrastructures to attract visitors with the goal of gaining economic benefits. However, this led to environmental and social issues. Little attention was given to the negative effects of development initiatives towards the local community. The projected benefits supposed to be earned sacrifices the well-being of the local community. In the long run, the aesthetic value of the place diminishes to the extent that destinations attract low-spending mass tourism. This poses socio-economic and environmental problems since tourism development relies on the environmental and socio-cultural resources. Thus, over the years, studies show that community involvement serves as an indicator towards success and sustainability (McIntosh & Goeldner, 1986; Timothy, 1999; Tosun, 2000).

Community involvement works better if the residents receive direct benefits from tourism development. However, benefits are often limited to a number of people who have the financial resources to capitalize on existing potential. For residents to receive benefits from tourism development they must be given opportunities to participate in, and gain financially from, tourism. However, benefits from tourism are often concentrated in the hands of a limited number of people who have the capital to invest in tourism at the expense of other segments of the community (e.g. lower class, uneducated and poor people). Therefore, tourism benefits and costs should be distributed more equally within the local community, allowing a larger proportion of the local population to benefit from tourism expansion, rather than merely bearing the burden of its costs.

One example is Boracay Island which is a famous attraction in the Philippines. Development initiatives bloomed like mushroom due to the marketability of the place. However, the welfare of the local community and the environment were sacrificed. This led to the closure of the growing tourism zone in Boracay in in the year 2018. The President of the Philippines

ordered the closure of Boracay Island for rehabilitation purposes to mitigate the negative impacts to the natural environment and the local community. This scenario occurred due to the lack of involvement of the local community. Many businessmen capitalize on the natural resources of Boracay, displacing many locals, and destroying the environment. Instead of generating positive impacts and experiencing benefits, the issues led to a challenging call for change and protection.

2.2. Community-Managed Tourism Enterprises and Activities

Community-based enterprises are widely implemented in different parts of the world. Different areas include social entrepreneurship, economic development, empowerment zones, grass roots enterprises, and collective entrepreneurship (Welsch & Kuhns, 2001).

Different studies discussed how community-based institutions addressed local needs of the community. Many inaccessible rural and indigenous communities are beginning to be involved in the planning and decision-making process of local governments. Active participation has empowered communities to create social enterprises and organizations. These community-based institutions are presently responding to national and global economic opportunities with the local community as the primary beneficiaries. Aside from the economic benefits, community-based enterprises have been a tool towards poverty reduction and environmental protection. However, there is a need to establish partnerships and linkages to achieve the goals of community-based enterprises. These partners provide range of services, support functions, start-up funds, research, training, legal support, infrastructure and innovation and knowledge transfer (Seixas & Berkes, 2010).

Community-based enterprises are (CBE) created to provide economic and social benefits to the local community (Peredo & Chrisman, 2006). CBE has been increasingly acknowledged as a potential solution toward environmental and poverty problems. However, despite the increasing implementation, the understanding about the organizational architecture and performance of CBE is still lacking and it is argued that the good understanding about the nature of CBE is the bottom line of developing an effective CBE. Literature shows that CBE is mostly reported informs of case studies or project reports. Due to the singularity/individuality of those reports, it is difficult to have a general overview of the CBE in a whole. Thus, two problems are prevailing: (1) lack of comprehensive understanding about the organization of CBE and (2) lack of generalizability of the individual findings. These gaps call for a need to identify a way to bridge them (Soviana, 2013).

In Latin America, rural community-based tourism is a reality on the rise. More and more rural communities have been organizing to offer visitors the opportunity to get to know their landscapes and natural resources, their different cultural expressions, forms of organization and traditional productive activities related to agriculture, livestock, fisheries, craft production or management of forests. Cooperatives, peasant families, communities of indigenous peoples, women's groups and all kinds of community organizations have collectively organized to complement and diversify their revenue by offering new tourist activities. Through these forms of organization, communities are ultimately responsible of deciding, in a sovereign way, how tourism is organized in their territories (Rural Community-based Tourism Latin America Catalogue, 2015). Thus, community-based tourism could be a tool for poverty alleviation and local community empowerment.

2.3. Community-based Tourism Initiatives

Community-based tourism in the Philippines has been recognized in different parts of the country. Though not all tourism initiatives focus on community participation, there are institutions and initiatives adopting community involvement in tourism. One of which is the Bojo Aloguinsan Ecotourism Association (BAETAS). It was formally registered with the Department of Labor and Employment in October 2009, and with the Bureau of Internal Revenue the following year. The project was initiated by the local government of the municipality of Aloguinsan, a town located 73 kilometers midwest of Cebu City on the island of Cebu in central Philippines. The town is classified as a 4th class municipality with a population of 26,000 and a land area of 7,421 hectares. The village of Bojo is a fishing village of about 1,600 residents living in an area of about 355 hectares. Most of the residents earn from fishing, farming and working as laborers in the city. The 1.3 kilometres Bojo River flows through this village and empties into the Tanon Strait, the biggest marine protected area in the Philippines, and home to 14 species of dolphins. BAETAS' mission is to protect Bojo river and the marine resources of Tanon Strait, and attract tourists and earn supplemental income. Its general strategy is community-driven environmental management and the approach is ecotourism revenue as a strong incentive to protect the environment. By the middle of 2009, the Bojo River Eco-Cultural Tour was launched. After fine-tuning the product for a year, it began full swing in 2010. To date, it has received almost 38,000 satisfied tourists who have joined the tour bringing memorable and meaningful experiences with them after. Tours have generated a total receipt of 16 million pesos

with the 2.6 million pesos turned over to the local government. People hail it as a trailblazing initiative in Philippine community-based ecotourism where a local community association gives financial endowment to a municipal government from its tourism activities (PATA, 2015).

According to ASEAN, the Philippines leads the way in sustainable, community-based eco-tourism. The localities cited where the Coron Island off Palawan and Donsol in Sorsogon Province. Coron offers a series of nature-based adventures, ranging from scuba diving to countryside hiking, all done in close coordination with local community tourism offices. While Donsol highlights two unique natural experiences - the whale shark encounter and firefly-watching - both of which support local livelihoods and subsidize environmental protection efforts (ASEAN, n.d.).

Palawan is also known to be one of the places with community-managed tourism initiatives. In Puerto Princesa City, the Underground River was provisionally chosen as one of the New 7 Wonders of Nature in 2011. This recognition also uncovered part of the government's objectives which is to maintain a sustainable tourism that will serve as a livelihood for its people and promote economic development. To obtain this, the local government of Puerto Princesa City initiated the community-based ecotourism in Brgy. Buenavista. Such initiatives led to the empowerment of the local community through local leadership by creating plans and encouraging clear and transparent decision-making. Community members actively make decisions on strategies and acceptable levels of tourism based upon the community's culture, heritage, and vision. Strategies also equip local communities with the tools and knowledge necessary for decision-making, and to build effective structures to enable the community to influence, manage, and benefit from ecotourism development and practice (Ladaga, 2018). Community-based ecotourism in Palawan proved the power of sustainable livelihood and biodiversity conservation to alleviate rural poverty.

A case study on poverty reduction through tourism was conducted in Brgy. Sta. Juliana, Capas, Tarlac, Philippines. The case study was an entry for the World Tourism Organization Compendium of Best Tourism Practices with the Mt. Pinatubo Ecotourism Kabuhayan sa Turismo Project. Since its inception in 1999, the project provides opportunities for the socio-economic upliftment of the community. The livelihood of the locals had a significant transition from local farming to tourism. Results of the study demonstrated the income generated for the local community through tourism development (DOT, 2014).

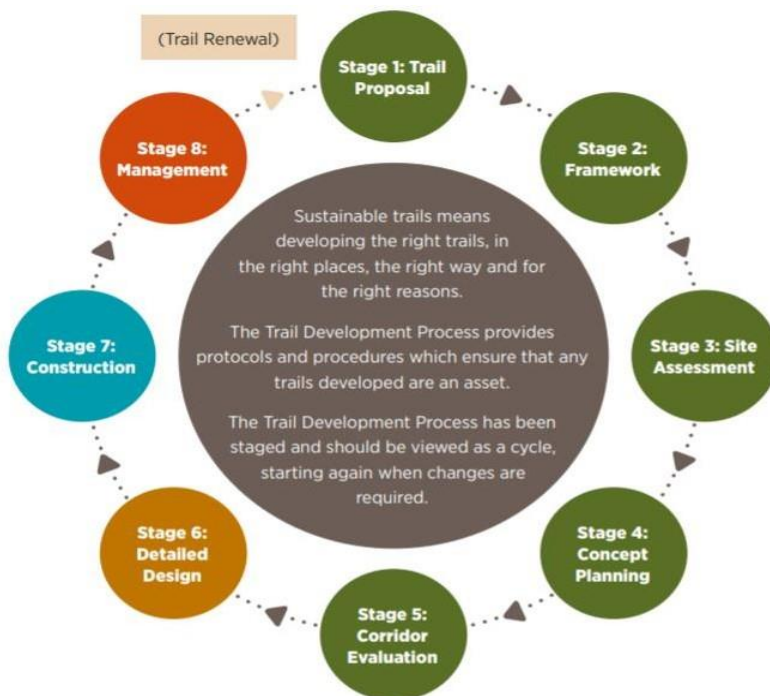
Another emerging type is community-based ecotourism. It is a form of ecotourism that emphasizes the development of local communities and allows local residents to have substantial control over and involvement in its development and management, and also a major proportion of the benefits within the community. This form of ecotourism allows the participants of the cooperative to share the environment and their way of life with visitors. While increasing local income and building local economies, community-based tourism allows communities to participate in the modern global economy while cultivating a sustainable source of income and maintaining their way of life (Ladaga, 2018). Thus, community participation is a major success factor in tourism development. Many countries and programs have exhibited the benefits of involving and empowering the local community in tourism development.

2.4. Theoretical framework

The Trail Development Process (TDP) was adapted to guide the research (figure 1).

Figure 1

Trail Development Process



Note: This model was produced by the Department of Biodiversity, Conservation and Attractions in 2019, from Trails Development Series, Part A: A Guide to the Trail Development Process, a joint publication by the Department of Biodiversity, Conservation and Attractions and the Department of Local Government, Sport and Cultural Industries. Source: State of Western Australia (2019).

The TDP is divided into eight stages and includes a continuous evaluation, review, and improvement process as trails are being developed, maintained, extended or renewed. Where possible, each stage is completed before moving on to the next stage, although some overlaps may be possible. Properly built trails provide opportunities to teach visitors about wildlife, forestry and natural resources. Designed with sustainability in mind, a nature trail can provide years of enjoyment. A well-designed trail will save time and money over the long term and minimize future trail maintenance (McPeake et al., 2011).

The TDP is a scalable process, suitable for the development of a local trail for a small community (State of Western Australia, 2019). The study adapted this process and implemented steps 1-5 as specified in table 1.

Table 1

Trail Development Steps

Stage/Step	Outcome
Trail Proposal	A trail development proposal will be developed supported by identified stakeholders. It involves the identification of suitable areas for consideration
Framework	A project outline developed by the steering group (stakeholders), including: project objectives, potential project management model, stakeholders, roles, target market, requirements and strategies.
Site Assessment	Broad-scale study of the area and identification of opportunities, constraints and characteristics such as soil types, vegetation etc.
Concept Planning	Identification of opportunities and conceptual trail plan, including walking trail maps and infrastructure requirements.
Evaluation	Detailed assessment of trail maps for use in determining the final trail. Validation with stakeholders will be conducted.

Note: This process was adapted from the model produced by the Department of Biodiversity, Conservation and Attractions in 2019, from Trails Development Series, Part A: A Guide to the Trail Development Process, a joint publication by the Department of Biodiversity, Conservation and Attractions and the Department of Local Government, Sport and Cultural Industries. Source: State of Western Australia (2019).

Table 1 shows the trail development steps implemented in the study which includes, trail proposal, framework, site assessment, concept planning, and evaluation. These are necessary steps that enabled the identification and evaluation of the trails for the tour trek package.

3. Methodology

The data collection technique was directed by the trail development process and defined objectives. The researcher evaluated the location to determine the tourist components and conducted a meeting with stakeholders to determine which potential trails to consider. To assess future tourist demands, a visitor preferences survey was conducted. Using the established criteria, the trails that were considered were identified and mapped. The sites were assessed in order to determine the potential trails and propose tour trek packages. Stakeholder validation was also carried out. A series of mock tours were conducted to create the suitable tour trek itinerary. Selected government employees, tourism practitioners and faculty evaluated the proposed itineraries. An itinerary was developed and pilot-tested for evaluation.

The respondents of the study were the stakeholders in Sagñay, Camarines Sur. Random Sampling technique was used in the study. Percentage Technique and weighted mean were used to analyze the data gathered. The primary sources of data are the on-site visitors, previous visitors, local residents, tourism experts and LGU officials.

4. Results and Discussion

4.1. Local community perception on potential tourism development

The local community's perception towards tourism development is an important factor to achieve sustainability. Different cultures and customs exist in different societies which are affected by tourism development. Local communities in developing nations are required to engage in and manage tourist activities. The mixed perception about the tourism development in the study area reflects that direct benefits through tourism hold positive perception and attitudes while those who have not received any tangible benefits hold negative attitudes about the tourism development.

Table 2 shows the perception of the local community towards tourism development in the area. Local residents strongly agree that more people in the community should be involved in tourism. They also perceive that their family's income and quality of life would increase if tourists were attracted to explore the area's services and activities. They also think that infrastructure in the local area would improve because of tourism (i.e. roads, sewage systems,

wells, bridges.) and that decisions about how much and what kind of tourism should be developed are best left to the residents of the area.

Table 2

Community Perception towards Tourism Development

Statements	WM (n=150)	VI
1. Tourism makes local people feel proud about their culture.	3.95	Agree
2. Tourism helps the villagers better appreciate their community.	3.91	Agree
3. Tourism would take away our natural resources such as land, food, water, and wood.	1.87	Disagree
4. Tourism would bring increased crime to the area.	2.01	Disagree
5. Tourism development would increase protection of natural areas.	4.11	Agree
6. More people in this community should be involved in tourism.	4.6	Strongly Agree
7. Tourists would crowd local residents out of recreational spots.	2.04	Disagree
8. My family's income and quality of life would increase if tourists were attracted to explore this area's services and activities.	4.52	Strongly Agree
9. The infrastructure in the local area would improve because of tourism (i.e. roads, sewage systems, wells, bridges.)	4.45	Strongly Agree
10. The current rules used in managing the resources in the area are adequate.	3.81	Agree
11. Rules and regulations regarding resource use need to be drafted.	3.95	Agree
12. The community needs to monitor forest and marine resource use.	4.49	Agree
13. We should take steps to restrict tourism development.	2.81	Undecided
14. Decisions about how much and what kind of tourism we should have are best left to the residents of the area.	4.55	Strongly Agree
15. Decisions about how much and what kind of tourism we should have are best left to the private sector (i.e, entrepreneurs, non-profit organizations).	3.62	Agree

The respondents perceive that tourism development in the area can be a tool to help the community through improved livelihood, environmental protection, and cultural appreciation. However, the respondents disagree that there will be increased crimes and competition of resources among the locals and visitors. Respondents agree that the local community should be involved in the decision-making process when it comes to policy formulation. This shows that the local community recognizes the value of tourism development in the area, as well as the need for participation from all stakeholders. As a result, community involvement might be used to help regulate tourism in the area.

4.2. Inventory of Tourism Products in Sagñay, Camarines Sur

The tourist product is the sum of a tourist's physical and psychological experiences when visiting a destination. It is a composite product, consisting of a collection of services such as tourist attractions, transportation, accommodation, and entertainment that provide visitor satisfaction. Each aspect is supplied by individual service providers. The potential attractions and activities in Sagñay, Camarines Sur varies from natural, cultural, and man-made. Table 3 shows the inventory of existing and potential tourism products, location, approximate distance from the information center and activities in the site.

Table 3

Inventory of Tourism Products

Tourism products	Location	Approximated Distance	
		from the Tourist Information Center	Activities
Nature-based attractions			
1. Patitinan White Beach	Patitinan	15.1 km	Swimming, Sightseeing, Camping
2. Sibaguan Falls	Sibaguan	6 km	Swimming, Trekking
3. Coyaoyao Falls	Coyaoyao	9 km	Swimming, Trekking
4. Sto. Niño Beach	Sto. Nino	6.7 km	Swimming
5. Atulayan Island	Atulayan	7.4 km	Swimming, Diving, Camping
6. Atulayan Fish Sanctuary	Atulayan	7.4 km	Swimming, Diving, Camping
Cultural/Historical Attractions			
1. St. Andrew the Apostle Church	Sagñay	400 m.	Sightseeing
2. Guipao Festival	Sagñay	n/a	Sightseeing, Music Fest
3. Baybayon Festival	Sagñay	n/a	Sightseeing, Music Fest
4. Pasko sa Sagñay	Sagñay	n/a	Sightseeing, Music Fest
Man-made Attractions			
1. Patitinan Rest House/Rest Area	Sagñay	18 km	Sightseeing
2. Partido Riviera	Sagñay	20.3 km	Sightseeing

a. Nature-based Attractions

Sagñay boasts nature-based attractions that can be developed and managed to draw many visitors in the area. Nature-based attractions in Sagñay include Patitinan White beach, Sibaguan Falls, Coyayoyao Falls, Sto. Niño Beach, Atulayan Island, and Atulayan Fish Sanctuary.

Figure 2

Patitinan White Beach



Patitinan White Beach (Figure 2) is a private resort found in Sagñay, Camarines Sur. Its crystal blue waters meet the fine golden white sand while rocky formations can be found by the shore. The place is silent where you can only hear the flowing waves with a lovely view of the seascape. The site remains unspoiled and free from destructive infrastructure or extremely damaging human activities.

The entrance of the resort is beside the main road where a Patitinan signage welcomes visitors, along with its caretakers. The white beach is accessible through a 15-minute trek from Patitinan's main road or a 15-minute boat journey from Bongalon port. Rental cottages and tree huts are also available. The main recreational activities in the area are swimming and camping.

Figure 3

Sibaguan Falls



Source: <http://tourism.sagnay.gov.ph/index.php/products-and-services>

Sibaguan Falls (Figure 3) is a multi-tiered waterfall that is remote and relatively undiscovered. It is accessible via an hour-and-a-half hike that includes three river crossings, canyoneering, and climbing before arriving to a sequence of waterfalls. This attraction is suitable to soft and hard adventure visitor groups. The journey from the main road is thrilling, and guests can enjoy the fresh breeze as they walk through the forest. Its white water cascades down a series of rocky outcrops, giving the effect of many waterfalls rather than just one. The rushing water descends over a series of rocks as it reaches a deep plunge pool of cold water. The main recreational activities include canyoneering, bouldering, swimming, and flora and fauna appreciation.

Coyaoyao Falls (Figure 4) is another hidden attraction in Sagñay. From Sibaguan proper, the waterfall can be reached through a 25-minute trek with local guides. It is another unexplored gem hidden among the lush trees in the area. The trek to Coyaoyao Falls is easy and requires minimal effort.

Figure 4

Coyaoyao Falls



The area's greenery and peaceful atmosphere is worth the trek while its fresh water is best for swimming. The waterfall flowed smoothly to the wide plunge pool at the bottom which is varnish clear. The site is good for swimming, picnics, and flora and fauna appreciation.

Figure 5

Sto Niño Beach, Sto. Niño



Visitors may experience local traditions and cuisine through the numerous locally-owned food establishments offering local food and delicacies in the site. Cottages and room accommodations are also available in private resorts along the shoreline. Community immersion is also a must-experience activity. Locals are known to be hospitable and fun-loving.

Figure 6

View of Atulayan Island from the mainland



Figure 7

Atulayan island beachfront



Atulayan Island (Figures 6 & 7) is noted as a pristine white sand island whose name was based on the local dialect for snail, atol. From afar, it is considerably a snail-shaped island. A 20-minute boat ride from Nato Wharf will lead to the soothing crystal clear waters. Friendly locals will welcome you with genuine Filipino hospitality. It is the most visited tourist attraction in Sagñay.

The island boasts diverse marine life attracting visitors year-round. Atulayan is pleasant for swimming and for family recreation as well. Tourists may also enjoy climbing the 220 steps at the Wonder Stairs which lead to the relaxing view of Atulayan Hill Top (Rediscover Sagñay, 2018). Visitors may also trek and enjoy the diverse flora and fauna. Cottages and room accommodations are available for visitors. Camping is also allowed in the area provided that there is LGU coordination since it is managed by the local community. Atulayan Island is a competitive attraction in the area.

Figure 8

Atulayan Fish Sanctuary



Another interesting attraction in Atulayan Island is the Atulayan Fish Sanctuary (Figure 8). It is a marine protected area that contains abundant species of fish, corals and different underwater life. The fish sanctuary is maintained by the local government of Sagñay and supported by the local community manifested by the continuous protection of the place. Through the years, there is little or no trace of environmental exploitation in the area.

Diving is a must-experience activity guided by local professional and registered divers upon request. A notable practice in the area is the continuous environmental awareness drive and monitoring conducted by the local government unit to educate locals of the important practices to protect and preserve the sanctuary.

b. Cultural Attractions and Events

Visitors can see and experience mankind's physical and intellectual creations at cultural places. Culture encompasses everything created by humans in its broadest meaning; nonetheless, certain achievements leave a stronger effect than others. Sagñay is also known for festive and colorful celebrations commemorating feast days and the home one of the oldest church in the area. The local people are known to be pious and hospitable. Many visitors participate in

festivals, feast days and other activities. There are also groups of indigenous people in some parts of the municipality. The previous table (Table 3) lists Cultural Attractions and Events, its location, approximate distance from the information center and activities.

Figure 9

Baybayon Festival ladies



Baybayon Festival is the most famous festival in the town. The festival aims to promote the tourism industry in Sagñay through a 3-day celebration along the coastal are. Activities include concerts, competitions, local trade fair and other activities depicting abundance and thanksgiving. There are also varied activities encouraging the youth to engage in sports and arts.

Baybayon Festival is celebrated annually during the summer season at Baybayon Site, Sto. Niño, Sagñay, Camarines Sur. The Baybayon site (Figure 10) has been an attraction since the festival started in 2005. It has been the center location for activities and business expos.

Figure 10*Baybayon Site*

The festival also includes beauty pageants, beach disco, ballroom dancing, beach sports competition, bikini open, concerts, colorful float parades and other related activities. Many people from neighboring towns visit Sagñay during the conduct of this festival. In fact, one of the major highlight is the annual appearance of celebrities and performers in the festival. Among the guests include famous Filipino groups like Ben & Ben, Parokya ni Edgar, Kamikazee and many others.

Figure 11*Street Dancing Competition*

Guipao Festival is the celebration of Sagnay's town fiesta. The festival includes colorful and joyous activities like street dance, parades, cooking contests, novenary mass and fireworks. Visitors flock the town to witness the grand display of costumes and props during street dancing competitions while commemorating the town's patron saint.

Locals open their homes to offer sumptuous meals to guests. These strengthen the bond among the local people and neighboring towns. Despite the changes brought by the modern times, the local traditions continue to flourish and exhibited in festivals and other activities in the town.

The Local Government Unit of Sagnay initiates sustainable tourism activities to promote environmental protection. Mangrove Panting and Coastal Clean-up are one of the major activities joined by the locals and different organizations. There is also a Business and Tourism Sector activity in support to small businesses and tourism enterprises. The LGU also recognizes e-sports as a way to prevent the youth from engaging in drugs through the Mobile Legends Tournament.

Figure 13

Locally-made lanterns on display at the town plaza



Christmas is an annual highlight in the Philippines which explains the annual festive celebration of Pasko sa Sagñay. It is the celebration of Christmas which commemorates the birth of Jesus. One of the highlights of the event is the giant Christmas tree displayed in the town plaza, adorned with locally-made lanterns. Different themes are chosen each year. The local tourism office aims to attract visitors and support small businesses through this project.

Figure 13

St Andrew the Apostle Church



Source: <http://tourism.sagnay.gov.ph/index.php/products-and-services>

St. Andrew the Apostle Church (Figure 13) is one of the oldest churches in the region. Many people are fascinated by the more than 300 years old church found at the town center. The first parish priest was Fr. Pedro Perona. He built the wooden church under the Patronage of the St. Andrew the Apostle, thus making November 30 as its town fiesta.

In the year 1685 to 1687, Fr. Serafin Terren, built a new rectory, which was destroyed by a typhoon. Fr. Frutos Garcia, built the church of stone and wood where the foundation of which still stand today to testify to the dedicated efforts of the First Spanish Missionaries. The secular clergy played the most part in the making of the present church endure through the centuries, thus making the church a perfect monument of a rich cultural past. Fr. Mariano Calvo finished its walls and floor of nipa. It was Fr. Lope Delgado who covered it with galvanized iron in 1888.

Found at the town center, the stone church attracts visitors with its architectural design and rich history. It is an iconic attraction and place of worship at the town center.

c. Man-made Attractions

Man-made attractions are described as human-made attractions with the goal of leaving a lasting impression. Among the interesting man-made attractions in Sagñay is the Patitinan Rest House or Rest Area and the Partido Riviera viewing deck. TAs shown in Table 3, the following are the man-made attractions in Sagñay.

Figure 14

Patitinan Rest House/Rest Area



Patitinan road connects Partido Area and Tiwi, Albay. Many motorists and travelers pass the area since it is the faster way to Tiwi, Albay and other neighboring towns. Thus, the Patitinan Rest Area (Figure 14), also called Patitinan Rest House is a joint project of the Local Government Unit of Sagñay and the Department of Tourism to support the livelihood of the local residents in the area.

The Patitinan Rest House/Rest Area provides basic sanitation facilities with complete bathrooms and shower rooms. There is a designated area for dining and relaxation while enjoying the seascapes and the overlooking view of the Atlayan Island. Locals also sell local

products and food. One of the famous local products in the area is the woven abaca blankets created by locals and Indigenous Peoples group.

Figure 15

Partido Riviera



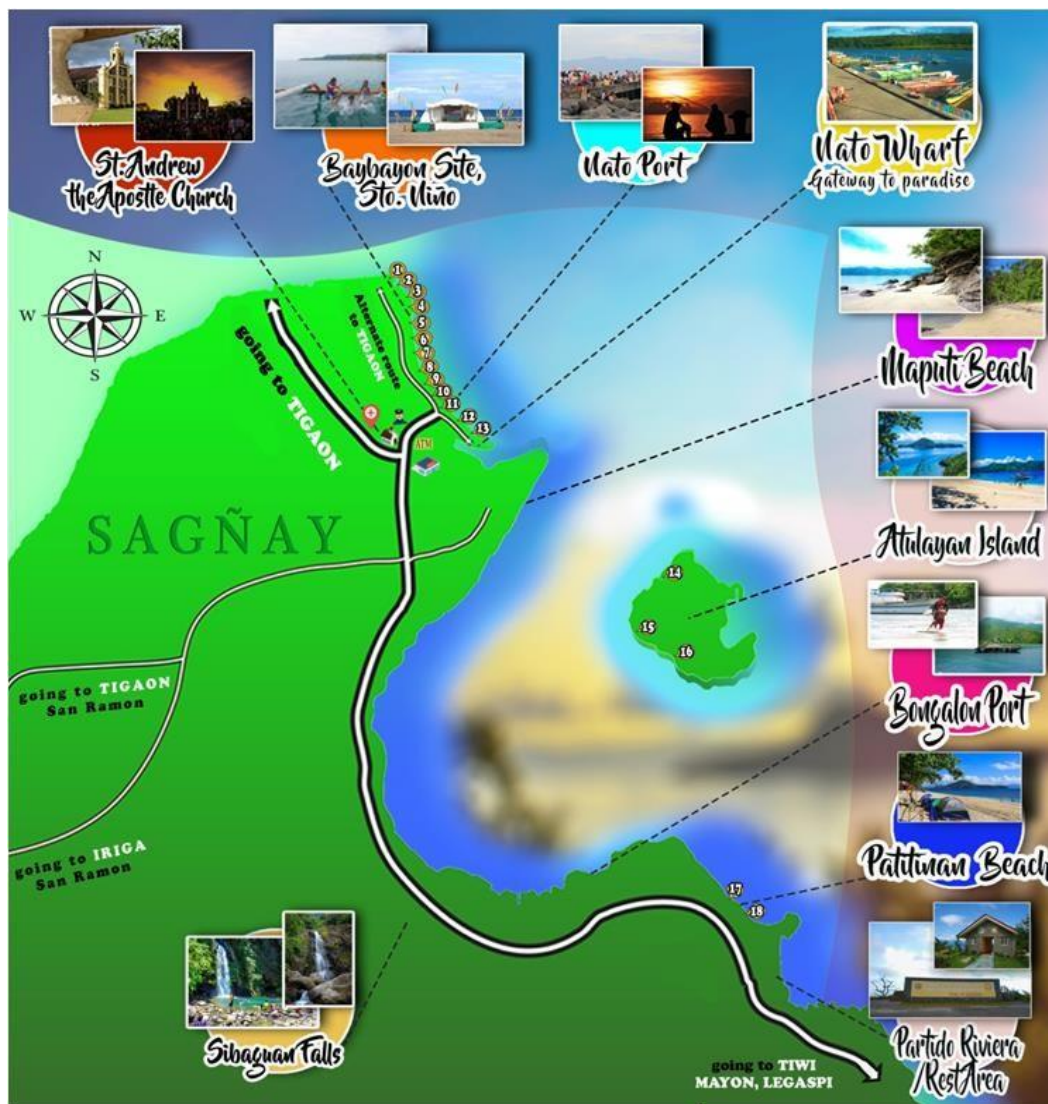
An approximately 25-minute drive from the town proper of Sagñay, picturesque views can be seen along the winding road of Patitinan that geographically connects Sagñay, Camarines Sur and Twi, Albay. Partido Riviera (Figure 15), Pride of Patitinan, is the one of the most visited site in the area. Tourists usually have their stopover in order to enjoy the beauty of nature overlooking the wide view of the Lagonoy Gulf. It is just a few minutes from the Patitinan Rest Area where complete facilities waits for those who want to take a break from road travel.

4.3. Community-Managed Tour Trek

Community-based tourism is a type of tourism in which tourists are invited into local communities to learn about their culture and daily lives. It is a type of sustainable tourism that allows visitors to build deep bonds with the communities they visit. Visitors can meet with the local people, learn about the diversity and customs of another region and consider homestays, farm visits, group cooking and crafting, storytelling, village excursions, and other activities that provide insight into their daily lives.

Figure 16

Tourist Map of Sagñay, Camarines Sur



Source: <http://tourism.sagnay.gov.ph/index.php/products-and-services>

The local tourism office headed by Ms. Cathe Ortinero believes that Sagñay has great potential as a tourist destination. The LGU recognizes tourism as an important tool to boost their economy. One of the initial steps conducted by the local government unit was the identification of tourist attractions in the area. A map (Figure 16) was developed to highlight points of interest in the town. Based on the identified potential tourist attractions and activities in Sagñay, a community-managed tour trek was developed by the researcher in consultation with the tourism officer. Attractions and activities included in the proposed tour treks were also based on the

survey conducted in the municipality. The following are the proposed tour trek developed by the researcher and approved by the local tourism officer.

Figure 17

Day Tour Package A

Day Tour Package A	
Tour Inclusion: - <i>Tour guide services - Van service for the tour - Entrance fees - Transfers</i>	
Day Tour A	
0600H	Tour group meet up at St. Andrew the Apostle Church
0610H	Orientation and Ocular Tour at St. Andrew the Apostle Church <i>Breakfast: <u>Kakanin</u> and fresh <u>buko juice/local drink</u></i>
0645H	ETD to <u>Sibaguan</u>
0655H	<u>Sibaguan, Sagnay</u> and Trekking Preparation
0700H	Guided Trekking to <u>Sibaguan Falls</u>
0740H	<u>Sibaguan Falls</u> Swimming Sightseeing Flora and Fauna appreciation Picture Taking
1130H	<u>Patitinan Rest Area</u> Lunch will be served by locals Woven Souvenir <u>products</u> Display Social Interaction with locals Presentation of Local Folks/Tribe members Souvenir Shopping (display of local products)
1430H	<u>Partido Riviera</u> Overlooking view of <u>Atulayan Island</u> and seascapes (Photo ops)
1500H	Travel to <u>Nato Beach</u>
1530H	<u>Nato Beach</u> Sightseeing Swimming Food hopping among local restaurants and stores (on <u>pax</u> account)
1700H	ETD
End of Tour	

The Sample Package Tour A shown in Figure 17 is a sightseeing day tour along the Sibaguan, Patitinan and Nato. It showcases the magnificent Sibaguan Falls, Patitinan Rest area and Nato Beach. Visitors will participate in a cultural walk that includes an adventure trek to the multi-tiered Sibaguan waterfalls, interaction with locals, shopping of local woven products, beautiful seascapes from viewing decks, and the relaxing aura of Nato Beach while dining in local food establishments of their choice.

Creating a positive interaction between locals and tourists is one of the most important aspects of attaining and maintaining sustainable tourism development in a region. Tourists' experiences and perceptions of the visited destination, as well as residents' acceptance and tolerance of tourists, are influenced by the quality of interaction between tourists and residents (Armenski et al., 2011).

Figure 18

Day Tour Package B

Day Tour Package B	
Tour Inclusion: - Tour guide services - Van service for the tour - Entrance fees - Transfers	
0600H	Tour group meet up at St. Andrew the Apostle Church
0610H	Orientation and Ocular Tour at St. Andrew the Apostle Church <i>Breakfast: <u>Kakanin</u> and fresh <u>buko</u> juice/local drink</i>
0625H	ETD
0645H	<u>Bongalon</u> Port
0650H	Boat travel to <u>Patitinan</u> Beach
0720H	ETA: <u>Patitinan</u> Beach
	Swimming
	Sightseeing
	Flora and Fauna appreciation
	Picture Taking
1050H	Boat Travel to <u>Bongalon</u> Port
1120H	Van Transfer to <u>Partido</u> Riviera Rest Area
1140H	<u>Patitinan</u> Rest Area
	Lunch will be served by locals
	Woven Souvenir <u>products</u> Display
	Souvenir Shopping
	(display of local products)
1400H	Guided Trek to <u>Sibaguan</u> Falls
	<u>Sibaguan</u> Falls
	Swimming
	Sightseeing
	Flora and Fauna appreciation
	Picture Taking
	Food: on <u>pax</u> account
1700H	<u>Nato</u> Beach
	Sightseeing
	Food hopping among local restaurants and stores (on <u>pax</u> account)
1745H	ETD
End of Tour	

The Day Package Tour B shown in Figure 18 is an adventurous escapade to Patitinan Beach, Partido Riviera, Sibaguan Falls and Nato Beach. Visitors will experience a 15-minute boat ride from Bongalon Port to Patitinan White beach, guided trek to Sibaguan Falls and local immersion at Nato Beach to end the day while relaxing and dining at sunset. This tour package is for the adventurous types who want to engage in trekking, swimming, and social interaction. The

highest level of interaction between locals and visitors is the formation of a desire to share knowledge and experience.

Figure 19

Overnight Tour Package

Overnight Tour Package	
Tour Inclusion:	
- Tour guide services	
- Van service for the tour	
- Boat Services	
- Entrance fees	
- Full board meals	
- Accommodation	
Day 0	
2000H	Travel from Manila to Sagnay
Day 1	
0600H	Arrival: Sagnay
0610H	Resort Check-in
	<i>Breakfast: Kakanin and fresh buko juice/local drink</i>
0630H	Orientation and Ocular Tour at St. Andrew the Apostle Church
0650H	ETD to Sibaguan
0655H	Sibaguan, Sagnay and Trekking preparation
0700H	Guided Trekking to Sibaguan Falls
0740H	Sibaguan Falls
	Swimming
	Sightseeing
	Flora and Fauna appreciation
	Picture Taking
1130H	Patitinan Rest Area
	Lunch will be served by locals
	Woven Souvenir products Display
	Social Interaction with locals
	Presentation of Local Folks/Tribe members
	Souvenir Shopping
	(display of local products)
1430H	Partido Riviera View Deck
	Overlooking view of Atulayan Island and seascapes
	(Photo ops)
1500H	Travel to Nato Beach
1530H	Nato Beach
	Sightseeing
	Swimming
	Souvenir Shopping
	Food hopping among local restaurants and stores (on pax account)
0700H	Back to Resort
Day 2	
0600H	Wake-up call/Breakfast
0630H	ETD to Nato Port
0645H	Nato Port
0725H	Atulayan Island
	Swimming
	Snorkelling
	Kayaking
	Sightseeing
	Picture-taking
	Other activities
1130H	Lunch by the sea (local food: fresh fish and local delicacies)
1330H	Travel back to Nato port
1420H	Back to accommodation
	<i>Free time for other activities</i>
	<i>*town center</i>
	<i>*local restaurants</i>
	<i>*other activities at the time of visit</i>
1500H	Depart to Manila
<i>End of Tour</i>	

The Overnight Tour Package shown in Figure 19 highlights the beauty of the most-visited sites in Sagnay and the importance of social interaction and cultural understanding to improve the quality of relationships between locals and visitors. Visitors will trek to Sibaguan Falls, experience local hospitality at Patitinan Rest Area, appreciate the overlooking view of seascapes at Partido Riviera, dine in different local food establishment and relax while watching the sunset at Nato Beach, and be amazed by the amazing waters and views of Atulayan Island.

Community-managed tourism provides for more interaction with local inhabitants while also providing better economic and environmental benefits. Developing a tour package that encourages meaningful interaction among locals and visitors promote better sustainable tourism practices and multi-cultural understanding. Involving the community empowers the local people. It may also inspire them to contribute to the protection of their local area since they are part of the decision-making process.

On the other hand, the researcher also developed a Tri-fold Information Sheet for potential visitors. Figure 20 and 21 show the Tri-fold Information Sheet of Sagnay, Camarines Sur. The Information sheet highlights the attractions in the area and the map developed by the local government. It also emphasized the municipality's tourism tagline, "Rediscover Sagnay". The information sheet also includes information about the destination, tourism enterprises and recommended food establishments, important contact numbers and a sample tour package. The information sheet is developed to help visitors have access to important information before and during their visit.

In addition, various characteristics of tourist satisfaction were linked to availability of information. Tourists like settings where information is accurate and timely, where services are adequate, and where visitors are treated with respect (Tavares, Otaviano, & Madhuri, 2018). Accessible destination information is important in attracting visitors. Thus, the information brochure was developed.

Figure 20

Tri-fold Information Sheet of Sagñay, Camarines Sur (Page 1)

Sagnay Day Tour	
Time	Activities
0600H	Tour group meet up at St. Andrew the Apostle Church
0610H	Orientation and Ocular Tour at St. Andrew the Apostle Church <i>Breakfast: Kakanin and fresh buko juice / local drink</i>
0645H	ETD to Sibaguan
0655H	Sibaguan, Sagnay and Trekking preparation
0700H	Guided Trekking to Sibaguan Falls
0740H	Sibaguan Falls <i>Swimming</i> <i>Sightseeing</i> <i>Flora and Fauna appreciation</i> <i>Picture Taking</i>
1130H	Patitinan Rest Area <i>Lunch will be served by locals</i> <i>Woven Souvenir products Display</i> <i>Social Interaction with locals</i> <i>Presentation of Local Folks / Tribe members</i> <i>Souvenir Shopping</i> <i>(display of local products)</i>
1430H	Partido Riviera Overlooking view of Atulayan Island and seascapes <i>(Photo ops)</i>
1500H	Travel to Sto. Niño Beach
1530H	Sto. Niño Beach <i>Sightseeing</i> <i>Swimming</i> <i>Food hopping among local restaurants and stores</i> <i>(on pay account)</i>
1700H	End of Day Tour

For price and arrangement inquiries, please contact:
MS. CATHERINE B. ORTINERO
 Tourism Officer in-charge
 0946048635

FOOD PROVIDERS

ICEVEGZSHAKES & BURGERS Gourmet Snacks / Towns Center	09082339986
TITUZ PIZZA & HOME MADE SNACKS Made to Order / Town Center	09462212088
BIG BURGER Food Stools within Market Vicinity	09308973539
AIDA'S EATERY Canteen / Karenderya near Central School	09198119150
RECHILDAS CATERING SERVICES Made to Order / Delivery Town Center	09268924816 09085546776
OMICK RESTO BAR Sirig / Beer / Live Band near Baybayon Site	09202886254
MARGIE NATIVE FOOD Binibid / Sinapot / Kalingking by delivery	09463054884
EMMANUEL CARABLE Made to Order Pinangat by delivery	09120480609
RODGER'S KICHENETTE Catering Services / Town Center	09108427417

OTHER NEARBY DINING CHOICES

Janni Crits Diner by Lejanni (Tigzon)	09185834834 (052)452-3037
AirLloyd 24/7 Food Park (Tigzon)	09090272741 09173208770
A-Delphi's Burger and Café (Tigzon)	09853948217
Claudia's (Tigzon)	09209269538
Rickey's Tipolo Farn (Tigzon)	09450783379
Magayon Pizzeria Ristorante (Tivi)	09958921294 09056119411
DJC Halo-Halo (Tivi)	09152798815

GOVERNMENT SERVICES


LOCAL PNP HOTLINE	0998-967-3578 0998-561-6479
SANGAY INFIRMARY	0909-220-7372
SANGAY AMBULANCE	0909-220-7369
SANGAY FIRE STATION	0909-675-3965
MIDRRMO RESCUE	0918-402-9012 0917-136-9689 0920-534-4256 0928-228-3474
PHIL. COAST GUARD	0998-585-573 0917-842-6845
BANTAY DAGAT	0930-540-3433
SANGAY TOURISM OFFICE	0946-046-6835

Local Government Unit of Sagñay
 Camarines Sur
 4421, Philippines



Figure 21


Tri-fold Information Sheet of Sagñay, Camarines Sur (Page 2)



Rediscover Sagñay
PROVINCE OF CAMARINES SUR


Experience Sagñay, Rediscover Sagñay!

Sagñay is one of the Philippines' iconic travel destinations, with its great beaches, countless waves for surfing, wonderful natural sites, delicious food, and gifted artists.



Atulayan Island


Nestled in the Philippines on the South Eastern side of the island of Luzon within the province of Camarines Sur, the idyllic town boasts of one of the oldest civilizations in the province rooted from the galleon trade era that thrived in Nato Port. Sagñay faces the Pacific, encompassed by a 27-kilometers coastline...punctuated by gentle mountain teeming with nature's bounty of pure crystalline water...endowed with the glory of the enchanting Atulayan Island, a few minutes boat ride from Nato Wharf.




Sibaguan Falls

Explore some of the best eco-destinations that offer exciting activities with the local community. Trained local service providers will welcome you with unique experiences and unforgettable memories through Partido State University's Sagñay Community-based Tourism Development (SACTODEV) Program in partnership with LGU-Sagñay.

Come and experience warm Filipino hospitality!



Photos: <http://tourism.sagnay.gov.ph/index.php/gallery#>



St. Andrew the Apostle Church

Baybayon Site, Sto. Niño

Nato Port

Nato Wharf
Gateway to paradise

Maputi Beach


Atulayan Island

Bangalon Port

Pattinanan Beach

Partido Riviera Rest Area

- 10 Pacific View Beach Resort
- 11 Aqua Beach Resort
- 12 Talloay Beach Resort
- 13 Fier One39 Spring and Beach Resort
- 14 Gueron Beach Resort
- 15 T & V Travellers Beach Resort
- 16 Tipa Cottage
- 17 Jose Borbor Beach Resort
- 18 Lyto's Cottage
- 19 Charlie Beach Resort
- 20 Brigo Beach Resort
- 21 Tacith Paradise Beach Resort
- 22 Bantakagi Beach Resort
- 23 Resorts Isla Atulayan
- 24 M.J. Victoria Beach Resort
- 25 Colacho Cove
- 26 Sany Beach Resort
- 27 Partisan Beach Resort



going to TIGAON

going to TIGAON San Ramon

going to IRIGA San Ramon

going to TIWI MAYON, LEGASPI

Sibaguan Falls

Source: <http://tourism.sagnay.gov.ph/index.php/products-and-services>

4.4. Evaluation of the Community-Managed Tour Trek

The site assessment, tourism products inventory identification of trails, and mock tours led to the proposal of tour trek packages. The pilot test was conducted with participants including tourism professionals, tourism graduates, individuals who completed the Tour Guiding Course and the tourism officer of Sagnay, Camarines Sur. The tourist attractions visited were based on the previous mock tours conducted. The participants rated the itinerary based on the distributed questionnaire.

Community service providers and establishments were tapped for the pilot test. However, there were very few who committed to provide services on-call depending in the offered itinerary. The researcher observed that though there are many local food establishments, most of them are not ready to provide service outside store dining premises. Transport vehicles are also limited and rented vehicles are advisable.

Figure 22

Customer Service Training at Sagñay via SACTODEV Program



On the other hand, there are many beneficiaries of the training for tour guiding conducted by the Local Government Unit and various tourism services trainings like first-aid, basic water survival, customer service, tour guiding, conducted by the Partido State University SACTODEV Program (Figure 22). Based on the conducted pilot test, an evaluation was conducted using the aspects indicated in the questionnaire (See Appendices). The first part aimed to assess the visitor experience and the second part aimed to evaluate the specific aspects of the tour which includes amenities, attractions, activities, tour staff and tour itinerary. Each aspect includes different indicators to evaluate the tour trek. The evaluators include tourism professionals, tourism graduates and individuals who completed the Tour Guiding Course.

Table 5

Evaluation Results of the Community-Managed Tour Trek

Indicators	WM (n=10)	VI
Accessibility of the Site		
<i>The transport and transport infrastructure to reach the destination and at the destination.</i>		
1. Travel time between attractions.	4.3	Very Good
2. Safety of transportation vehicle.	5	Excellent
3. Comfortable transportation vehicle.	4.7	Excellent
4. Road condition from the National Road.	4.7	Excellent
5. Information signage	3.6	Very Good
6. Safety signage	3.7	Very Good
Amenities on the Site		
<i>Facilities available at the destination which help in meeting the needs and wants of tourists.</i>		
1. Food and beverage facilities.	3.7	Very Good
2. Souvenir outlet.	3.6	Very Good
3. Communication network.	2.6	Good
4. Public restrooms	4.3	Very Good
5. Garbage disposal system.	3.6	Very Good
6. Water supply (stand-alone water points/ piped water source)	3.8	Very Good
7. Power supply	3.5	Good
Attractions on the Site		
<i>Points of interests visited (natural, man-made, cultural, and social attractions.)</i>		
1. Natural attractions: beaches, scenic views, waterfalls	4.7	Excellent
2. Man-made attractions: view deck, rest house, church	4.3	Very Good
3. Cultural attractions: cultural dance, local art	1.7	Fair

4. Social attractions: interaction with locals	4.4	Very Good
Activities on the Site		
<i>Activities available in the destination.</i>		
1. swimming	5	Excellent
2. trekking	4.4	Very Good
3. souvenir shopping	3.4	Good
4. sightseeing	4.6	Excellent
5. flora and fauna appreciation	3.6	Very Good
Tour Staff during the tour		
<i>Personnel in-charge of the tour services.</i>		
1. Driver	5	Excellent
1.1 handling of vehicle in motion	5	Excellent
1.2 braking and slowing	5	Excellent
1.3 compliance to traffic rules	5	Excellent
1.4 appropriate clothing	5	Excellent
1.5 courtesy	5	Excellent
2. Tour guide	5	Excellent
2.1 presentation style	5	Excellent
2.2 knowledge of information	5	Excellent
2.3 ability to answer questions	5	Excellent
2.4 appropriate clothing	5	Excellent
2.5 courtesy	5	Excellent
Tour Itinerary during the tour		
<i>Plan of the journey including the routes to places of interest.</i>		
1. combination of transport and tourist routes	4.9	Excellent
2. proximity of attractions	4.1	Very Good
3. time allotted for each attraction/ places of interest	4.3	Very Good
4. appropriateness of schedule	4.7	Excellent

The Day Package Tour B shown in Figure 18 is an adventurous escapade to Patitinan Beach, Partido Riviera, Sibaguan Falls and Nato Baeach. Visitors experienced a 15-minute boat ride from Bongalon Port to Patitinan White beach, guided trek to Sibaguan Falls and local immersion at Nato Beach to end the day while relaxing and dining at sunset. This tour package is for the adventurous types who want to engage in trekking, swimming, and social interaction. Table 5 shows the evaluation results of the respondents on the community-managed tour trek which includes the following aspects:

a. Accessibility of the Site

One of the important aspects of tourism development is accessibility. Accessibility pertains to the transport and transport infrastructure to reach the destination and the mode of transfers while staying in the destination. Table 5 shows that the safety and comfort of transportation vehicle is excellent as well as the road condition. Based on the evaluation, the information and safety signage are very good. While the safety and comfort of transportation vehicle, and the road condition were rated as excellent. Thus, Sagñay is an accessible tourist destination for potential visitors.

b. Amenities on the Site

Amenities are also essential elements within the destination. It includes the facilities available at the destination which help in meeting the needs and wants of tourists. These facilities are purpose-built around the needs and wants of the potential visitors from targeted segments in quantities identified by market feasibility studies. Table 5 shows that the food and beverage services, souvenir outlet, public restrooms, garbage disposal system and water supply were rated very good. While, the communication network and power supply are also good. This implies that while amenities are very good, there are rooms for improvement to better serve the visitors.

c. Attractions on the Site

Attractions are considered to be the pull factor in destinations. They provide enjoyment and education as well as fulfil recreation and leisure necessities. Attractions refer to the points of interests visited like natural, man-made, cultural, and social attractions. The attractions visited as indicated in Figure 18 includes Patitinan Beach, Partido Riviera, Sibaguan Falls and Nato Baeach. Visitors experienced a 15-minute boat ride from Bongalon Port to Patitinan White beach, guided trek to Sibaguan Falls and local immersion at Nato Beach to end the day while relaxing and dining at sunset. Table 5 shows that the respondents rated the natural attractions as excellent, man-made and social attractions as good and cultural attractions as fair. This implies that natural, man-made and social attractions are the strong points of the destination.

d. Activities on the Site

Activities available in the destination vary depending on the destination characteristics. It ranges from soft activities where visitors exert less effort in doing such too hard activities

wherein visitors engage in strenuous effort. Available activities are also important attributes that attract visitors. As shown in Table 5, swimming is the excellent activity in the area. Sightseeing is also rated excellent, while trekking and flora and fauna appreciation is rated as very good. Souvenir shopping is rated as good. This implies that the available range of activities in the area is suitable for visitors.

e. Tour Staff during the tour

Another important factor for visitor experience is the personnel in-charge of the tour services. The service providers have an impact on how the visitors will perceive the place. Tourism and travel-related services includes services provided by accommodation and food and beverage establishments (including catering), travel agencies and tour operator services, tourist guide services and other related services. Table 5 shows that the respondents rated the tour staff as excellent. The tour staff rated in the tour are the driver and tour guide.

In Sagñay, tourism service providers are emerging. In fact, there were trainings conducted to train the local people as part of the service providers in the area. They also have partnership with the Department of Trade and Industry, Department of Tourism, and Partido State University in conducting capacity-building trainings.

f. Tour Itinerary during the tour

Tour operators plan a tour and make tour itinerary which contains the identification of the origin, destination and all the places of interests in a traveler's tours. A potential tour operator may also advise travelers on various types of tour programs that they might use for their pleasure or business travel. The tour itinerary is the plan of the journey including the routes to places of interest. It includes the consecutive list of places and activities in a certain tourist destination to be visited.

Table 5 shows that the respondents rated the tour itinerary as excellent in terms of the combination of transport and tourist routes and appropriateness of schedule. The respondents rated the proximity of attractions and time allotted for each attraction/ places of interest as very good.

5. Conclusion

The role of community residents in tourism destinations are important in the realization of tourism products and services, yet a constant influx of visitors can have both positive and negative implications on the residents, the results of which can impact the delivery of services and popularity of the destinations (Franzidis & Yau, 2018). As the study explores community perception on tourism development, the local community perceives that tourism development in the area can be a tool to improve the community through improved livelihood, environmental protection, and cultural appreciation. In terms of policy development, the respondents believe that the local community must take part in decision-making. This implies that the local community recognizes the importance of tourism development in the area and the need for participation of all the stakeholders. Thus, community involvement is a key factor for sustainability of tourism management in the Sagñay.

There are various attractions and activities in Sagñay, Camarines Sur that attracts many visitors in the area. Most of them are not yet developed and introduced to the public. Each attraction seems to be unrelated instead of complementary. The researcher developed a tour trek that was evaluated and found appropriate for the area. There is a need for a bottom-up approach to ensure that the host community is prepared to accept visitors in the area. The Local Government Unit of Sagñay may implement a sustainable program in tourism and involve the local people in decision-making. Before introducing activities and attractions, there should be proper planning to ensure meaningful visitor experiences. An enhanced visitor experience program can be developed to ensure repeat visits and attract new visitors.

A community-managed tour trek is suitable in the area but there are limited service providers and locals that are willing to engage in tourism services or provide service outside their store premises. There were conducted trainings for capacity-building but there is no specific sustainable livelihood program that would guide the local community. Therefore, there should be a specific tourism livelihood program to empower and encourage the local people to engage in providing tourism services. The strong commitment among the local community and the local government is vital to assure the successful management of the proposed community-managed tour trek. Tourism development must be seen as an economic multiplier rather than just a

seasonal business venture. This is possible if there is private and public partnership in the community to realize the recommended community-managed tour treks.

This study contains new insights on community-managed tourism initiatives that may have substantial impact to the local community in partnership with the local government. Community participation is a major success factor in tourism development. Many countries and programs have exhibited the benefits of involving and empowering the local community in tourism development. Community-managed tourism allows visitors to learn about local environments while also honoring and respecting indigenous cultures, rituals, and knowledge. The community will be aware of the commercial and social value placed on its natural and cultural heritage as a result of tourism, which will encourage community-based resource conservation.

6. Acknowledgement

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