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Tourism Destination Potential and Environmental Sustainability of Manila Bay Dolomite Beach

[1]Mark Brian Principe, [2]Kyle Cedrick J. Capeña, [2]Laurence Cris Clavo & [2]John Paul A. Fiestada

Abstract

The study assessed the potential of Manila Bay Dolomite Beach in the Philippines as tourism destination and how the stakeholders sustained the environmental protection of the beach. It also determined any significant relationship between the tourism destination potential and the environmental sustainability of Manila Bay Dolomite Beach. A total of 121 respondents chosen through convenience sampling participated the survey. The reliability of the Likert-type questionnaire utilized was tested using Cronbach Alpha with a high internal consistency of 0.817 and a p-value of .001. The study was accomplished utilizing descriptive-correlational research design. This methodology allowed to acquire the needed data subject for statistical analysis, using the Statistical Package for Social Science version 20. With the computed average of the weighted mean of 4.29, the respondents "strongly agree" that Manila Bay Dolomite Beach is a potential tourism destination, and with the computed 4.64, the stakeholders "strongly agree" to the environmental protection of Manila Bay Dolomite Beach. The relationship between the tourism destination potential and the environmental sustainability of Manila Bay Dolomite Beach was determined using Pearson r., with 0.298, p-value of .001, implying significant relationship.

Keywords: *dolomite, environment, Manila Bay, tourism, sustainability*

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About the authors:
[1]Corresponding author. Bachelor of Science in Hospitality Management student. Asian Institute of Maritime Studies. Email: rrpardo@aims.edu.ph
[2]Bachelor of Science in Hospitality Management student. Asian Institute of Maritime Studies.

Introduction

On January 27, 2019, former DENR Secretary Roy A. Cimatu officially declared the start of the Manila Bay Rehabilitation at the Bay Walk in Manila. This rehabilitation project aims to restore the water quality of Manila Bay in accordance with the Writ of Continuing the Mandamus of the Supreme Court and part of the rehabilitation project is Dolomite Beach. Manila Bay Walk Dolomite Beach or "Dolomite Beach", is an artificial beach along Manila Bay in Manila, Philippines, created through the process of beach nourishment. The budget for the project was approved prior to the COVID-19 pandemic. The Department of Tourism (DOT) stated that they fully support the government's initiative to clean up and rehabilitate Manila Bay and it gives the best interest of the tourism industry and is in line with the thrust to create a culture of sustainable tourism (Rocamora, 2019).

Tourism is one of the most important sectors for the local community; consequently, great consideration should be given to its long-term viability (Yan, 2014). Hence, this study aims to evaluate the environmental sustainability specifically to the local residents and tourist that will result in the tourism of Manila Bay Dolomite Beach in the Philippines. Meeting the demands of current visitors and host regions may be viewed as sustainable tourism development (Inskeep, 1991).

In general, this study focused on the tourism destination potential and the problem of environmental sustainability of Manila Bay Dolomite Beach and if it can be sustained. Specifically, this aims to confirm the following hypothesis:

H01: There is no significant relationship between the tourism destination potential and the environmental sustainability of Manila Bay dolomite beach.

Methodology

This research was designed as a descriptive-quantitative study aiming to understand the tourism destination potential and environmental sustainability. The study used survey questionnaires to obtain the necessary data. Likewise, descriptive-correlation design was used considering two variables and comparing them to conclude that one is better than the other. This design was appropriate for the study because the intention is to know the potential of manila bay dolomite beach as a tourism destination, and to determine how the local residents and tourists protect Manila Bay. As such, the potential relationship of Manila Bay

can be determined by how the stakeholders protect Manila Bay. As stated by Ellis and Sheridan (2014) regardless of their engagement, stakeholders may express their concerns and contribute to the attainment of sustainable tourism.

Using convenience sampling as a technique in selecting the 121 respondents, the study only considered respondents who are already on the site coming from government, residents, and business firms as long as they are in Manila Bay Dolomite Beach.

Reliability test was one of the instruments used by statistician to determine the reliability and consistency of each item in the instrument. A pilot test was conducted on 16 respondents. The responses were treated using Statistical Package for Social Science (SPSS) version 20 as a statistical tool. Based on the results gained, Cronbach's Alpha was 0.817 with a p-value of .001. This indicated an excellent internal consistency of the survey tool.

Lastly, the researchers conducted the survey face to face but because the Covid19 has not yet vanished the researchers followed the government and the management of Dolomite Beach to wear masks while inside the Beach.

The research paper received full ethical approval from the office of Center for Research and Institutional Development (CRID) of Asian Institute of Maritime Studies (AIMS) including the consent to distribute surveys to the corresponding respondents. The confidentiality of the participants' identities and data were strictly kept, and assured that the responses were for research purposes only. No participants were excluded based on their gender, age, race, or socioeconomic status.

Results

In terms of the potential of Manila Bay Dolomite beach as a tourism destination, there were six out of the eight statements that marked "strongly agree" by the respondents and has an average weighted mean of 4.29. "Manila Bay Dolomite Beach can be a relaxation for everyone" with the highest weighted mean of 4.63, followed by the statement "I think that the sunset at Manila Bay Dolomite Beach can attract more tourist" with a weighted mean of 4.62. The survey result proves the statement of Pearse (1981) that the distribution of tourist flows among different destinations varies and is influenced by a variety of factors such as attractiveness: beautiful shoreline, white sandy beach, and beautiful sunset influenced the tourists to visit Manila Bay Dolomite Beach that shows strongly agree on the survey.

In terms of environmental sustainability of Manila Bay Dolomite Beach, the data showed that the eight statements were marked “strongly agree” by the respondents with an average weighted mean of 4.64. The highest mean refers to the statement “I will be a responsible tourist when I visit Manila Bay” with 4.86. The environmental attitude of the tourists will cause tourism’s survival and long-term success as supported by Uysal et al. (1994) studies that conservation and protection of the natural environment take place. The survey shows that tourists strongly agree that their willingness to abide by the policy will maintain the beauty of Manila Bay Dolomite Beach.

In terms of the relationship between the potential and sustainability of Manila Bay Dolomite Beach, the result showed that the computed Pearson r between potential and sustainability is 0.298 with a p-value of .001. Since the p-value is less than .05, the relationship is said to be “significant”. This implies that while the potential is high, the environmental sustainability is also high, hence, there a significant relationship between the two variables and these two are interconnected to each other. According to Alampay (2005) that since the 1980s, the Philippines' national and municipal governments have worked to promote sustainable tourism projects, with different degrees of success. He also added that sustainable tourism development attempts to produce revenue including environmental sustainability, equality, and respect for local people and cultures. Many destination operators are primarily motivated by the predicted economic gains from tourism (Alampay, 2005).

Conclusion

The results of this study showed that Manila Bay Dolomite Beach is a potential tourism destination and the local residents and tourists agreed for the environmental protection in the area. In addition to this, the stakeholders’ attitudes to environmental protection and conservation will cause tourism’s survival and long-term success. Lastly, the environmental protection of Manila Bay Dolomite Beach has an effect on the tourism destination potential of Manila Bay Dolomite Beach.

The study shall be used as a way to raise awareness of the importance of the potential tourist destinations of Manila Bay Dolomite Beach and the stakeholder’s share of the environmental sustainability of Manila Bay Dolomite Beach. Therefore, it is recommended to advise the nearby provinces to improve the two lowest mean in the potential of Manila Bay Beach which are “the water on the beach is crystal clear” and “the number of different

kinds of fish living around Dolomite Beach Manila Bay" by keeping Manila Bay clean and practice solid waste management in the nearby barangays and provinces imposed by Local Government Units (LGU) and private sectors. The present study was purely quantitative, thus, future researchers can employ some qualitative approach, such as open-ended questions and interviews to avoid the limitation of an in-depth exploration of interaction among people who were in the study area and other additional stakeholders and thereby supplementing the findings of the current study.

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