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## CHALLENGES FACING TOURIST DESTINATIONS IN THE THIRD DISTRICT OF ALBAY: AN ASSESSMENT

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### ABSTRACT

The study evaluates the difficulties that the third district of Albay presents as a tourist destination. It ascertains the current state of the tourist destination, the difficulties it faces, examines the important relationships between the variables that have an impact on the destination, and takes into account the suggestions made by the respondents. Determine the current state of the tourism destination in the 3rd District of Albay with regard to attractions, lodging, accessibility, administration, and activities was the specific question that the study sought to answer. Determine the obstacles to the development of tourism in the Third District of Albay, including those related to infrastructure, public utility marketing, regulations, support from non-governmental organizations, and support from the government. Additionally, it analyzes whether the difficulties faced and the third district of Albay's status as a tourist destination are significantly related. Suggest actions to resolve the problems with the tourist attractions in Albay's Third District. This study used a quantitative method research design to determine the challenges facing tourist destination in the third district of Albay. Data analysis showed that common issues facing tourist destinations have a significant impact on the establishment, the economy, and sustainability. And to get beyond these obstacles the respondents' suggestions for the sustainability of tourist destinations and for energizing government officials to take action in order to design and implement programs that will strengthen the tourism sector and make it competitive with other prosperous nations.

**KEYWORDS:** Challenges, tourism development, sustainability.

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### INTRODUCTION

The importance of tourism cannot be overemphasized, globally it creates new job opportunities in many countries; thus, helping reduce unemployment. Tourism also enhances social progress and strengthens communities; it encourages the protection of the environment and contributes actively to conservation. Moreover, it offers opportunities for both leisure and business, as well as a wide

range of possibilities for both visitors and locals. Tourism is an important industry in many ways, from witnessing a place's grandeur and history to working for one's passions, pursuing one's interests, and earning a living through various activities. Tourist attractions are historical, cultural, and environmental landmarks. These landmarks serve as a reminder of a location's history or natural beauty.

Tourism involves a wide range of people, activities, and facilities, and most people would agree that it is a unique grouping of industries that are tied together by a common denominator—the traveling public. "The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." <https://www.coursehero.com/file/227274279/MACRO-CHAPTER-1-TO-4pdf/>.

The business activity known as tourism is related to offering lodging and entertainment to tourists. Over the past 50 years, the tourism industry has grown significantly and quickly, becoming a significant economic sector in the majority of global nations. These days, the sector benefits from other industries and helps to create jobs, generate income, support small and medium-sized enterprises, and improve infrastructure.

The tourism industry in India has emerged as one of the critical drivers of growth among the services industries. Indian tourism has substantial potential considering the rich cultural and historical heritage, terrains and places of natural beauty spread across the country. Considering that India has various attractions for destination brand development, in the study of Rather et.al, (2021) the significance of this study becomes more evident. India is ranked 7th among 184 countries in terms of travel and tourism's total contribution to GDP in 2017–2018. Further, international tourist arrivals are likely to reach 30.5 million by 2028 (Indian Brand Equity Foundation, 2019). Thus, an effort to enrich the body of knowledge, emerging practices adopted in Indian tourism is an imperative need.

Albay is a Philippine province situated in the Bicol Region of Southeastern Luzon Island. The province is predominantly mountainous, with scattered fertile plains and valleys. Aside from Mayon Volcano, it has two other major peaks: Mount Masaraga and Mount Malinao. The province's western coast is mountainous, but not as prominent as the eastern range, with the highest elevation around 490 meters (1,610 ft.). Mount Catburawan in Ligao and Mount Pantao in Oas & Libon are two of these mountains. The province has a land area of 2,574.91 square kilometers (994.18 square miles). According to the 2020 Census, its population was 1,374,768 people. This accounted for 22.60% of the total population of the Bicol Region, 2.21% of the total population of the Luzon Island group, and 1.26% of the total population of the Philippines. Based on these figures, the population density is calculated to be 534 inhabitants per square kilometer or 1,383 inhabitants per square mile. (Tourism destination marketing: A Case of Quitinday Green Hills Formation, Camalig, Albay.)

Albay's Third Congressional District is one of the three congressional districts of the Philippines in the province of Albay. It has been represented in the House of Representatives of the Philippines since 1916 and earlier in the Philippine Assembly from 1907 to 1916. The district consists of the city of Ligao and adjacent municipalities of Guinobatan, Jovellar, Libon, Oas, Pio Duran and Polangui. (Journal of International Tourism and Hospitality Management, 4[2].

Commerce, industry, and tourism all play important roles in the Municipality's economic structure. It is the most important economic indicator of progress. Furthermore, in order to sustain the tourism

industry, residents may provide additional services to tourists, maintain the quality of the product and the characteristics of people, and develop new products that continuously develop their businesses.

According to the Provincial Tourism and Cultural Affairs Office (PTCAO), the tourism industry in Albay could barely recover from the huge revenue losses it suffered due to the coronavirus disease (COVID-19) pandemic in 2020. Because of this, the province's tourism and hotel industry lost PHP500 million during the first half of the year due to the government declaring community quarantine guidelines as a health measure to stop and prevent the spread of the virus. Travel restrictions are one of the hindrances that tourists experience, impacting economies, livelihoods, public services, and opportunities in the district. (<https://www.pna.gov.ph/articles/1112294>)

The Department of Trade and Industry (DTI) in Bicol said around PHP5.4 billion in revenue losses were reported from various enterprises due to the temporary closure when the region was placed under the enhanced community quarantine (ECQ). DTI regional director Rodrigo Aguilar said the ECQ for the period March 16 to April 30 this year shut down 61,522 business establishments or 61 percent of the 75,000 registered enterprises in Bicol.

Natural disasters such as typhoons and the Mayon volcano eruption, in addition to the COVID-19 pandemic, are visible reasons that tourists face in Albay's Third District. As a result, the infrastructure is damaged, forcing tourist attraction owners to use their reduced profit from their businesses to fund the rehabilitation of their damaged establishments and tourist spots. There is the lack of art museums, hubs, and spaces; the need to develop cultural entertainment spaces and food and souvenir markets; the need for good governance to ensure the carrying capacity of ecotourism sites; and the need to develop alternative modes of tourism such as Agri-tourism and heritage tourism.

Furthermore, Third District of Albay's specific concerns are the restoration of its heritage structures, the challenge for infrastructure to accommodate the increasing number of tourists, addressing the negative aspects of tourism, and the implementation of its tourism and environmental codes to ensure sustainability. Climate change and disaster risk preparedness, growing traffic congestion, water sustainability, solid waste management, maintaining the quality of air and seawater, the preservation of marine resources, the promotion of barrier-free tourism, and the need for an efficient public transportation system.

The study takes place in Albay's Third District. The participants in this study were chosen at random from the 3rd District of Albay. Albay is well-known for its verdant volcanic landscapes, sun-kissed beaches, and fiery cuisine. But it is the people of Albay who make the island truly warm. Albayanos is known for welcoming visitors with the best accommodations available. Albay, located in the center of the Philippines, is easily accessible by land, air, and sea.

Although a lot of studies were conducted on the tourism sector industry in Bicol, as the research cited in the earlier part of this section, the researcher still found significant differences, especially in terms of locale, respondents, and variables. Considering the existing literature and studies, it is observed that although similarities were noted on many aspects of instructional resource supplements, still, no assessments with regards to the challenges facing tourist destinations in the Third District of Albay.

Furthermore, an in-depth understanding of the challenges faced by tourist destinations in the Third District of Albay, including but not limited to infrastructure, environmental sustainability, cultural

preservation, marketing and promotion, an evaluation of the existing tourism strategies, policies, and initiatives implemented by the local government to address these challenges, identification of best practices from other successful tourist destinations that could be applied in the Third District of Albay and the development of recommendation and strategies to promote sustainable tourism development and enhance the visitor experience in the Third District of Albay are the expected results of this study.

This study aimed to analyze the challenges facing tourist destinations in the Third District. In order to intensify and improve tourism in the district, its purpose is to determine the common problems that hinder tourism growth in the Third District of Albay; and to identify the respondents' view on the social and economic benefits of the development of Tourism Industry in the place and then to determine the extent of the implementation of the development programs and projects by Third District of Albay. Through this study, there will be a basis on how to improve the tourism sector in the Third District of Albay as it boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens.

### **Objectives of the Study**

The objective of this study is to analyze the challenges facing tourist destinations in the Third District of Albay. The research sought to answer the following:

1. Determine the status of Tourist Destination in the Third District of Albay in terms of;
  - a. Attraction
  - b. Accommodation
  - c. Accessibility
  - d. Administration
  - e. Activities
2. Identify the Challenges encountered along tourism development for the Third District of Albay
  - a. Infrastructure
  - b. Promotion
  - c. Public Utilities
  - d. Non-Government Organization Support
  - e. Regulations
3. Analyze if there is a significant relationship to the Challenges encountered to the status of Tourist destinations in the Third District of Albay.
4. Propose local development plan to enhance the resilience and sustainability for tourist destination in the Third District of Albay.

### **Assumption of the study**

The study has asserted the following assumptions.

1. The status of the tourist destination in the Third district of Albay in terms of attraction, accommodation, accessibility, administration and activities were determined.
2. The challenges that hinder tourism growth in the Third District of Albay along with infrastructure, promotion, public utilities, non-government organization support and regulations are identified.
3. There will be a propose Local Development Plan to Enhance the Resilience and Sustainability of Tourist Destinations in the Third District of Albay.

### **Hypothesis**

There is a significant relationship between the Challenges encountered and the status of tourist destinations in the Third District of Albay.

### **Literature Review**

Literature reviews on tourist destination challenges highlight over-tourism, environmental degradation, cultural co modification, and socio-economic impacts. Sustainable tourism practices, community involvement, and stakeholder cooperation are crucial. Understanding local dynamics, responsible tourism behavior, and balancing economic development and environmental preservation are recommended.

### **Tourism Destination**

The tourism industry is a significant contributor to the global economy, with millions of travelers exploring various destinations each year. However, tourist destinations face numerous challenges that impact their growth, sustainability, and overall success. This review aims to explore and analyze the exiting literature on the research challenges facing tourist destinations in the Third District of Albay.

Chaigasem, T., & Leruksa, C. (2020). In the province of Buriram, man-made sport tourism has taken root and is expanding rapidly. There is potential for sports tourism in the province of Buriram. Buriram has the potential to develop into a sport city, according to an assessment of the potential for sport tourism. In order for the province to be a competitive sport city, the following needs to be developed right away: accommodations, attractions, convenient access, engaging activities, affordable packages, high-quality amenities and auxiliary services, and increased awareness through efficient marketing and promotion.

Vasiliev, E. S., & Guryeva, E. V. (2020). In order to eliminate the problem, it is to propose to conduct a preliminary analysis to determine the importance of one of the elements in tourism sector, namely accommodation facilities. As a result, it will allow avoiding the indicated danger and increasing the reliability of determining the tourist potential of a particular type of tourist or tourist territory.

Masiero and Hrankai's (2022) identify challenges in urban destinations in attracting visitors to less frequented outskirts. They propose a utility-based model for evaluating tourist accessibility to outlying urban sites, focusing on traveler preferences, attractions, and public transportation options. Salmon, P. L., Amen, R., Aguilar, J. P., Javellana, J. B., & Fernandez, C. J. (2020) It was determined that tourists are interested in the white beaches, breathtaking landscapes, and varieties of activities offered, such as island-hopping and "mermaiding." There is also evidence that Boracay continues to face issues concerning its sustainability, such as threats on its unfortunate transportation system, losing its cultural identity, uncontrolled urbanization, and unsustainable solid waste management practices. The findings here are useful for local government, small island tourism planners, and service providers in understanding visitor perceptions of quality and value, which in turn have influenced the island's competitiveness and sustainability.

The Philippines is a land abundant in natural resources, beautiful scenery, and warm smiles. Everyone will have a great time, from the captivating coastlines to the creative native crafts to the unique gastronomic experience. According to World Data, the Philippines recorded a total of 164,000 tourists in 2021, ranking 144th in the world in absolute terms. The fact that larger countries regularly perform better in comparison to the absolute number of guests is obvious. By putting the tourist numbers in relation to the population of the Philippines, the result is a much more



comparable picture: With 0.0014 tourists per resident, the Philippines ranked 208th in the world. In Southeast Asia, it ranked 11th. (Abdellatif, T., Ksouri, R., Ayoun, S., & Storai, C.)

In 2021, the Philippines generated around 984.00 million US dollars in the tourism sector alone. This corresponds to 0.24 percent of its gross domestic product and approximately 9 percent of all international tourism receipts in Southeast Asia. Tourism is an important sector of the Philippine economy. The travel and tourism industry contributed 6.2% to the country's GDP in 2022. This was lower than the 12.7% recorded in 2019 prior to the COVID-19 lockdowns. Popular destinations among tourists include Boracay, Palawan, Cebu, and Siargao. While the Philippines has encountered political and social challenges that have affected its tourism industry, the country has also taken steps to address these issues. Over the past years, there have been efforts to improve political stability, enhance security measures, and promote social inclusivity, all of which contribute to creating a more favorable environment for tourism, such as the Boracay rehabilitation. (The Case of Island of Djerba. SSRN Electronic Journal.)

Destinations are complex in nature (Howie 2003:1; Thomas, Shaw & Page 2011:969) and can be defined as geographical areas containing a variety or amalgam of tourism products, facilities and services, which attract tourists to visit the destination and satisfy their demand by offering an integrated experience (Buhalis 2000:97; Durasevic 2015:84; Gunn 1994:47; Kozak & Baloglu 2011:9; Leiper 1995:87).

Tourism is a reputation-dependent industry; on the demand side, potential travelers without previous experience of a destination face certain risks when determining their travel options. An accurate perception of the destination's reputation helps minimize risk of unsatisfactory travel experiences. On the supply side, a favorable tourist destination reputation enhances the destination's competitive advantage, and helps it to compete for visitors, investments, and skilled human resources. Darwish, A., & Burns, P. (2019).

According to the study of (Fernandez, M. J. L. (2022). The municipality of Calinog as a tourist destination: status, challenge and viability. The participants viewed the municipality of Calinog as a highly acclaimed status as Tourist Destination. In terms of challenges, the stakeholders find the municipality of Calinog as moderately serious. The stakeholders viewed the level of viability of the municipality of Calinog as tourist destination as highly viable while master's degree holders assessed it as very highly viable. There is a significant difference in their assessment in the level of seriousness of the challenges as classified in their educational attainment and type of respondents. The participants did not differ significantly in their assessment in the level of viability of the prospects for development in the municipality of Calinog as a tourist destination when classified according to sex, age, educational attainment, and type of respondents. There is significant relationship between the status and level of viability of the municipality of Calinog as a tourist destination.

This research study conducted in Kakara Island, Tagalaya Island, Bobale Island, Kumo Island, Luari Beach, Paca Lake, Duma Lake, and Mamuya Hot Spring as the priority in North Halmahera Tourism Development Program by local government. The results of the evaluation indicate that the bureaucratic system, resources (human resources and sources of funding), the disposition of the commissioning and coordination was instrumental in the process of implementation of the policy on tourism. The implications of the implementation of tourism policy hampered are the lack of participation of the community and damage to facilities and access for tourism which threaten the sustainability of tourism. Thus, it can be noted that the challenges in the development of the leading tourist attraction in North Halmahera Regency are an effort to increase community participation

through partnerships to achieve sustainable tourism. (Singgalen,A., Sasongko, G., & Wiloso, P. G. (2018) ).

In the study of El Archi, Y., Benbba, B., Zhu, K., El Andaloussi, Z., Pataki, L., & Dávid, L. D. (2023). The study demonstrates the various ways that digitalization is being applied—such as through the use of social media, online platforms, data analytics, smart technologies, and online platforms—to improve sustainability in tourist destinations. The report did note certain obstacles and restrictions to the successful fusion of digitalization and sustainability, including the requirement for stakeholder cooperation, worries about data privacy, and the possibility of a digital divide. In recent years, there has been an increasing amount of interest in the relatively new research area of the intersection of sustainability and digitalization in tourist destinations. The significance of the convergence of digitalization and sustainability in tourism destinations has been emphasized by this study. In addition to highlighting the importance of sustainable tourism practices and the potential advantages of digital technologies for promoting sustainability in tourist destinations, the study has produced a bibliometric analysis of the current state of research in this field.

The research has additionally emphasized the significance of sustainable tourism methodologies and the possible advantages of digital technologies in advancing sustainability in tourism locations. Managers in the tourism sector should take note of these significant ramifications as they can utilize them to formulate sustainable tourism plans and employ digital technologies in an environmentally conscious manner.

### **Challenges of Tourist destinations**

To maintain sustainable growth and development, a variety of difficulties faced by tourist sites must be addressed. These difficulties include the need to maintain the environment sustainably, build infrastructure, preserve cultural heritage, maintain economic viability, deal with industry fluctuations, and address safety and security issues. Through collaboration by several stakeholders, tourism sites can effectively manage these difficulties and attract more visitors while maintaining their distinctive features and resources.

Milenkovski, A., Gjorgievski, M., & Nakovski, D. (2020) Using the example of the improved roadway infrastructure in the Republic of North Macedonia, the authors want to demonstrate how altered anthropogenic external influences, as demonstrated by the traffic infrastructure, affect the transformation of the region's level of tourism growth. Future plans for the destination's tourist development will need to be adjusted and corrected, and a new managerial strategy for tourism planning will need to be implemented due to the changes brought about by the recently formed external variables.

Mohiuddin, M. (2023). According to the study Inadequate infrastructure reduces visitors' experiences and decreases their satisfaction. Poor transportation infrastructure also makes tourist destinations less accessible and connected, which lowers the number of visitors and shortens their stays.

Seyyedamiri, N., & Khosravani, A. (2020). Quantitative results showed which advertising tools are most crucial. Additionally, the quantitative research revealed that the internet placed top with an average value of 3/3984. Ultimately, the findings showed that a tourism site would benefit from placing more value on utilizing promotional methods to bring in more visitors.

Koliopoulos, T. K., & Katsoni, V. (2020) development and implementation in a sustainable environment poses significant challenges on many fields and involves such as stakeholders interested in community ecological tourism; public health protection of tourist; environmental protection and construction infrastructures.

Rizal, A. (2021) The findings demonstrate that, despite several ongoing issues, the Garut District's tourism development policies have been implemented successfully. Among the issues noted are accessibility issues that are still not well-supported, such as the somewhat narrow road leading to the tourist destination. Due to economic constraints, as well as the general public's lack of awareness of the benefits of tourism and the culture of tourist awareness, facilities and infrastructure in tourism attractions have not been managed correctly.

Shayakhmetova, L., Maidyrova, A., & Moldazhanov, M. (2020). a study of international experience and Kazakhstan's tourism industry's best practices, the authors have made recommendations for strengthening legislative measures and state support for the country's tourism sector, with a focus on securing investment flows. The problem of attracting foreign capital to public-private partnerships in the tourism sector has been studied in isolation. The recommendations and conclusions derived from the research findings can inform the regulatory actions of specialized state agencies, be taken into consideration when deciding which investments to make, and serve as instructional and methodological resources for researchers studying state regulation of tourism.

Kristensen, A. E. (2020) By focuses on the regulations governing foreign involvement in the Chinese travel sector. It looks at how foreign investors have responded to these rules and outlines the major regulatory bodies engaged in policy-making. "Challenges and Strategies for Sustainable Tourism Development in Developing Countries: According to the Case Study of Nepal "Authors: Kharel, R., & Dahal, D. Year: 2019. This study investigates the challenges faced by tourist destinations in developing countries, with a focus on Nepal, and explores strategies for sustainable tourism development. The study highlights environmental and social challenges faced by tourist destinations, including pollution, waste management, deforestation, and natural resource degradation, as well as the negative impacts of over tourism on local communities and traditional lifestyles. The study highlights economic challenges such as economic leakage, lack of community involvement, and dependency on limited tourism products, emphasizing the need for equitable distribution of tourism revenues

The study highlights the benefits of technological advancements in destination management but also emphasizes the need for a holistic approach to sustainable tourism development in developing countries like Nepal, addressing environmental, social, economic, and technological challenges.

This study explores the importance of Destination Management Organizations (DMOs) in cooperative work between governments and private organizations in tourism planning and development, particularly for Perhentian Island. A qualitative approach using semi-structured interviews revealed that government tourism agencies often disregard the importance of engaging with multiple stakeholder groups in the planning process. The findings highlight the need for strong alliances between government tourism agencies and other stakeholders to improve economic growth and competitive dimension, ultimately leading to destination competitiveness. (Armenski, Dwyer & Pavluković 2018).

According to the study of (Shariffuddin, N. S., Zain, W. M., & Azinuddin, M. (2020). The institutional support of stakeholders to establish public policy is important for a destination like Perhentian Island, which is likely more vulnerable to destruction due to high tourist volumes and



increases in visitation. Hence, it is necessary that the partnerships gain consensus on their responsibilities, so as to achieve a successful tourism program implement.

The tourism industry is facing complex and fast-paced changes, prompting destination managers to adopt proactive strategies. A study examining the future of tourism in Pennsylvania, New Jersey, and Delaware from 2006 to 2010 revealed that global economy, demographic shifts, and emerging technology will drive these changes. (Shariffuddin, N. S., Zain, W. M., & Azinuddin, M. (2020).

Tourism destinations these days focus on tourism development with little marketing attention. This study's main aim is to assess destination marketing challenges and prospects in the Southern Ethiopian Route. From supply side cost of media and lack of year-round business is the main challenges faced. Tourism businesses are mainly utilizing social media for promotion while audio-visual media and websites are the least used tools. In line with this government structural intermingling, website design cost, destination image and accessibility are the main challenges faced by DMO. The internet and outbound travel agency and tour operation are the main sources of information for tourist visiting this tourist route. Internet and outbound travel agency and tour operation are the main sources of information visiting this tourist route while printed media is slightly used sources of information. If the tourism potential in this tourist is not well marketed, the industry cannot yield the desired benefit the local and national economy. To achieve this, main tourism potential the route contains need to be marketed while challenges should be mitigated. Accordingly, all concerned tourism practitioners should strongly collaborate to solve problem related security threat specifically at protected areas and accessibility in the off-limit tourist destination. There are other issues appear to be important and not well studied on the subject. Though the marketing challenge was addressed at route level, some site-specific issues in relation to destination marketing should be studied. Topic under the general notion of marketing such as promotion, accessibility and tourism product development can be studied independently. Moreover, each tourist sites within the route can be studied based on the potential they could provide for different tourism market segment. (Muluneh, D. W., Chiriko, A. Y., & Taye, T. T. (2022). The challenges of over-tourism facing New Zealand: Risks and responses. This Regional Spotlight focuses on the challenges of over-tourism facing some destinations in New Zealand and how it affects both the local communities hosting visitors and the brand image of the country. Like many destinations around the world, there is a need at the local level to understand how to better manage tourist flows and ensure sustainable development of tourism in New Zealand. The strain of over-tourism is being experienced differently throughout the country, with some towns and villages risking damage to their natural environment and residents' goodwill more than others. Over-tourism also threatens New Zealand's positive destination brand image strongly associated with picturesque landscapes and a clean and green natural environment. Thus, concerted action at all levels of government, together with the commitment of industry, and the authentic involvement of residents, is needed to adopt a sustainable market orientation to tourism development that genuinely meets the needs of present and future generations. (Insch, A. (2020).

The Russian tourism and hospitality market: New challenges and destinations. Russian tourism and hospitality market and to underline Russia's strong tourism prospects – despite the challenges it has to face. The study sets the scene for the theme issue (that draws from both academia and industry) by discussing the challenges facing the contemporary Russian tourism and hospitality market. It also profiles the efforts of the Russian Government to boost tourism development in different Russian regions that are potentially attractive tourist destinations due to their natural resources and cultural heritage. This theme issue provides an analysis and evaluation of tourism development in Russia in the current decade and, in so doing, contributes to knowledge of the fast-developing

Russian tourism and hospitality market by unveiling a number of new tourist products and destinations in different Russian regions. (Sheesha, M. Y. (2018).

Exploring tourism businesses' adaptive response to climate change in two Great Lakes destination communities. Climate change is one of the most significant challenges facing the global tourism sector, and destinations around the world are increasingly coming to terms with changing weather. Results support findings of existing research that tourism businesses are strongly aware of how they are impacted by weather and climate. Conversely, though many interviewees were able to discuss how their businesses could be affected by climate change, they showed little concern that it would present new challenges and expressed a belief that it could be beneficial in some cases. Common barriers to proactive climate change action include limited resources, lack of knowledge of options, and a belief that action is unnecessary. The results of this study suggest that future work focused on how to build stronger public-private partnerships between policymakers, destination marketing organizations. (Chin, N., Day, J., Sydnor, S., Prokopy, L. S., & Cherkauer, K. A. (2019).

Challenges and Opportunities for Island Tourist Destinations: The Case of the Island of Sal, Cape Verde. The Tourism Area Life Cycle destination goes through different phases from its exploration until its decline or rejuvenation. The knowledge about these different phases allows the improvement of investment decisions by the private sector or by the government, in a context of challenges and opportunities. (Neves, G. A., Nunes, C. S., & Fernandes, P. O. (2020, October).

Challenges and Prospects for Oman in the Making of Luxury Tourism Destination. The overall significance of tourism's role in the nation's holistic development is now a common phenomenon world over. That is why the Government of various countries are according to-most priority towards tourism development. The luxury tourism is that niche segment which is growing intense day by day and the craving of luxury traveller is uninfluenced by any economic turmoil or the crises. Tourism is now widely acknowledged as the strategic tool for economic diversification in the Sultanate of Oman. The Government is fully geared towards turning Oman into a prime luxury tourism destination by incorporating tourism in its vision 2040 strategy. The Government is actively tapping Oman's luxury tourism potential with improved tourism product development, increased projects funding, thoughtful marketing and brand promotion to reap benefits from tourism investments. The chapter explores the prospects of beautiful attractions and various services and facilities offered by Oman to qualify as a luxury destination. It also identifies the challenges faced by Oman in luxury tourism destination development. (Mishra, A., & Kukreti, M. (2022).

Introduction to special issue on island tourism resilience. The purpose of this Special Issue is to frame island tourism research while bringing to the forefront the myriad of challenges facing islands to develop successful tourism destinations. Tourism growth and development occur as a process over a period of time and this flow can be illustrated using tourism arrivals. Ongoing flows of visitors are expected to take a particular course and understanding changes in that course relates to identification of system decline. Finally, building resilience means gaining the capacity to adapt to and successfully manage changes in the dimensions and nature of tourism. (McLeod, M., Dodds, R., & Butler, R. (2021).

A dynamic vulnerability approach for tourism destinations. Tourism destinations are vulnerable to increasing environmental change. The available scientific knowledge, however, is of little practical use as it is too aggregate, too conceptual, or too static. Various authors have called for dynamic vulnerability assessments, but the principle for dynamic vulnerability assessments have not been specified nor is it clear how to operationalize these principles. (Student, J., Lamers, M., & Amelung, B. (2020).

**Challenges Facing Hotels and Travel Agencies in Marsa Alam Destination: An Exploratory Study.** The research identifies the challenges facing hotels and travel agencies in Marsa Alam as a remote destination. The results showed that hotel sector in Marsa Alam suffers from many challenges with a total of 13 challenges and travel agencies also suffer from 5 challenges due to low interest in tourism development, sustainability, competitiveness and management of this remote destination. The study recommends facilitating and promoting tourist investment in Marsa Alam to establish recreational projects; to construct another airport and seaport; renew roads; establishing an effective management board for Marsa Alam destination; encouraging cooperation between public and private sectors to establish infrastructure and superstructure and implement the principles of competitiveness and sustainability. (Salma, A., & Abd Al Qawi, A. (2018).

**Challenges of European tourism of tomorrow.** The Treaty of Lisbon granted the European Union greater tourism competencies, but the industry has grown faster than the economy. The EU's role in tourism development needs to be revisited, especially in light of climate change. Five main trends for the future of European tourism include a shift towards sustainable, responsible development, technological change, effective tourism governance, and strategic destination branding. A collaborative relationship between education and the tourism industry can help address the 'skill gap' and improve the overall destination brand. (Ferrer-Roca, N., Weston, R., Guia, J., Mihalic, T., Blasco, D., Prats, L., ... & Jarratt, D. (2021).

**Destination branding: Opportunities and new challenges.** Destination branding is an important research area and a powerful instrument for building the positioning of tourist destinations. The main objective of this study is to analyze the state-of-the-art research of destination branding. A bibliometric and a fractional accounting network mapping analysis were conducted using the Web of Science and Scopus online databases. The research identifies trends focused along different lines: strategy, experience, customer-based brand equity, place attachment, destination loyalty, word-of-mouth, and social media. Although there has been some research on destination branding, to date, there has been no in-depth analysis that addresses the trends in destination branding. This work therefore contributes to the existing research by showing the state-of-the-art of research on destination branding, identifying trends and proposing future research lines and topics. (Ruiz-Real, J. L., Uribe-Toril, J., & Gázquez-Abad, J. C. (2020).

The study of Kamyabi, M., & Alipour, H. (2022). The aim of the research is to investigate the obstacles and shortcomings encountered by individuals with disabilities and the potential consequences for the advancement of accessible tourism, specifically in the context of North Cyprus. Despite accounting for a sizable share of Mediterranean tourism, this destination market is still not well understood. In this study, 250 individuals with disabilities received questionnaires. Data analysis techniques included t-tests, ANOVA, and linear regressions. The findings demonstrate that, in spite of the destination's enormous potential for attractions and leisure amenities, there are quantifiable shortcomings in accessible tourism. To capitalize on the increasing trend of accessible travel and gain a competitive edge in this expanding niche market, travel agencies should enhance their offerings. Based on the proposed hypotheses, the current study's results offer three conclusions about the significance and need of tourism as well as the advancement of accessible tourism. They evaluate the caliber and sufficiency of infrastructure and facilities using satisfaction as a scale.

According to Rosalina, P.D, Dupre, K., & Wang., & Wang, Y. (2021). The field of rural tourism lacks a clear definition, and the current state of knowledge in this area has only been partially mapped out by studies. This study expands on earlier research by examining definitions of rural tourism and the difficulties encountered in both developed and developing contexts through a

methodical quantitative literature review. Four essential components of rural tourism are revealed by the definition analysis: location, sustainable development, community-based elements, and experiences. While location was emphasized as a key differentiator for rural tourism in both developed and developing contexts, the literature on developing countries tends to place more emphasis on sustainable development and community-based elements, while the literature on developed countries tends to place more emphasis on the experience dimension. The findings imply that both internal and external obstacles face rural locations.

According to Miravet, D., Gutiérrez, A., & Domènech, A. (2021). The dynamics of metropolitan areas and the ways in which urban systems are used are altered by tourism. Because it has an effect on the labor, housing, and leisure markets, the seasonality of tourism has an effect on urban hierarchies. People move to and within the destination as a result, which puts a strain on the availability of sustainable modes of transportation like public transportation. This study is situated within the framework of three formidable obstacles that travel destinations must overcome: boosting destination competitiveness, improving environmental sustainability, and ensuring the standard and comfort of public transportation for the local populace.

In the study of Al-Makhadmah, I. M., Ababneh, S. F., & Alrababah, K. M. (2021). Challenges facing the of tourism sport activities in Jordan. This study aims to determine the obstacles that face tourism-related sports, as well as the most significant sports tourism activities and the suggested framework for growing sports tourism in Jordan. The findings showed that tourism-related sports face numerous obstacles, including poor facilities and the dearth of technical experts on hand to assist visitors. The study produced a list of suggestions, the most important of which is to strive toward surmounting the obstacles that tourist sports activities and propose model for tourism sport activities in Jordan. This study provides a more succinct image of the specific effects that influence sports promotion.travel. The results showed that funding for development is still heavily influenced by economic impacts. This study looked at how locals' attitudes toward sports were perceived in order to investigate the effects of sports tourism travel to their location. This will increase the community's support, which is a crucial component of the sports tourism industry's success in the area.

In the study of Bakari, S. J. (2021). Challenges Facing Domestic Tourism Promotion-A case of Serengeti National Park-Tanzania. This study examines the difficulties in promoting domestic travel in Tanzania's Serengeti National Park general, was carried out with the understanding that the region possesses all the necessary components to be regarded as a well-developed destination for tourists. The primary tactic for a destination's success is tourism promotion, which can lead to poverty alleviation, community development, and economic empowerment. Among the Serengeti National Park's Tanzania Tourism's marketing organization is tasked with growing and promoting Tanzania Tourism both locally and worldwide.

Combining knowledge and resources may be viewed as essential to ensuring the long-term sustainability of reshaped, but financially constrained, destination management organizations (DMOs) facing significant challenges to providing value to destinations, visitors, and member organizations. This is because of the increasingly networked environment and recent changes in the funding landscape for DMOs and destinations. Hristov, D., & Zehrer, A. (2019). Does distributed leadership have a place in destination management organisations? A policy-makers perspective. *Current issues in Tourism*, 22(9), 1095-1115.

Destination management organizations (DMOs) in the heritage tourism industry are very concerned about the sustainable development of tourism. Proponents of smart tourism assert that DMOs can



optimize tourism development by addressing issues like carrying capacity, stakeholder management, and community involvement with the use of technologically-driven innovations. By demonstrating how contextual factors impact DMO perspectives of smart tourism governance (SG), this study advances our understanding of SG. The study employed a mixed-methods approach to examine heritage tourism destinations located in the United Kingdom. The findings show that while well-established DMOs already perform well in many areas where SG promises improvements, including stakeholder engagement, citizen engagement, and decision-making, they do not view SG as potentially helpful. Nevertheless, this study emphasizes the benefits of SG that these locations can benefit from, including environmental performance, social inclusion, and the supply of citizen-focused services. Each of these can assist heritage tourism locations in making the most of their tourism growth. Additionally, this study shows how contextual factors, like the degree of public sector support for tourism and the increasing power of non-tourism stakeholders in destination management, affect DMO perceptions of social media and offers suggestions for how advancements in DMO use of social media can be made in light of these factors. Mandić, A., & Kennell, J. (2021). Smart governance for heritage tourism destinations: Contextual factors and destination management organization perspectives. *Tourism Management Perspectives*, 39, 100862.

One of Indonesia's main sources of foreign exchange is the country's tourism industry. Because the rural community is involved in the development of tourism villages, one of the tourism activities that has an economic impact on the community is tourism villages. The concept of the Tourism Village places the community at the center of the development of village tourism. 2020's pandemic outbreak and social distancing circumstances will have a cascading effect, especially on rural communities' community economic sectors. Nonetheless, the government is making an effort to adapt rural tourism to the "new normal" period. The subject of tourism and rural development in Indonesia presents a range of opportunities as well as difficulties. The goal of this study is to examine tourism village management in the context of the "new normal." The method used to conduct the study was descriptive analysis. The outcome demonstrates some of the efforts made, including the government's commitment to providing economic stimulus to individuals who depend on tourism, the tourism village protocol, and the virtual tourism strategy. The study's conclusion is that, with community and stakeholder cooperation, the village can manage tourism during a pandemic. AP, A. R., Imron, D. K., & Pertiwi, C. (2020, December). Tourism village: Challenges and opportunities in new normal. In *6th International Conference on Social and Political Sciences (ICOSAPS 2020)* (pp. 540-544). Atlantis Press.

According to the study of Basnyat, S., Shrestha, S., Shakya, B., Byanjankar, R., & Basnyat, S. (2020). Domestic Tourism in Nepal: Issues and Challenges. Domestic tourism offers industry stakeholders a more stable business environment and is less vulnerable to external changes than international tourism. The results of this study show how the disorder in Nepal's private sector tourism industry has been exacerbated by uncertainties arising from a lack of institutional arrangements and prioritization, as well as uncertainty regarding the proper methods and strategies for managing domestic tourism. There has been discussion about the implications for the government and other stakeholders in Nepal and other developing nations.

The article addresses barriers to South Africa's tourism industry's expansion and development. It emphasizes that These obstacles prevent the tourism sector from becoming an economically viable industry that offers for socio-economic development since they hinder the creation of jobs, which is intended to reduce poverty and raise South Africans' standard of living, particularly for those who have historically been underprivileged society. There are already laws, policies, rules, and regulations in South Africa. Organizations working to protect the environment, provide infrastructure, and ensure sufficient safety and security development, proficiency enhancement, and



so forth; nevertheless, the absence of, or non-application of, and lack of or Tourism development is negated when laws, regulations, policies, and institutions are broken. Social and economic advancement for South Africans. Mogale, P. T., & Odeku, K. O. (2019). Reflections on Major Challenges facing Tourism Sector in South Africa. *African Journal of Hospitality, Tourism and Leisure*, 8(3), 1-16.

### **Tourist Destination Development**

The implementation of more long-term, sustainable planned methods is hampered primarily by time constraints as well as a lack of human and technical resources. However, the study reveals that when local managers have the support of higher-ranking government agencies, improvements are achieved. (Torres-Delgado, A., López Palomeque, F., Elorrieta Sanz, B., & Font Urgell, X. (2023)

By appealing to the fundamental principles and practices of sustainability and how stakeholder involvement and participation are fused into sustainable tourism development, the author developed a 5-point tourism stakeholder framework that will explain how tourism stakeholders can harness their roles and collaborative advantages in governing destinations through regulation, conservation, and livelihood. Findings will have propositions on how tourism stakeholders can advance pursuit of sustainable tourism. Roxas, F. M. Y., Rivera, J. P. R., & Gutierrez, E. L. M. (2020).

### **Theoretical Framework and Paradigm**

**The Destination Life Cycle Theory, developed by Richard Butler**, suggests that tourist destinations go through a series of stages as they evolve over time. These stages include exploration, involvement, development, consolidation, stagnation, decline, and rejuvenation. Each stage is marked by different challenges and opportunities that impact the destination's sustainability and attractiveness to tourists.

According to this theory, in the early stages of exploration and involvement, destinations may face challenges related to infrastructure development, lack of awareness, and limited visitor facilities. As the destination progresses into the development stage, challenges may include maintaining authenticity, managing visitor volumes, and balancing economic growth with environmental and social concerns.

In the consolidation stage, destinations often face challenges related to maintaining competitiveness, diversifying attractions, and addressing issues of seasonality and over-tourism. Stagnation and decline stages are marked by challenges such as outdated infrastructure, declining visitor numbers, and negative perception.

The rejuvenation stage offers an opportunity for destinations to overcome these challenges by reinventing themselves and implementing strategies to revitalize their appeal. This may involve new investments, product development, marketing campaigns, and community engagement.

By understanding the various stages and associated challenges proposed by the Destination Life Cycle Theory, destination managers and policymakers can develop appropriate strategies to address the specific challenges facing their tourist destinations. The theory provides a framework for assessing the current stage of a destination and identifying the actions needed to promote sustainable development and long-term success.

Smart tourism cities are increasingly being recognized as a solution to address residents' negative perceptions of tourism. These cities are focusing on optimizing sustainable environments and creating urban spaces for residents and visitors to enjoy together. However, research initiatives

often fail to address the full spectrum of related developments. This study provides a conceptual approach to defining smart tourism cities, contrasting them with smart tourism and examining their vital roles in sustainable development. It aims to identify the main components of smart tourism cities and their contexts, providing a long-term solution for designing sustainable cities that embrace residents' and tourists' quality of life and experience. (Lee, P., Hunter, W. C., & Chung, N. (2020).

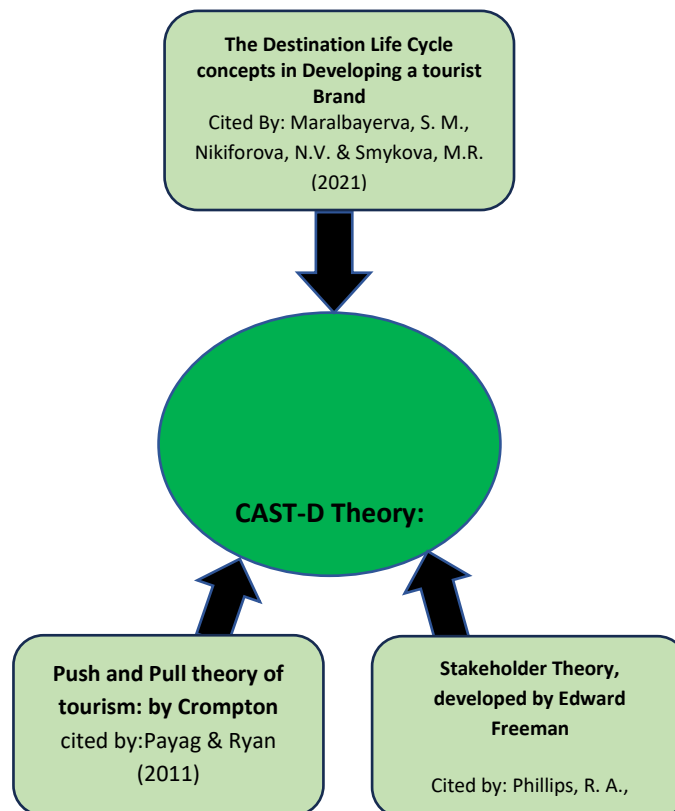
**Push and Pull theory of tourism developed by Crompton (1979)** the push-pull theory of tourism proposed by Crompton? The influence of push and pull factors on destination as a brand. Push factors are described as a person's desire to travel and their sociopsychological impulses for a journey (Crompton, 1979); pull factors are the qualities of travel destinations that pique a person's interest in traveling (Dann, 1977; Crompton, 1979; Prayag & Ryan, 2011). A socio-psychological visitor contract known as "push factors" influences why people choose to visit a destination or attraction (loneliness, peacefulness, wanting to experience something new, etc.). However, the elements that draw people to a particular attraction or location are known as pull factors.

Push-pull theory can give input to the stakeholders and the owner of the tourist destination on how to conduct and practice what the tourist really wants while they are visiting the destination. Tourists will be more excited if they know that the location of their target destination is well maintained in terms of infrastructure, accessibility, and accommodation.

**Stakeholder Theory:** Stakeholder Theory, developed by Edward Freeman, focuses on understanding and managing the relationships between various stakeholders involved in a particular industry or organization. In the context of tourist destinations, this theory helps to identify and analyze the diverse stakeholders, including local communities, tourism businesses, governmental bodies, non-governmental organizations (NGOs), and tourists themselves. Understanding the interests, expectations, and power dynamics among these stakeholders is crucial for addressing the challenges facing tourist destinations. By engaging and involving stakeholders in decision-making processes, sustainable solutions can be developed that consider the diverse needs and perspectives of all parties involved. This theory highlights the importance of collaboration, communication, and stakeholder engagement to effectively manage and mitigate challenges in tourist destinations.

Applying these theories alongside empirical research and analysis can contribute to a comprehensive understanding of the challenges faced by tourist destinations and enhance decision-making processes for sustainable tourism development.

**CAST-D Theory:** The CAST-D Theory, developed by Cristine R. Tibor, focuses on the understanding and significant relationship between the challenges and the status of the tourist destinations. In the context of tourism destinations, this theory helps the tourism destination owner and staff, local government units, tourist and tourism coordinators identify and analyze the challenges they are facing in the world of tourism. This theory has been a big help in sustaining the tourism destination in a best way. Better planning and action towards the challenges they are facing will benefit the tourist destinations owner/ staff, community, stakeholders and environment.



**Figure 1:** Theoretical Paradigm

### Conceptual Framework

In order to conduct this research, the conceptual paradigm will be observed, which includes the context, input, process, and the product (CIPP). Provides a structured approach to plan, implement, and evaluate research studies. By considering these four components, this research on the challenges facing tourist destinations in the third district of Albay ensures that the context and stakeholders' input are adequately addressed, the research process is systematic and rigorous, and the final product is thorough and actionable.

The context of this research revolves around challenges faced by tourist destinations in the third district of Albay: An Assessment. Albay is known for its stunning natural landscapes, historical sites, and cultural heritage, attracting a significant number of tourists each year. However, despite the potential for growth and development, tourist destinations in the third district of Albay face numerous challenges that hinder their sustainability and growth.

The input of this research includes determining the status of tourism destination and identifying the challenges that hinder tourism growth as a tourist destination in the third district of Albay.

The stakeholders will provide insights, opinions, and experiences related to the challenges facing tourist destinations in the third district of Albay. The research process will involve collecting and analyzing data to understand the challenges facing tourist destinations in the third district of Albay. Analyze the significant relationship of the challenges encountered to the status of tourism destination in the third district of Albay

The researcher will identify common themes, patterns, and relationships within the data to gain insights into the challenges facing tourist destinations in the third district of Albay. Therefore, the

product of this study will lead the researchers to understand and identify the Challenges facing tourist destination in the third district of Albay. Recommend a local development plan for the resilience and sustainability of tourism destinations in the third district of Albay

The report will serve as a valuable resource for policy makers, destination owners, and other stakeholders, providing them with insights and strategies to foster resilience and sustainable tourism development in the area.

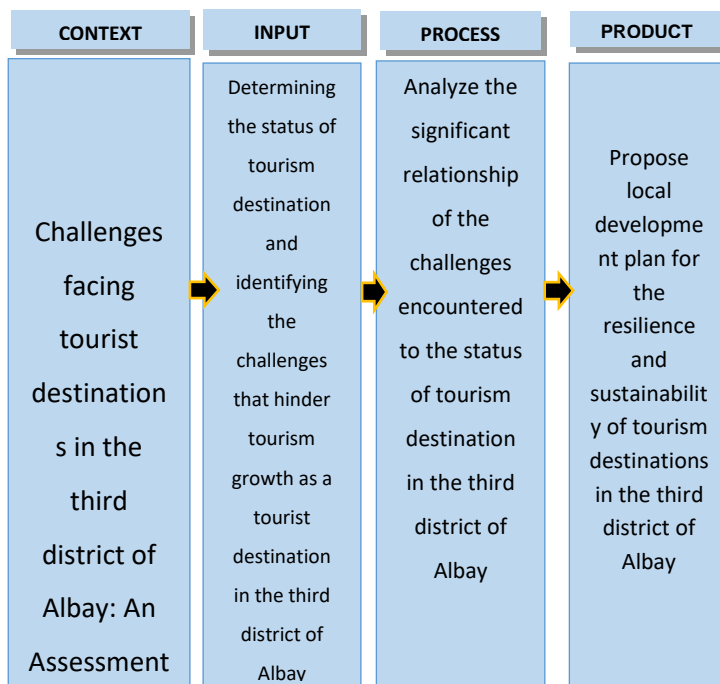


Figure 2: Conceptual Paradigm

### Scope and Delimitation

The study focused on the challenges facing tourist destinations in the third district of Albay. The target location of the study was in the Third District of Albay. The study was conducted in the Third District of Albay, namely Guinobatan, Jovellar, Ligao, Oas, and Polangui. The scope of this research focuses specifically on the challenges faced by tourist destinations in the Third District of Albay. It considers the various aspects of tourism development, management, and promotion within this geographical area. The study explores the perspectives of stakeholders such as tourist destination owners, local government units, and tourists themselves in relation to these challenges. The research aims to provide insights into the specific issues faced by tourist destinations in the Third District of Albay, contributing to the understanding of sustainable tourism development in this particular region.

While the research address the challenges facing tourist destinations in the Third District of Albay, it will not cover the municipality of Libon for the safety purposes of the researcher and every single tourist destination within the 1<sup>st</sup> and 2<sup>nd</sup> district. Instead, a representative sample of tourist destinations was selected to gather insights and data. The number and selection of specific tourist destinations for inclusion in the study was be based on practical considerations and the availability of resources. Another delimitation is to focus on the Third District of Albay. This research did not encompass challenges faced by tourist destinations in other districts or regions of Albay or broader issues faced by the tourism industry at a national or global level. The intention is to concentrate on the specific challenges encountered by tourist destinations within the Third District of Albay and provide relevant insights for addressing these issues locally.

### Significance of the Study

The researcher considers this study to be significant for following:

**Tourists.** The results of the study can be very useful for tourists as it offers them valuable insights into the challenges faced by tourist destinations and attractions in the 3rd District of Albay. This information can help them avoid extra expenses and ensure a pleasant vacation while touring the province.

**Government Officials.** Given the potential impact of tourism on local resources, it is essential for government officials to develop strategies that mitigate the effects of tourism while still promoting economic growth. By using the insights gleaned from this study, officials can design interventions that address the specific challenges faced by their respective communities, including the development of more sustainable tourism practices and the implementation of resource management plans.

**People in 3rd District of Albay.** This study will serve as a wake-up call to everyone to protect the natural resources in our tourist destinations; otherwise, they will deteriorate and be destroyed, and future generations will be unable to appreciate their beauty, while those in the tourism industry may lose their jobs and source of income.

**Owner/staff of tourist destinations.** Conducting this study, will help them identify any challenges and areas that require improvement. By designing effective measures to rectify and control these weak points, we can successfully drive growth and progress toward our goals.

**Future Researchers.** This study may assist other researchers in conducting studies on the challenges confronting tourist destinations and in the 3rd District of Albay, as it is a relatively unspoiled region in south Luzon with many natural wonders such as beaches, springs, caves, and waterfalls.

**Department of Tourism (DOT).** The Department of Tourism (DOT) could benefit from this study as it provides insights on how to improve local tourism policies, particularly in the third district of Albay. The key to achieving sustainable success lies in fostering strong partnerships with the local community associations.

**Department of Public Works and Highways (DPWH).** This organization plays a crucial role in addressing infrastructure challenges in tourist destinations in the Third District of Albay. It will support the overall sustainability and development of the tourism sector in the area, proper infrastructure maintenance and supporting local well-being and economic growth.

**Local government unit (LGU).** The creation and upkeep of infrastructure is the responsibility of local government entities and is essential to the enhancement of tourist attractions. They are able to plan, finance, and carry out public works projects like roads, bridges, and other infrastructure that is necessary for the district's tourist attractions to be accessible and enjoyable.

**Provincial Tourism, Culture Arts office (PTCAO).** The office of PTCAO can enhance the impact of interventions and initiatives in Albay's Third District by promoting partnerships and alliances that will enable creative solutions to shared challenges faced by tourist destinations, like community engagement, environmental sustainability, and infrastructure development.



### **Definition of Terms**

**Challenges-** problems and issues that interfere with your quality of life or ability to achieve life goals. These include external problems beyond your direct control, such as increased cost of living, and internal issues you can control, such as bad habits. In this study, it is the biggest issues facing by the tourism operators in the 3rd district of Albay.

**Tourist destinations-** is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.

**Assessment** - entails assessing several factors, including economic viability, cultural preservation, environmental effect, infrastructure, safety and security protocols, visitor fulfillment, and sustainability in general. This includes collecting information, evaluating comments, and identifying areas needing development to ensure that the location is sustainable and appealing to tourists and residents.

**Accommodation - businesses** providing lodging and amenities to travelers, including bed and breakfasts, resorts, motels, guesthouses, hostels, and vacation rentals. They offer various facilities, services, and access to nearby activities, ensuring a convenient, safe, and comfortable stay. Administration in tourism encompasses the effective management and coordination of all activities and resources involved in the tourism industry to ensure a positive and sustainable experience for both tourists and the destinations.

**Accessibility-** the eliminating barriers that may hinder or restrict the ability of individuals to enjoy and engage in tourism experiences. Accessible tourism aims to ensure equal access and opportunities for all individuals, irrespective of their physical, sensory, cognitive, or mobility limitations.

**Administration** - work in various capacities, such as government tourism departments, tourism boards, destination management organizations, and tourism agencies, where they are responsible for coordinating and regulating tourism activities.

**Activities** - a broad variety of adventures and experiences to suit the varied interests and tastes of travelers these events are intended to increase travelers' enjoyment of a location and provide them with lifelong memories. Activities that can be divided into a number of categories, such as leisure, cultural, adventurous, and outdoor activities.

**Promotion-** the promotional activities undertaken by governments, tourism organizations, destinations, or other entities to attract tourists and encourage them to visit a specific destination or participate in tourism activities.

**Public utilities** - necessary public or private sector services and facilities that support the infrastructure and business operations of the tourism sector.

**Regulations** - Tourism regulations, laws, policies, and standards set by governments, international organizations, and trade associations safeguard travelers, communities, and businesses while promoting sustainability, quality, and fair practices in the industry, ensuring environmental and cultural assets.

**Issues:** Issues in tourism refer to challenges, problems, or concerns that affect the industry, destinations, or stakeholders involved. These issues can range from environmental, socio-cultural, and economic impacts of tourism to issues related to sustainability, overcrowding, safety and security, infrastructure limitations, environmental degradation, socio-cultural tensions, and economic disparities. Identifying and addressing these issues sustainably and responsibly is crucial for the long-term viability and success of the tourism industry and its destinations.

## METHODOLOGY

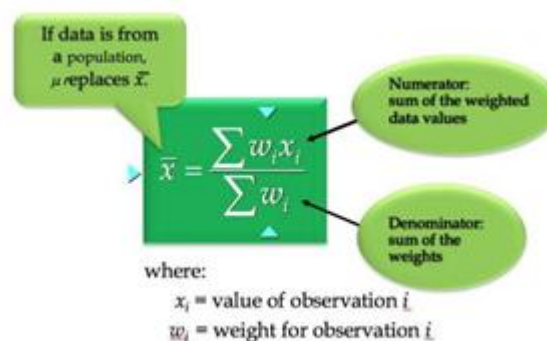
This section presents the researcher design, instruments the data gathering procedures, the sampling technique, the respondents of the study, and how the data was analyzed. It presents the methodology used in the study.

### Research Design

The research methodology employed in this study was a descriptive quantitative design, which seeks to identify and describe variables. The researcher objective was to observe various phenomena and situations in the tourism destinations of the Third District of Albay and explore any potential correlations or challenges between the variables. Descriptive research aims to gather information about the current conditions, practices, situations, or phenomena at a particular point in time, and then interpret and describe the findings. According to Almeida, A. et al. (2016), descriptive research involves data collection, analysis, and hypothesis testing to determine the status quo of the research subject. A quantitative research design employs mathematical and statistical tools to systematically investigate social phenomena and discover new theories while comparing and contrasting the findings.

### Research Instrument

The study's researcher employed a survey questionnaire as a tool to collect information and data, comprising a set of carefully constructed questions for respondents to answer. The Likert Scale Method was utilized to determine the level of agreement of the respondents with the statements. The questionnaire was divided into two parts: Part I concentrated on the status of tourist destinations in the Third District of Albay, encompassing Attraction, Accommodation, Accessibility, Administration, and Activities. Part II was composed of three categories: the first focused on the challenges that tourist destinations face in Albay's Third District, the second explored the correlation between the challenges encountered and the status of tourism destinations in the same area, and the third offered propose development plan to improve the resilience and sustainability of tourist destinations in Albay's Third District.



### Lickert Scale used;

3.25 – 4.00 Highly faced the challenges  
1.75 – 2.49 Seldom faced the challenges

2.50 – 3.24 Faced the challenges  
1.00 – 1.74 Did not face the challenges

### Data Gathering Procedure

The data gathering take into consideration the following procedure: a written permit to conduct a survey with the selected respondents was prepared and noted by the subject Professor, Adviser, and the Dean of the Graduate School in Bicol College. The researcher personally distribute the survey questionnaire to the respondents and collate and analyze statistically the responses given in the survey questionnaire; After the respondents answered the questionnaire, the researcher collected and tallied the data for interpretation. The researcher prepared detailed presentations summarizing the key findings, challenges, analysis and recommendations from the study. Produced comprehensive reports that include the study methodology, data analysis, and results. Distribute these reports to relevant stakeholders, including government agencies tourism authorities, and community organizations. Utilize social media platforms and dedicated websites to share the study's results with a wide audience and collaboration platforms. By employing a multi-channel approach, the study's findings can reach a wide array of stakeholders and facilitate collective efforts to address the challenges facing tourist destinations in the Third District of Albay.

### Respondents of the Study

The respondents of the study are the ten (10) selected tourist destinations staff or owner, The owner or staff of the tourist destination was the respondents of the study as they are the essential part of the research, by sharing ideas and opinions that is necessary for the accomplishment of the study, ten (10) tourism coordinator of every municipality or barangay tourism coordinator, they identify the potential challenges and opportunities for improvement and play a key role in developing strategies and initiatives to address the challenges and promote sustainable tourism development in the Third District of Albay, and ten (10) selected foreign and local tourist in the Third District of Albay. Tourists provide valuable feedback about their experiences, which can be used to identify areas of concern and highlight the positive elements of the travel.

**Table 1:** Respondents of the Study

<i>Respondents</i>	<i>Number</i>
Tourist destinations owner or staff	10
Municipal tourism coordinator or Barangay tourism coordinator	10
Selected foreign or local tourist	10
Total	30

Confidentially and privacy of the respondents were ensured and voluntariness was given with utmost concern by the researcher by briefing them to refuse or withdraw anytime during the conduct of survey process.

### Sampling Technique

Purposive sampling technique was in the study. A purposive sampling also known as judgmental, selective or subjective sampling is a type of non-probability sampling technique. Non-probability sampling focuses on sampling techniques where the units that are investigated are based on judgment of the researcher. The main goal of purposive sampling is to focus on particular characteristics of a population that are of interest which will best enable to answer the researcher's questions.

According to Creswell and Plano Clark (2011), purposive sampling is a technique broadly used in qualitative research for the identification and selection of information-rich cases for the most effective use of limited resources. Purposive sampling may also be used with both qualitative and quantitative research techniques. This involves identifying and selecting individuals that are especially knowledgeable about or experienced with phenomenon of interest. This sampling design was appropriate to the study since it is focused to owners and staff of tourist destination in the third district of Albay as the respondents of the study. The chosen respondents have the knowledge and reliable information to provide, therefore relevant information was gathered by the researcher.

### **Research Locale**

The study was conducted in six (6) municipalities in Albay's Third District: Guinobatan, Jovellar, Ligao, Oas, Pioduran, and Polangui.

The town of Guinobatan is located in Albay province, Bicol Region. This town is known as the birthplace of General Simeon Ola, the last Filipino General to surrender to the Americans after the Philippine-American War. The longganisa de guinobatan, a well-known little longganisa in the municipality, is another reason for Guinobatan's fame.

The town of Jovellar is home to a secret underground river and waterfall that has given Quitinday strength and prosperity. The municipality of Jovellar were granted by the Philippine Speleological society incorporated caving congress in the year 2018 to host the 18<sup>th</sup> National Philippine Speleological Society Inc.

The Municipality of Ligao is the 4th class component municipality in the Province of Albay. It is the 2nd largest city in the region in terms of land area. The majestic Mayon Volcano, along with natural beaches, lakes, waterfalls, natural hills, and caves, may all be found in Ligao. It is home to the Kawa-Kawa Natural Park, which has become a more popular pilgrimage site due to its expansive views and life-sized "Way of the Cross" sculptures on the unique caldera summit. A sunflower farm, suitable with what is known as Sunflower City, promotes efforts to eco-tourism. <https://ligaocity.albay.gov.ph/departments/office-of-the-mayor>/<https://www.facebook.com/CityOfLigao/>.

The Town of Oas, officially the Municipality of Oas, is a first-class municipality in the province of Albay, Philippines. The famous festivals in Oas that attract more tourists are the Puto Festival and the Himuloan Festival, which are celebrated in the month of May. [https://en.wikipedia.org/wiki/Oas,\\_Albay#](https://en.wikipedia.org/wiki/Oas,_Albay#)

Municipality of Pioduran Pio Duran, a Philippine provincial town, is characterized by its undeveloped nature, relying on fishing, agriculture, and pastoral activities. It has a stunning scenery, delicious coconut milk-based meals, and natural landmarks like caverns and waterfalls are worth recommending. Rebuilding the local fishing port's rock causeway and established new RORO (roll-on, roll-off) facilities would position Pio Duran to grow greatly in the upcoming years, operating as a major entry point to both the national highway to Manila and the southern islands of Visayas and Mindanao. Increased trade should be advantageous to local businesses since it creates capital wealth, which in turn creates jobs and prosperity. <https://www.linkedin.com/pulse/pretty-portal-town-pioduran-albay-philippines-stephen-wardle>.

Town of Polangui practically sits on top of one of Bicol Region's largest watersheds—the Quinali Watershed. It is geographically located close to the central part of the Bicol Peninsula, and far extends to the north bordering Camarines Sur province, down south to the towns of Libon, Oas and

Ligao City, westward to the municipality of Malinao and Tabaco City. Recognized for the sugarcane business, it makes sense that Polangui eventually became regarded as the center for saccharine products, given its well-suitedness for sugarcane cultivation. The most well-liked item is muscovado sugar, one of Brgy's three muscovado producers. Polangui awarded Champion as beautification clean and green program in the year 2021. <https://polangui.gov.ph/about-us/awards-recognition/>

### Study Site

From Spanish Albay, as in al (“the”) + *eyab al eyaB aL ,seman tnairav regnol ni ro ,(“yab”) eyab lociB eht ni detautis ecnivorp enippilihP a si (“yaB fo yaB”) yaB al yaB ro “eyaB fo yaB ehT”) lanoissergnoC dr3 s'yabLA .dnalsI nozuL nretsaehtuoS fo noigeR* District is one of the three congressional districts of the Philippines in the province of Albay. The district consists of the city of Ligao and adjacent municipalities of Guinobatan, Jovellar, Libon, Oas, Pio Duran and Polangui. The Municipality's economic structure is dominated by commerce, industry, and tourism. It is the most important economic progress indicator.

Every traveler's keepsake is ALBAY. Albay has long been associated with the Mayon Volcano, a well-known landmark that is on the UNESCO World Heritage List. The province is now clearly shining as a hidden tourism gem, providing a plethora of travel, leisure, and fun activities. There are a lot of amazing locations in Albay that are still unspoiled by tourism and were previously only known to the locals. Many of these locations are still undiscovered and have never been mentioned in travel publications. Owing in part to its unspoiled state, the province was designated as a Biosphere Reserve under UNESCO's MAB Program. It is home to 462 different species of plants and animals, 137 of which are endemic.

Albay has more to offer than just tourist attractions. The United Nations has acknowledged it as a global model for coping with the effects of climate change. Typhoon Durian caused 46% of the province's damage in 2006, but the province recovered quickly thanks to the influx of foreign tourists and the use of tourism as one of its main tools for reconstruction. Additionally, 320 kilometers of roads were constructed to provide access to novel and distinctive locations, including the Cagsawa Ruins, Quitinday Hills, falls, black sand beaches, Japanese caves, colonial homes, and historical sites, to mention a few. ([https://albay.gov.ph/?page\\_id=1557](https://albay.gov.ph/?page_id=1557))

Furthermore, this will be the study site of the research, with a greater emphasis on addressing the issues raised. Through this study, there will be a basis on how to improve the tourism sector in the Third District of Albay as it boosts the revenue of the economy, creates thousands of jobs, develops the infrastructures of a country, and plants a sense of cultural exchange between foreigners and citizens.

### Data Analysis Plan

Tourist destinations in the 3rd district of Albay face numerous challenges that impact their sustainability and growth. To effectively address these challenges, it is important to have a comprehensive understanding of the issues at hand. This necessitates the development of a data analysis plan that can capture and analyze relevant data to derive meaningful insights.

The data analysis plan for this research will involve a systematic and structured approach to analyze the challenges facing tourist destinations in the 3rd district of Albay. The plan will include the identification of key data sources, the selection of appropriate analytical methods, and the interpretation of results to draw conclusions.



The first steps in the data analysis plan involve identifying the primary data sources. The researcher collected data from various stakeholders, including tourist destination owners, local government units and tourists. This involved conducted surveys, and collected relevant documents and reports. By gathering data from multiple sources, a more comprehensive and accurate picture of the challenges faced by tourist destinations was established.

The data was collected, it organized and prepared for analysis. This may involve data cleaning, validation, and transformation to ensure its accuracy and consistency. The researcher applied appropriate analytical methods to explore the relationships and patterns within the data. This include descriptive statistics, regression analysis, and thematic analysis.

The results obtained from the data analysis was interpreted and presented in a meaningful way. This may involved the use of tables, graphs, or narrative descriptions to communicate the findings effectively. The researcher analyzed the results in relation to the identified challenges facing tourist destinations in the third district of Albay, drawing connections and insights that contributed to a deeper understanding of the issues.

Ultimately, the data analysis plans provide actionable insights and recommendations to address the challenges faced by tourist destinations in the third district of Albay. By employing rigorous data analysis techniques, the research strives to contribute to the development of effective strategies and policies to promote resilience and sustainable tourism in the district.

## RESULTS AND DISCUSSION

This presents the data and its analysis that was obtained through the questionnaire issued to the respondents. The presentation and analysis of data were sequenced by the problem of this study and presented in a tabular form. The outcome of the respondent's status presents in table 1.a

### 1. Status of the Tourist Destinations in the Third District of Albay.

Locations or sights that draw tourists from all over the world are known as tourist attractions. They can be man-made landmarks like historic buildings and theme parks, or they can be natural wonders attraction like waterfalls and mountains. Travelers wishing to discover new locations and learn about other cultures frequently visit tourist attractions because they offer opportunities to make lifelong memories and unforgettable experiences. Tourist attractions frequently highlight the distinctive history, culture, and beauty of a destination. Table 1.a shows the Status of Tourist Destinations in the Third District of Albay along Attraction.

**Table 1 (a):** Status of Tourist Destinations in the Third District of Albay Along Attraction

<i>Indicator</i>	<b>Frequency (n=30)</b>	<b>Per cent (%)</b>
Man- made attraction	19	63.33
Natural landscape	11	36.67
<b>Total</b>	<b>30</b>	<b>100</b>

From the table above, it shows that man-made attractions are the most frequently visited destinations, with 19 out of 30 respondents or 63.33% choosing them. On the other hand, cultural heritage sites have the lowest frequency, with only 11 out of 30 respondents or 36.67% preferring them. Overall, the results indicate that out of 30 respondents' Man-made attraction has the highest percentage that commonly visited in the third district of Albay. This agrees with the article written

by Chaigasem, T., & Leruksa, C. (2020). In the province of Buriram, man-made sport tourism has taken root and is expanding rapidly. There is potential for sports tourism in the province of Buriram. Buriram has the potential to develop into a sport city, according to an assessment of the potential for sport tourism. In order for the province to be a competitive sport city, the following needs to be developed right away: accommodations, attractions, convenient access, engaging activities, affordable packages, high-quality amenities and auxiliary services, and increased awareness through efficient marketing and promotion.

The third district of Albay offers a wide range of accommodations to suit every traveler's needs. Travelers can choose from opulent resorts to reasonably priced guesthouses to ensure they have the ideal lodging while taking in the stunning local sights. There is something for everyone in Albay's third district, whether your choice is for quaint bed and breakfasts tucked away in the countryside or luxurious hotels. Visitors are guaranteed a memorable stay in this picturesque area with warm hospitality and cozy amenities. Table 1.b shows the status of tourist destination in the third district of Albay.

**Table 1 (b): Status of Tourist Destinations in the Third District of Albay Along Accommodation**

<i>Indicator</i>	<b>Frequency (n=30)</b>	<b>Per cent (%)</b>
Guesthouse/ B&B	12	40.00
No- accommodation	2	6.67
Resorts	6	20.00
Camping sites	4	13.33
Hotels	6	20.00
<b>Total</b>	<b>30</b>	<b>100</b>

Based on the table presented, it appears that Guest house/B&B options is among the most preferred, with a frequency of 12 or 40%. Additionally, some tourist destinations in the Third District of Albay do not have accommodations, which make tourists disappointed. This indicates that a significant portion of the respondents either prefer a cozy and personalized stay experience or are willing to explore the destination without any pre-booked stay arrangements. Overall, the data suggests that travelers have varied preferences when it comes to accommodation choices, and the tourism industry should cater to a diverse set of requirements to ensure customer satisfaction. It supported by the study of Vasiliev, E. S., & Guryeva, E. V. (2020). In order to eliminate the problem, it is to proposed to conduct a preliminary analysis to determine the importance of one of the elements in tourism sector, namely accommodation facilities. As a result it will allow to avoid the indicated danger and increase the reliability of determining the tourist potential of a particular type of tourist or tourist territory.

Accessibility for tourists is a crucial aspect of ensuring that everyone, regardless of their abilities, can enjoy and experience a destination to its fullest extent. The third district of Albay offers accessible attractions and lodging along with public transportation options, making the area easily navigable and enjoyable for visitors of all abilities. The third district of Albay invites everyone to explore its breathtaking landscapes and rich cultural heritage, with an emphasis on inclusivity and convenience.

**Table 1 (c):** Status of Tourist Destinations in the Third District of Albay Along Accessibility

<i>Indicator</i>	<b>Frequency (n=30)</b>	<b>Per cent (%)</b>
Private vehicle	13	43.33
Public transportation	15	50
Ferry/ boat	2	6.67
<b>Total</b>	<b>30</b>	<b>100</b>

The data presented in the table above sheds light on the various means of transportation that tourists use to reach their preferred destinations. The table includes information about different locations and their corresponding modes of transportation. Upon analyzing the data, it is clear that a significant majority of tourists, amounting to 43.33%, preferred to use private vehicles to reach their desired locations. It is 2 (two) feedback was collected regarding access via ferry boat. This could be attributed to the fact that all the tourist spots included in the study are located within the 3rd District, which is situated near the city center. This geographical advantage might have made private vehicles the most convenient and preferred mode of transportation for most tourists. To support the result of the table the study of Masiero and Hrankai's (2022) identifies challenges in urban destinations in attracting visitors to less frequented outskirts. They propose a utility-based model for evaluating tourist accessibility to outlying urban sites, focusing on traveler preferences, attractions, and public transportation options. The study supports the importance of length of stay, frequency of visitation, and public transportation perceptions. This study definitely supported the present study that the government needs to boost the importance of public transportation for the convenience and safety of the tourist in the Third District of Albay.

The management strives to make the destination friendly and inclusive of all visitors, regardless of their needs or background, so that everyone can take advantage of and enjoy their stay. In order to guarantee that tourists have a good and unforgettable time, tourist destinations must be managed well.

**Table 1 (d):** Status of Tourist Destinations in the Third District of Albay Along Administration

<i>Indicator</i>	<b>Frequency (n=30)</b>	<b>Per cent (%)</b>
Government	14	46.67
Single proprietorship	9	30
Partnership	6	20
Corporation	1	3.33
<b>Total</b>	<b>30</b>	<b>100</b>

Upon analyzing the data, it is evident that the most frequent type of ownership is government ownership. Specifically, In contrast, the corporation ownership category has the lowest frequency, with only 1 or 3.33% of businesses falling under this category.

These findings suggest that government-owned entities have a significant presence within the analyzed data, while non-government-owned businesses have a comparatively lower frequency. The study of Pawestri, A., Wahyuliana, I., Nugroho, L. D., & Rusdina, E. (2022). As part of their role as administrators of the government, local governments coordinate (become coordinators) with

relevant parties, such as facilitators, stimulators, and motivators, in addition to ceasing to make regulations and ensuring that the policy containing the fulfillment of tourists' rights is implemented, if gradually.

The third district of Albay offers a wide range of diverse tourist activities for visitors to enjoy. Exploring the stunning natural beauty of different tourist destinations attracts more visitors to pass by and experience the activities that the Third District of Albay can offer, which is something for everyone to experience.

**Table 1 (e):** Status of Tourist Destinations in the Third District of Albay Along Activities

<i>Indicator</i>	<b>Frequency (n=30)</b>	<b>Per cent (%)</b>
Island hopping/ water	7	23.33
Camping and backpacking	5	16.67
Horseback riding	1	3.33
ATV Activity	1	3.33
Fishing	1	3.33
Cycling	2	6.67
Picture Taking	3	10
<b>Total</b>	<b>30</b>	<b>100</b>

Based on a recent survey conducted on tourist activities, it was found that island hopping and water activities are the most highly favored activities among travelers, with a frequency of either 7 or 23.33%. These activities include beach hopping, snorkeling, and scuba diving, which are often enjoyed in exotic locations with clear blue waters. Interestingly, fishing and ATV activity and Horseback riding were the least popular activities among tourists, with only 1 or 3.33% of respondents showing interest. These activities are usually considered less thrilling and adventurous for tourists. Surprisingly, no responses were recorded for food tourism, indicating that these activities are not very popular among tourists in the surveyed region.

Overall, the survey reveals that travelers are more inclined towards water-related activities and outdoor adventures, with the majority of the respondents showing a preference for island hopping and beach-related activities. It also highlights the fact that tourists are seeking more thrilling and adventurous experiences, which may be a key factor in determining their travel destination choices. This agrees by the study of Salmon, P. L., Amen, R., Aguilar, J. P., Javellana, J. B., & Fernandez, C. J. (2020) It was determined that tourists are interested in the white beaches, breathtaking landscapes, and varieties of activities offered, such as island-hopping and “mermaiding.” There is also evidence that Boracay continues to face issues concerning its sustainability, such as threats on its unfortunate transportation system, losing its cultural identity, uncontrolled urbanization, and unsustainable solid waste management practices. The findings here are useful for local government, small island tourism planners, and service providers in understanding visitor perceptions of quality and value, which in turn have influenced the island’s competitiveness and sustainability.

According to the Local Government Unit of the Third District of Albay, the status of tourist destinations in the district has emerged before and after the pandemic in the years 2016 and 2018, and after the pandemic year 2022 at present. The emerging tourist arrivals in the district have a

significant impact on the economy of the Third District and help the community showcase their skills and knowledge to boost tourism in the district. The Local Government Unit is tasked with coordinating emergency response efforts, providing support services, and collaborating with other stakeholders to address the needs and wants of tourists in distress.

The owner or staff of tourist destinations in the third district of Albay mentioned that, as owners of the tourist destinations, they are responsible for supporting the government pertaining to the policies and regulations mandated by the local and national government units. In the third district, they are very particular about waste management and the sustainability of the environment. Attending seminars and workshops to achieve the goals and maintain sustainability was their priority annually, but some of the owners were hesitant to attend and did not make the effort to attend. This may be one of the challenges that stakeholders and local government units also encounter.

**2. Challenges Facing Tourist Destination in the Third District of Albay along:**

Travelers frequently encounter issues with the infrastructure in popular tourist locations, like insufficient transit choices, restricted entry to attractions, and inadequate signage. These problems may cause delays in traveling to well-known locations, cause it to be harder to get around, and make it confusing to navigate through strange places. Inadequate infrastructure can also negatively impact visitors' overall experience, leading to dissatisfaction and possibly discouraging travel in the future. Destinations must make investments to strengthen communication channels, increase accessible to important attractions, and upgrade transportation networks in order to assist travelers move around more easily. Destinations may improve the overall quality of the tourist experience and eventually draw more visitors by solving these infrastructure concerns.

**Table 2 (a): Infrastructure**

<i>Indicator</i>	<i>Weighted Mean</i>	<i>Descriptive Rating</i>
Inadequate transportation network	3.47	Highly faced the challenges
Inconsistent maintenance of roads and highways	3.20	Faced the challenges
Lack of basic roads	2.40	Seldom faced the challenges
Maintenance of restrooms and facilities	2.93	Faced the challenges
Visibility of signage and way-finding	2.27	Seldom faced the challenges
Recreational facilities	2.80	Faced the challenges
Water services	2.13	Seldom faced the challenges
Environmental conservation efforts	1.86	Seldom faced the challenges



<b>Mean</b>	<b>2.63</b>	<b>Faced the challenges</b>
3.25	–	Highly faced the
4.00		challenges
2.50	–	Faced the challenges
3.24		1.75
		– Seldom faced the
		challenges
		2.49
		– Did not face the
		challenges
		1.00
		1.74

The table presented in this report provides a detailed analysis of the challenges faced by a tourist destination. The results of the study show that the indicator "Inadequate transportation network" has received the highest rating of 3.47, indicating that this is a significant challenge that needs to be addressed urgently. This challenge can be attributed to various factors such as poor road conditions, limited access to public transportation, and inadequate infrastructure.

The result of the table supported by the study of Milenkovski, A., Gjorgievski, M., & Nakovski, D. (2020) Using the example of the improved roadway infrastructure in the Republic of North Macedonia, the authors want to demonstrate how altered anthropogenic external influences, as demonstrated by the traffic infrastructure, affect the transformation of the region's level of tourism growth. Future plans for the destination's tourist development will need to be adjusted and corrected, and a new managerial strategy for tourism planning will need to be implemented due to the changes brought about by the recently formed external variables. The result also agrees by the study of Mohiuddin, M. (2023). According to the study Inadequate infrastructure reduces visitors' experiences and decreases their satisfaction. Poor transportation infrastructure also makes tourist destinations less accessible and connected, which lowers the number of visitors and shortens their stays.

Promotion of tourist destinations is essential for attracting visitors and strengthening the local economy. Regions may enhance infrastructure, generate employment opportunities, and boost tourism earnings by strategically promoting their tourist spots. Expanding the appeal of tourism destinations can be facilitated by implementing promotional strategies like social media campaigns, collaborating with travel agencies, and attending travel exhibitions. To stand out from the competition and attract more tourists, a place might emphasize its distinctive features, cultural events, and warm welcome. Tourism destinations must be strategically promoted if they are to expand economically and sustainably.

**Table 2 (b): Promotion**

<i>Indicator</i>	<i>Weighted Mean</i>	<i>Descriptive Rating</i>
Media advertising expenses	3.73	Highly faced the challenges
Creating fresh, unique content is a big challenge for tourism marketing	2.93	Faced the challenges
Expands the market for travel services, builds brand recognition, and boosts conversion and sales rates	2.40	Seldom faced the challenges
Assisting the tourist in creating the ideal positive reviews and testimonials	2.13	Seldom faced the challenges

Insufficient knowledge of the tourism marketing program	2.80	Faced the challenges
Tourist information centers	3.33	Faced the challenges
Targeted marketing campaigns	1.86	Seldom faced the challenges
<b>Grand Weighted Mean</b>	<b>2.74</b>	<b>Seldom faced the challenges</b>

3.25 – 4.00 Highly faced the challenges  
 1.75 – 2.49 Seldom faced the challenges  
 2.50 – 3.24 Faced the challenges  
 1.00 – 1.74 Did not face the challenges

Promotion is a critical element of the tourism and hospitality industry, and it involves a diverse set of strategies and connections used to promote products and services. The table above presents a detailed analysis of the challenges faced by the industry in terms of marketing. The table displays the results of a survey that rated the different challenges based on their weighted mean scores.

According to the table, the highest-rated challenge in the industry is "media advertising expenses", with a weighted mean of 3.73. This implies that the industry faces significant challenges in managing the costs involved in media advertising, which includes TV, radio, and print media. It is worth noting that media advertising is a crucial tool for promoting tourism and hospitality products. Therefore, it is essential for the industry to find ways to manage these expenses effectively.

On the other hand, the lowest-rated challenge is "targeted marketing campaigns", which had a weighted mean of 1.86. This indicates that the industry is doing relatively well in terms of targeted marketing campaigns, which include online advertising, email marketing, and social media promotions. Nevertheless, the industry should continue to improve its targeted promotional strategies to ensure that they remain effective in reaching the target audience.

In conclusion, the tourism and hospitality industry must address the challenges of media advertising expenses while continuing to improve its targeted marketing campaigns. By doing so, the industry can attract more tourists and enhance its competitiveness in the current market.

This agrees with the article written by Seyyedamiri, N., & Khosravani, A. (2020). Quantitative results showed which advertising tools are most crucial. Additionally, the quantitative research revealed that the internet placed top with an average value of 3/3984. Ultimately, the findings showed that a tourism site would benefit from placing more value on utilizing promotional methods to bring in more visitors.

When it comes to offering sufficient public utilities to satisfy the needs of tourists, tourist sites encounter a number of difficulties. Overcrowding, inadequate infrastructure, waste management, and environmental damage are a few examples of these concerns. However, tourist locations can overcome these obstacles and offer a satisfying experience for visitors while protecting their natural and cultural legacy by putting into practice sustainable methods, effective resource management,

and community engagement. Prioritizing the development of public utilities is crucial for destinations to sustain the expansion of tourism and guarantee the industry's long-term viability.

**Table 2 (c): Public Utilities**

<i>Indicator</i>	<i>Weighted Mean</i>	<i>Descriptive Rating</i>
Waste management	3.47	Highly faced the challenges
Less maintained public parks and green spaces	2.80	Faced the challenges
Lack of healthcare facilities	3.20	Faced the challenges
Wi-Fi and internet access	2.00	Seldom faced the challenges
Safety and security	2.80	Faced the challenges
Restrooms and washrooms	3.60	Highly faced the challenges
<b>Grand Weighted Mean</b>	<b>2.98</b>	<b>Faced the challenges</b>

3.25 – 4.00      *Highly*      1.75      –      *Seldom faced the challenges*  
*faced the*      2.49  
*challenges*

2.50 – 3.24      *Faced the*      1.00      –      *Did not face the challenges*  
*challenges*      1.74

Table 2.c presents an analysis of data on the challenges faced by a tourist destination in relation to public utilities. The computed grand weighted mean of 2.98 indicates that the destination faces challenges in this area. Among the different indicators, Waste management was found to be the most challenging issue with a weighted mean of 3.47, which can be interpreted as a high level of challenge. On the other hand, Wi-Fi and internet access had the lowest weighted mean of 2.00, indicating that they are the least challenging issue with a low level of challenge.

Based on these results, it can be inferred that the tourist destination needs to focus on improving waste management facilities and practices to overcome the challenges in this area. The findings also suggest that the destination has been able to effectively manage also the importance of Wi-Fi and internet connectivity, which is a positive sign to attract more tourist. Overall, this analysis provides valuable insights into the challenges that the tourist destination faces in the area of public utilities, and can help the management team to develop strategies to address these challenges effectively.

The study of Koliopoulos, T. K., & Katsoni, V. (2020) support the results of the table that development and implementation in a sustainable environment poses significant challenges on many fields and involves such as stakeholders interested in community ecological tourism; public health protection of tourist; environmental protection and construction infrastructures.

Non-governmental organizations (NGOs) that advocate sustainable practices, resource management, and community engagement significantly impact tourist destinations. These NGOs are essential in assisting travel destinations in establishing a balance between the requirements of

visitors and the protection of their historical and natural resources. Through partnerships with non-governmental organizations, tourism destinations can obtain knowledge, materials, and resources to carry out projects that benefit tourists and the local population. In the end, NGOs' assistance is essential to guaranteeing tourism sites' survival and sustainable growth.

**Table 2 (d): Non- Government Organization Support**

<i>Indicator</i>	<i>Weighted Mean</i>	<i>Descriptive Rating</i>
Advocacy and policy influence	2.67	Faced the challenges
Cultural preservation	3.20	Faced the challenges
Community development	3.47	Highly faced the challenges
Capacity building and expertise	3.20	Faced the challenges
Conservation and environmental protection	2.80	Faced the challenges
<b>Grand Weighted Mean</b>	<b>3.07</b>	<b>Faced the challenges</b>

3.25 – 4.00 *Highly faced the challenges*      1.75 – *Seldom faced the challenges*  
 2.49  
 2.50 – 3.24 *Faced the challenges*      1.00 – *Did not face the challenges*  
 1.74

The table presents a comprehensive breakdown of Non-Governmental Organizations' (NGOs) support across five different indicators. The grand weighted mean of 3.07 suggests that NGOs seldom faced the challenges overall. However, analyzing each indicator separately paints a clearer picture of the challenges they face.

The "Community development" indicator scored the highest at 3.47, indicating significant challenges in this area. Engaging with tourism developer to influence decision-making is complex and can be challenging, especially in a constantly development of tourist destinations and environment. Finally, the "Advocacy and policy influence" indicator scored the lowest at 2.67, suggesting that NGOs faced the challenges in this area and are generally unsuccessful in promoting conservation and environmental protection.

Overall, analysing the five indicators provides a more nuanced understanding of the challenges NGOs face in different areas. This information can help NGOs identify areas to improve their operations and develop strategies to overcome challenges.

The result supported by the study of Rizal, A. (2021) The findings demonstrate that, despite several ongoing issues, the Garut District's tourism development policies have been implemented successfully. Among the issues noted are accessibility issues that are still not well-supported, such as the somewhat narrow road leading to the tourist destination. Due to economic constraints, as well as the general public's lack of awareness of the benefits of tourism and the culture of tourist awareness, facilities and infrastructure in tourism attractions have not been managed correctly.

Regulations governing tourist sites are essential for maintaining an area's natural and cultural history, safeguarding the security and welfare of tourists, and encouraging environmentally friendly travel habits. These rules frequently control things like tourist limitations, responsible tourism practices, infrastructure development, community involvement, and environmental protection. Tourism sites can strike a balance between accommodating visitor requirements and preserving the destination's identity for enjoyment by future generations by adhering to the rules.

**Table 2 (e): Regulations**

<i>Indicator</i>	<i>Weighted Mean</i>	<i>Descriptive Rating</i>
Lack of stakeholder consultation	2.80	Faced the challenges
Complexity and Inconsistency	2.40	Faced the challenges
Regulatory burden	3.20	Faced the challenges
Lack of flexibility	2.67	Faced the challenges
Lack of tourism expertise in government	2.93	Faced the challenges
Inconsistent enforcement	2.67	Faced the challenges
Policy instability	2.93	Faced the challenges
<b>Grand Weighted Mean</b>	<b>2.80</b>	<b>Faced the challenges</b>

3.25 – 4.00	<i>Highly faced the challenges</i>	1.75 – 2.49	<i>Seldom faced the challenges</i>
2.50 – 3.24	<i>Faced the challenges</i>	1.00 – 1.74	<i>Did not face the challenges</i>

The table provided in the preceding section demonstrates a comprehensive overview of the challenges faced by the tourism destination concerning regulation, with a grand weighted mean of 2.80. The results indicate that the highest-weighted mean score of 2.93 is attributed to the indicator "Lack of tourism expertise in government and Policy instability", which highlights the importance of involving key stakeholders in decision-making processes to ensure effective regulation.

It was supported by Republic Act No. 7160 of 1991- The Local Government Code

The Code (Section 17) provides for LGU's responsibility in basic services and facilities that include tourism development and promotion programs, tourism facilities and other tourist attractions, including the acquisition of equipment, regulation and supervision of business concessions, and security services for such facilities. LGUs, as a corporate entity (Section 15) are also vested corporate powers with full autonomy (Section 22) in proprietary functions and management of their economic enterprises. However, the condition that this provision is subject to the limitations provided in this Code and other applicable laws negates the 'full autonomy'. <https://www2.gsid.nagoya-u.ac.jp/blog/anda/files/2011/08/5-rolesjaviere38080.pdf>

Moreover, the indicators "Complexity and Inconsistency", "Regulatory Burden" and "Lack of Flexibility" all received a weighted mean score of 2.40, indicating that these challenges are faced



the challenges. The "Complexity and Inconsistency" indicator emphasizes the need for clear and consistent regulatory policies, while "Regulatory Burden" highlights the potential negative impact of excessive regulation on the tourism industry. Finally, "Lack of Flexibility" stresses the need for regulatory frameworks to be adaptable and responsive to changing circumstances.

Overall, the results of the study suggest that the tourism industry faces several challenges related to regulation, and addressing these challenges requires a collaborative approach involving key stakeholders and policymakers to ensure effective and efficient regulation that supports the growth and development of the tourism industry.

The study of Shayakhmetova, L., Maidyrova, A., & Moldazhanov, M. (2020). agrees to the result mention in the table that based on a study of international experience and Kazakhstan's tourism industry's best practices, the authors have made recommendations for strengthening legislative measures and state support for the country's tourism sector, with a focus on securing investment flows. The problem of attracting foreign capital to public-private partnerships in the tourism sector has been studied in isolation. The recommendations and conclusions derived from the research findings can inform the regulatory actions of specialized state agencies, be taken into consideration when deciding which investments to make, and serve as instructional and methodological resources for researchers studying state regulation of tourism.

The article written by Kristensen, A. E. (2020) agrees to the result of the table that focuses on the regulations governing foreign involvement in the Chinese travel sector. It looks at how foreign investors have responded to these rules and outlines the major regulatory bodies engaged in policy-making.

### 3. Significant relationship to the Challenges encountered to the status of Tourist destination in the Third District of Albay

The third district of Albay faces challenges in its tourism sector, including poor infrastructure, environmental degradation, lack of sustainable practices, and competition. A comprehensive strategy involving stakeholder participation, sustainable development principles, and strategic planning is needed to improve the region's tourism experience.

	<i>Challenges</i>	<i>Status</i>
Challenges	1	
Status	0.71	1

**Table 3:** Significant Relationship

<b>CHALLENGES</b>		<b>STATUS</b>	
Infrastructure	2.63	Attraction	50%
Marketing	2.74	Accommodation	20%
Public Utilities	2.98	Accessibility	33.33%
Organizational Support	3.07	Administration	25%
Regulation	2.80	Activities	14.28%
<b>Weighted Mean</b>	<b>2.84</b>	<b>Percentage</b>	<b>28.52%</b>

By substituting the values in the table 3 with the given formula by Pearson correlation the result was  $r = -0.32$  is  $t$  which is the same on the result using excel.

Therefore, since the value of the correlation between the status of Tourism destination and the Challenges encountered is,  $r = 0.32$  based on the computation, this indicates that there is a low negative correlation between the challenges and the status. Based on the result there is a significant relationship between the Challenges encountered with status of Tourist destinations in the Third District of Albay.

#### 4. Propose Local Development Plan to enhance the resilience and sustainability for Tourist destination in the Third District of Albay

##### Propose Local Development Plan

The travel and tourism sector has a high potential for future development. Given its distinct blend of social and economic traits, the tourism sector has high standards in both planning objectives. Destinations for tourism, along with information on how different organizations might work together in one particular area of tourism: the development and administration of local, community-based tourism destinations.

##### Overview and Goals

The proposed tourism development plan aims to address the challenges encountered by Albay's third district and develop it into an effective and sustainable tourist attraction. This plan takes a comprehensive approach, incorporating strategic planning, stakeholder participation, and the use of principles of sustainable development to improve the region's overall tourism experience. By overcoming these obstacles, Albay's third district can establish itself as a popular travel destination that helps both tourists and the local population.

##### Objectives of Propose Local Development Plan to enhance the resilience and sustainability for tourist destinations in the Third District of Albay

- Improve the zoning ordinance in the third district of Albay.
- Collaboration among stakeholders for resilience and sustainable tourism development in the planning process.
- Enhance tourism infrastructure by enhancing existing facilities and developing new ones to accommodate the increasing number of tourists visiting the third district of Albay.
- Promoting Tourist Destinations in the third district of Albay.

##### Local development plan for tourist destinations in the third district of Albay

The local development plan to enhance the resilience and sustainability of tourist destinations in the Third District of Albay comprises the following objectives, activities, and time frame for the future growth and development of the district, and Table 4 provides details about the plan:

**Table 4:** Propose Local Development Plan to enhance the resilience and sustainability for Tourist destinations in the Third District of Albay

Objectives	Activity	Time frame
<ul style="list-style-type: none"> <li>• Improve the zoning ordinance in the third district of Albay.</li> </ul>	Conducting a thorough review of present zoning regulations to identify areas for improvement.	6-12 months
	Consultation with local stakeholders to obtain feedback on proposed zoning ordinance modifications, including citizens, companies, and local government	

	<p>representatives.</p> <p>Finding efficient zoning techniques that the third district of Albay may utilize through analyzing best practices from other tourism destinations</p> <p>Developing a thorough zoning plan that maintains a balance between the desires of tourists and the objectives of community growth and preservation ensuring that the updated zoning regulation is properly implemented and enforced in order to promote sustainable development and expansion in the area.</p>	
<ul style="list-style-type: none"> <li>• Collaboration among stakeholders for resilience and sustainable tourism development in the planning process.</li> </ul>	<p>Consult with a wide range of stakeholders, such as locals, business owners, government representatives, environmental organizations, and representatives of the tourism sector, and the academic institutions to get their opinions and thoughts on how the zoning plan should be improve.</p> <p>Conducting impact assessments: Assess the potential environmental, social, cultural, and economic impacts of tourism development in the area. several considerations will made including infrastructure, pollution, accommodation, activities, accessibility, promotion, and heritage preservation.</p> <p>Identifying important priorities and goals: Assist stakeholders in determining common objectives and goals for the development of sustainable tourism, such as promoting eco-friendly behavior, granting support to local entrepreneurs, protecting the environment, and enhancing cultural assets.</p> <p>Developing a clear and collaborative decision-making process that includes stakeholders in the planning, implementation, and review of local development plans will help to ensure that their opinions are heard and taken into account.</p> <p>-The Albay Third District local government will be implementing several programs to enhance the positive effects of the hospitality industry while mitigating its negative impacts.</p> <p>Implementing monitoring and evaluation mechanisms: Set up monitoring and evaluation mechanisms to track the progress</p>	<p>6-12 months</p>

	and impact of the local development plan over time, allowing stakeholders to assess the effectiveness of the strategies and make adjustments as needed.	
<ul style="list-style-type: none"> <li>Enhance tourism infrastructure by enhancing existing facilities and developing new ones to accommodate the increasing number of tourists visiting the third district of Albay.</li> </ul>	Modernizing already-existing infrastructure, including accommodation, transportation, and tourist attractions, to satisfy the needs of tourists.	2-3 years
	Developing new tourist attractions and infrastructures to provide tourists with a wide range of experiences	
	Improving accessibility and connectivity to tourism destinations through the development of better transport options.	
	Focus on implementing sustainable practices in the construction and management of tourism infrastructure to minimize environmental impact.	
	Involved the local community in the planning and development process to ensure their concerns are effectively addressed.	
<ul style="list-style-type: none"> <li>Promoting Tourist Destinations in the third district of Albay.</li> </ul>	Developing a strong, interesting, eye-catching marketing campaign highlighting the locale's unique tourist experiences and activities.	1- 2 years
	Collaborating with tour operators and travel agencies to incorporate Albay's third district into their packages and itineraries	
	Hosting events and festivals to attract tourists and promote the history and culture of the locale.	
	Establishing partnerships with lodging facilities, dining establishments, and other enterprises to provide tourists with special discounts and promotions.	
	Utilizing social media and the internet platforms to reach a larger audience and generate interest in the industry	

In general, to ensure resilience and sustainability, the third district of Albay's tourist destinations requires a local development plan. The area can effectively managed tourism growth, maintain its

natural and cultural resources, and ensure that the advantages of tourism are distributed equally among the local population by implementing a well-thought-out plan. The development plan may also help lessen the effects of outside variables like natural disasters or international crises, ensuring that the tourism sector is resilient in the face of difficulties. All things considered, a comprehensive local development plan is essential to maintaining the sustainability and long-term profitability of tourist destinations in Albay's Third District.

Several studies has proven that this interventions can significantly contribute to the resiliency and sustainability of tourist destinations in the third district of Albay.

The implementation of more long-term, sustainable planned methods is hampered primarily by time constraints as well as a lack of human and technical resources. However, the study reveals that when local managers have the support of higher-ranking government agencies, improvements are achieved. (Torres-Delgado, A., López Palomeque, F., Elorrieta Sanz, B., & Font Urgell, X. (2023)

By appealing to the fundamental principles and practices of sustainability and how stakeholder involvement and participation are fused into sustainable tourism development, we develop a 5-point tourism stakeholder framework that will explain how tourism stakeholders can harness their roles and collaborative advantages in governing destinations through regulation, conservation, and livelihood. Findings will have propositions on how tourism stakeholders can advance pursuit of sustainable tourism. Roxas, F. M. Y., Rivera, J. P. R., & Gutierrez, E. L. M. (2020).

### **Conclusion**

Based on the above findings, the following conclusions were drawn:

1. The Third District of Albay has a lot of tourist attractions, most of which are man-made; camping areas are the most practical option for lodging; the only ways to get to the tourist destinations are by public transportation and private vehicles; the majority of the destinations are owned by the government; and water sports are major draws for tourist.
2. It is identifiable that the challenges facing tourist destinations along with inadequate transportation network, media marketing expenses, waste management, restrooms/ washrooms, community development with a weighted mean of 3:25-4:00 and highly faced the challenges while the indicators in table 2.e has a weighted mean of 2:50- 3:24 or faced the challenges in regulations.
3. The challenges facing tourist destination and the tourist destination status has a significant relationship that can identify the it's essential to consider a range of specific actions that can help improve tourism in the Third District of Albay.
4. The proposed local development plan of the researcher are very essential to the improvement and sustainability of the tourist destinations in the Third District of Albay.

### **Recommendations**

The recommendations that follow are given below in light of the findings and conclusions.

The third District of Albay can address the issues affecting its tourist destinations and work toward inclusive and sustainable tourism development by proposed local development plan for the resilience and sustainability of tourist destinations in the Third District of Albay and put it into practice. These actions can help to unlock full potentials of the Third District which will also boost the local economy and communities.

1. Create a thorough promotional plan to highlight the special features of Albay's Third District. Employ diverse promotional channels, such as digital platforms and social media, to connect



- with prospective tourists and highlight the area's scenic splendor, rich cultural legacy, and travel opportunities.
2. Invest in projects that will improve the infrastructure to make tourist destinations more accessible. This entails constructing, enhancing road networks, and guaranteeing dependable public transportation systems. It would be easier for visitors to visit and take in the district's tourist destination with improved infrastructure.
  3. Diversification of Tourism Offerings will draw in more visitors; the district should increase the variety of tourism attractions it offers. This could entail creating new attractions, highlighting historical landmarks and cultural events. The community empowerment can establish relationships with nearby communities by involving them in the development of tourism and making sure they reap the benefits of tourism-related activities and a good rapport between visitors and the community can be fostered by involving locals in the planning and administration of tourism-related activities.
  4. Reduce the negative effects of tourism on the environment; promote the use of sustainable tourism practices. This can entail encouraging environmentally friendly lodging options, putting waste management plans into place, and lending support to local wildlife and natural habitat conservation initiatives.

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