

PERCEPTION ON THE IMPACTS OF THE DEVELOPMENT IN BRGY.WAWA AND BRGY.BOOT AS PADDLING AND BEACH DESTINATION CENTERS IN LA PLAYA

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Abstract

This study was designed to know the standing of residents with regard to the development of Brgy. Wawa and Brgy. Boot as paddling and beach destination centers in La playa. The researchers correlate the demographic profile of the respondents and their respondent's perception in terms of environmental, economic, social, and cultural impacts. The researchers utilized descriptive research. The major instrument used is a survey questionnaire with 188 sample size. After gathering the data, the results showed that the locals of Brgy. Wawa and Brgy. Boot is really interested in tourism development because most of the respondents are unemployed and desire to have job opportunities and increase their quality of living. The findings also show that they are agreeable to all aspects of perception. The results also demonstrate that age, civil status, nature of work does not affect any of this aspect and only gender, educational attainment, and monthly income and years of residency have significant relationship. Through this study, the researchers recommend that if ever the development plan has been pursued they must rest assured that the locals will be benefited but still sustain the area.

Keywords: *Perception, paddling and beach destination, tourism developments, locals*

INTRODUCTION

Tourism is widely perceived as an economic development tool for the local community, providing factors that may improve quality of life such as employment and investments opportunities, tax revenues, restaurants, accommodation services, natural and cultural attractions, festivals, and outdoor recreation opportunities (Andereck, et al., 2005). On the other hand Tosun, et al. (2011), stated that, tourism can also lead to negative effects on resident's quality of life such as, for example, an increase on traffic, parking problems, crime in the town, cost of living, and changes in hosts' lifestyle.

Roca (2009) stated that over the years, the Philippine tourism industry has been playing a key role in promoting common understanding among nations, and as a tool of national and economic increase through scarcity progress and conservation of fragile natural and cultural resources. Tourism in the Philippines has lot of natural attractions. Tourism has three common types the urban, rural, and coastal destination. Philippines as an archipelago, has a lot to offer inline of coastal destination. Some are well known and the others are still unexplored. Knowing these numbers of attractions, the researchers found one which they have seen a good potential to be a tourist attraction that is located in Tanauan City, Batangas.

Sussmann and Rashad (2009) stated that tourism in marine and coastal areas is a complex phenomenon. Tourism in coastal areas brings along both positive and negative effects on the environment as a result of activities exerted upon such areas by proponents and tourists. While tourism development results in the modification of coastal environments, it can also flourish where such environments are left unmodified as the pristine nature of the environments attract visitors. Alternatively, in order for marine and coastal tourism to develop and continue to attract tourists, there is the need

for an integrated approach that can be translated into a sustainable coastal tourism development.

Large-scale tourism, residential and commercial development over the past three decades have transformed vast coastal areas, especially those with extraordinary tourism recreational resources and those close to big cities, into urban environments, resulting in so called “tourism urbanization” or “coastal residentialization.” (Sussmann & Rashad 2009) Development by its nature is a process of change and may be explained in a variety of ways.

According to Armenski (2010) one of the most crucial things to consider is the host tourist relationship. The attitude of local community towards the visitor will determine the effectiveness of an area as a tourist destination that’s why it is very important to know the openness of the residents prior on starting the development project immediately. The development would bring both positive and negative impacts on the perception of residents in the development of Brgy. Wawa and Brgy. Boot. Understanding local residents' reactions towards tourism development and the factors that may influence their reactions is essential in achieving a host community's support for tourism development. Therefore, residents' reactions towards tourism have been studied extensively by tourism researchers (Akis, Peristianis, & Warner, 1996).

Brgy. Wawa and Brgy. Boot is located in Tanauan City, Batangas. These barangays are union in the six barangays of Tanauan that has a part in Taal Lake, and this is called “La playa”. In fact, it currently offers paddling activities such as, canoeing and kayaking and has potential as beach destinations. According to Holden (2000) nowadays, beaches represent the

main focus of global holiday tourism; they have become an icon of contemporary tourism.

The researchers found out that Brgy. Wawa and Boot are coastal destination that has potentials for development. They will conduct this study to distinguish the perception of the community regarding this matter. However, destination management is essential in developing a certain location to use the resources effectively and efficiently. Transforming a destination into a tourist destination requires improvements that may lead to the physical and technological advancement of the barangays in terms of transportation, accommodations, and in other infrastructure needed by the visitors. This development of Brgy. Wawa and Boot as paddling and beach destination centers of La playa will effect to the visitor flow and economic impacts. This also opens more job opportunities and better chance for a good quality life for residents.

Review of Literature

Tourism is one of the biggest and fastest growing sectors in the global economy and has significant environmental, cultural, social and economic effects, both positive and negative. Tourism can be a major tool for economic development but, if not properly planned it can have destructive effects on biodiversity and pristine environments, and can result in the misuse of natural resources such as freshwater, forests and marine life.

According to United Nation Environment Programme (UNEP) one of the most common types of tourism is coastal tourism. It is based on a unique resource combination at the interface of land and sea offering amenities such as water, beaches, scenic beauty, rich terrestrial and marine biodiversity, diversified cultural and historic heritage, healthy food and, usually, good infrastructure. It includes a diversity of activities that take place in both

coastal zones and coastal waters, which involve the development of tourism capacities (hotels, resorts, second homes, restaurants, etc.) and support infrastructure (ports, marinas, fishing and diving shops, and other facilities). Besides physical conditions, the development of tourism in coastal areas is related to socio-economic features of the receiving environment such as local community interests, health and security conditions, political factors including unpredictable crises, and traditional models of tourism.

The growth of tourism in coastal areas has reached its peak in recent decades. The economic importance of coastal tourism is unquestionable, although there is no analysis forecasting what would be the direct share of coastal tourism in the tourism sector, or its likely contribution to the economy as a whole. In order to minimize tourism-induced problems and secure both the sustainability of the tourism industry and coastal resources used by other sectors, increased attention must be paid to the integration of coastal tourism into strategic development planning. In planning tourism development, it is of the utmost importance to focus on the appropriate planning of tourism growth with regard to the capacity of local systems. At a number of sites tourism development has resulted in serious water shortage affecting both local communities and industry, forests have been depleted and coral reefs have been damaged.

The adverse impact that tourism can have on the environment both undermines the basic resource for tourism in coastal areas and heavily affects other non-tourist economic activities. Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat

loss, increased pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources. Sustainable tourism development always needs to respect the environment and refer to accepted principles of sustainability. It must be planned to make balanced use of the resources of any site, thus avoiding negative effects, reducing visitor satisfaction, or adversely impacting the local society, economy and culture. Sometimes it may be difficult to quantify limits, but they are essential for sustainable tourism.

Thus, if it is to maintain the main elements on which it is based, the tourism sector needs to invest in the maintenance of the natural environment. If properly planned, tourism can become a positive force for conservation and environmental protection, and economic development.

Tourism impacts are typically grouped into three categories; economic, social-cultural and environmental. The literature in the studies of Dulnua, et al. (2009), surveyed on the impacts, both negative and positive, of tourism on indigenous populations present specific cases that describe them.

The economic impacts create jobs, both through direct employment within the tourism industry and indirectly in sectors such as retail and transportation. When these people spend their wages on goods and services, it leads to what is known as the "multiplier effect," creating more jobs. The tourism industry also provides opportunities for small-scale business enterprises, which is especially important in rural communities, and generates extra tax revenues, such as airport and hotel taxes, which can be used for schools, housing and hospitals. Negative impacts are the successful tourism relies on establishing a basic infrastructure, such as roads, visitor centers and hotels. The cost of this usually falls on the government, so it has

to come out of tax revenues. Jobs created by tourism are often seasonal and poorly paid, yet tourism can push up local property prices and the cost of goods and services.

In social impacts, the improvements to infrastructure and new leisure amenities that result from tourism also benefit the local community. Tourism encourages the preservation of traditional customs, handicrafts and festivals that might otherwise have been allowed to wane, and it creates civic pride. Interchanges between hosts and guests create a better cultural understanding and can also help raise global awareness of issues such as poverty and human rights abuse. Visitor behavior can have a detrimental effect on the quality of life of the host community. For example, crowding and congestion, drugs and alcohol problems, prostitution and increased crime levels can occur. Tourism can even infringe on human rights, with locals being displaced from their land to make way for new hotels or barred from beaches. Interaction with tourists can also lead to an erosion of traditional cultures and values.

For the environmental impacts tourism, particularly nature and ecotourism, helps promote conservation of wildlife and natural resources such as rain forests, as these are now regarded as tourism assets. It also helps generate funding for maintaining animal preserves and marine parks through entrance charges and guide fees. By creating alternative sources of employment, tourism reduces problems such as over-fishing and deforestation in developing nations.

The global growth of tourism has led to high levels of development in many communities, where the economic benefits of tourism are touted and the environmental and cultural resources that attract tourists seem to be endlessly available (Weaver, 2009). The rapid growth of tourism has led to

change in these communities - which without proper planning and management strategies can cause negative economic, environmental, social and cultural impacts (Choi & Sirkaya, 2008). Although there are many economic benefits gained from tourism, it is also likely that the community as a whole may suffer from economic leakages.

The negative impacts of tourism go beyond economic losses. As Var Aquino (2010) summarize, though tourism is encouraged because of its economic benefits it is often the environment that suffers from its impacts. Swarbrooke (2011) outlines the impacts tourism has on many environments including: natural resources, the natural environment, wildlife, and the built environment. He finds that tourism may lead to increased levels of pollution, overuse of fresh water supplies and the loss of wildlife habitat due to development.

Additionally Hunter and Green (2010) find tourism in coastal areas leads to negative environmental impacts such as erosion caused by the overuse of beaches and increased water pollution due to poor management of sewage. Cultural and social activities are another major attraction for tourists and may also become irreversibly damaged due to tourism. As King and Stewart (2008) state “the intrusion of guests, along with their monetary power, transforms the host’ native environment and culture into commodities.” Indeed as Glasson, Godfrey and Goodey (2009) summarize “tourism contains the seeds of its own destruction: tourism can kill tourism, destroying the very environmental attraction which visitors come to a location to experience.”

As Ap Johnson (2009) summarizes, “for tourism in a destination area to thrive, its adverse impacts should be minimized and it must be viewed favorably by the host population.” Here he describes how residents are a

critical part of the tourism development process since they must deal with the impacts of it. Any negative attitudes towards tourism development maybe displayed through interactions with tourists and other actions that work against the success of the tourism industry. If tourism is developed to be a main source of economic development in a destination, a positive interaction between tourists and residents is necessary to maintain the success of tourism. To facilitate this positive interaction it is critical that their attitudes, perceptions and levels of satisfaction are understood. Especially now, as a paradigm shift is occurring in tourism development- from a focus on mass to an approach that actively incorporates sustainable development- planners and developers need to know how their plans will be received. If governments, policy makers and businesses desire to achieve sustainable tourism development then it is crucial for them to understand how the “needs and desires of residents are met such that their support is sustained” (Kitnuntaviwat and Tang, 2008).

Andereck and Vogt (2009) argue that “concern with resident wants and desires is necessary to maintain resident support for tourism, given that residents are in the community to stay.” Understanding that residents must contend with the impacts of tourism year-round is especially important for planners and developers to understand. Many studies have been conducted examining resident’s attitudes towards tourism. Though the communities of the three counties examined in this research are not entirely rural communities, Andereck and Vogt’s conclusion may hold true in this context. Planners, public officials and business organizations should be aware of these various attitudes and be prepared to incorporate resident’s preference into plans for tourism development.

Theoretical Framework

This study focuses on tourism development theory and social exchange theory which both focus on the four impact factors which are the environmental, economic, social and cultural.

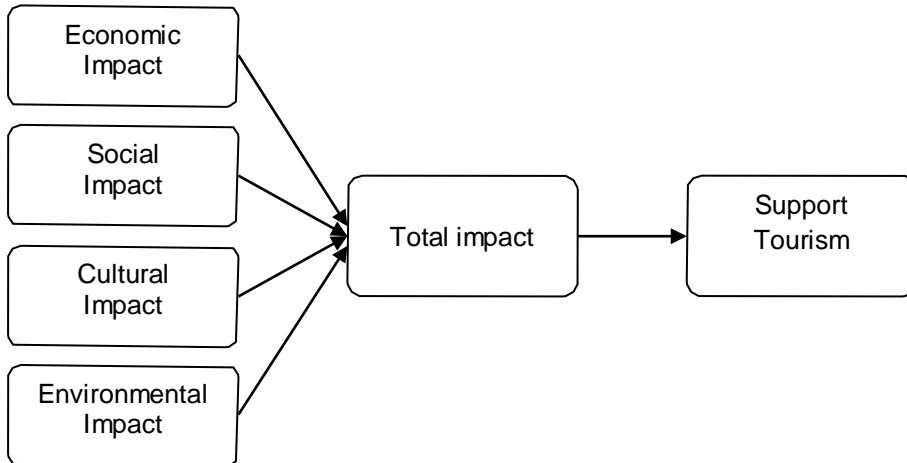


Figure 1. Tourism Development Theory

The tourism development theory, understanding local residents' reactions towards tourism development and the factors that may influence their reactions is essential in achieving a host community's support for tourism development. Therefore, residents' reactions towards tourism have been studied extensively by tourism researchers (Akis, et al., 1994). These resident attitude studies frequently suggest that local residents' support for community tourism business affects their perception of tourism impacts including economic. (Davis, et al., 1990)

The next theory was social exchange theory (Turner, 1986), social exchange theory suggests that local residents are likely to participate in exchange (support tourism development) as long as the perceived benefits of

tourism exceed the perceived costs of tourism. Several researchers have examined the factors being exchanged by local residents including economic, social, and environmental factors. The general conclusion is that the host community residents are likely to participate in an exchange with tourists if they perceive the exchange is likely to result in a gain. In summary, the tourism literature suggests that the economic, social, cultural, and environmental factors are likely to affect residents' perceptions of tourism and their willingness to participate in an exchange.

Conceptual framework

The framework which was used as the instrument of the study is illustrated below.

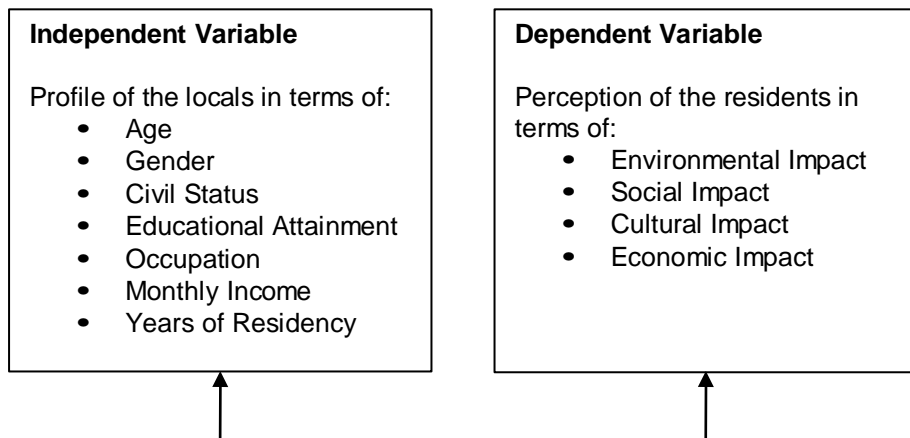


Figure 2. The Paradigm of the Study

These conceptual frameworks describe the relationship of the demographic profile of the respondents, independent variable with the dependent variable of the study which is the perception among the locals in terms of environmental, economic, social and cultural.

The researchers use the demographic profiles of the respondents in the independent variable through the study of Delos Santos, et al. (2013) which indicates the age, gender, civil status, educational attainment, number of children, monthly income, years of residency, and livelihood of their respondents. The dependent variable which includes the environmental, economic, social and cultural acceptability was based on two theories mentioned on the theoretical framework. The environmental aspects refers to the use or misuse of natural living condition which includes the natural appearance of the surroundings, the wildlife and the bodies of water, economic aspects includes the changes in the culture and traditions as affected by migration. In relation with the study, the researchers measured the perception of the residents in terms of the four impact factors because it influenced the overall perception of the locals towards the eco-tourism development on their area.

Objectives of the Study

This study was conduct to find out the perception of the residents towards the development of Brgy. Wawa and Brgy. Boot in Tanauan City, Batangas as a tourist destination. Specially, it sought to:

1. Determine the demographic profile of the respondents in terms of:
 - 1.1 age;
 - 1.2 gender;
 - 1.3 civil status;
 - 1.4 educational attainment;

- 1.5 occupation;
 - 1.6 monthly income; and
 - 1.7 years of residency
2. Determine the level of perception among the residents of Brgy. Wawa and Brgy. Boot, towards the development of the barangays as an tourism destination in terms of:
 - 2.1 environmental impact;
 - 2.2 economic impact;
 - 2.3 social impact; and
 - 2.4 cultural impact
 3. Find out if there is a significant relationship between the respondent's demographic profile and the level of perception

METHOD

This chapter discusses the sources of data, sampling method, research design, data processing and all other issues relevant to data gathering. It explains all the methods used in this study. The instruments used in the analysis and interrelation of the collected data based on the problems stated in Chapter 1 is also presented.

Research Design

In this study, a descriptive correlation research design was used. Descriptive research design is the type of design which is primarily concerned with describing the nature of conditions and degree in details of

the present situation while correlation research design permits the researchers to analyze the relationship among large number of variables in single study (Balat, et al., 2010). The researchers will use descriptive design to determine the level of perception of the residents in Brgy. Wawa and Brgy. Boot in transforming La playa as paddling and beach destination.

This study presents a possible correlation between variables, the demographics of the respondents and their level of perception in terms of different aspects of possible changes by the development as dependent variable. This study will describe the demographic profile of the respondents; age, gender, civil status, educational attainment, occupation, monthly income and years of residency and identify its significant relationship and difference to their perception in the said development.

Research Locale

This study will be conducted in Tanauan City. Tanauan City has the longest and biggest part of Taal Lake consists of six barangays, this called the “La playa”. In this barangays, Wawa and Boot is included. Brgy. Wawa has a total land area of 260.00 hectares and a population of 1435, while Brgy. Boot has a total land area of 511.00 hectares and a population 4968 (www.tanauacity.gov.ph).

Wawa and Boot have the likelihood to be developed as paddling and beach destinations in La playa. Paddling with regard to watercraft is the act of manually propelling a boat using a paddle. Dragon boat is one of the well-known sports competition related to paddling. They celebrated this sport competition to Brgy. Wawa and Brgy. Boot last year 2013 and this year 2014. This shows that Wawa and Boot has their potential as paddling destination. They can also offer canoeing and kayaking. Canoeing is a paddle sport in which you kneel or sit facing forward in an open or closed-decked canoe, and

propel yourself with a single-bladed paddle, under your own power. Kayaking is a comparable activity in a kayak which usually has a closed deck and is propelled with a double bladed paddle. In a kayak the paddler typically sits with legs extended forward. Also they have this stand up paddle surfing originating from Hawaii; they enable surfers to paddle farther into the ocean, lakes, large rivers and canals and ride breaking waves than is typical or to paddle standing up as a sport unto itself, which can also be one of the new trends that Wawa and Boot can accommodate.

Respondents of the Study

Using the GPOWER software, the researcher's respondents of the study are composed of 188 residents. They were chosen through stratified random sampling design. Because of the large population of the two barangays which has the total number of 6403. The method was stratified in that the respondents must be divided into smaller groups.

Data Gathering Tool

The researchers adopted questionnaire is composed of two parts (Hilao, et al., 2014). First part is the respondent's profile that aims to gather information regarding to the personal and family background. This includes the age, gender, civil status, educational background, monthly income, occupation and years of residency. Second part is the perception of the respondents in terms of environmental impact, social impact, cultural impact, and economic impact aspect.

Data Analysis

The statistical techniques used to interpret the data of the study. This includes the percent, frequency, mean, standard deviation and

Pearson Correlation. Below are the statistical tools and the formula that researchers used based on the statement of the problem.

The percent and frequency will be used to determine the demographic profile of the respondents in terms of age, gender, civil status, educational attainment, occupation, monthly income and years of residency.

The level of perception of the locals on its development as paddling and beach destination in terms of its possible environmental, cultural, social and economic impacts, the researchers use mean and Standard deviation.

Significant relationship between the demographic profile to the respondents and their level of perception, the researchers will use the Pearson Correlation Analysis using SPSS version 20.

Interpretation of significant Relationship less than is greater than 0.05 is equal to significant relationship, more than is less than 0.05 is equal to not significant relationship.

RESULTS AND DISCUSSIONS

This chapter presents the results, description, and analysis of data gathered needed to answer the given statement of the problem in Chapter 1.

Demographic Profile of the Respondents

This first part is about the demographic profile of respondents concerning their age, gender, civil status, educational attainment, occupation, monthly income and years of residency. The researchers used Frequency and Percent to analyze the demographic profiles of the respondents.

Table 1. Distribution of the Respondents According to Age

Age	Frequency	Percent
Adolescence (15-18)	77	40.96
Young adulthood (19-40)	43	22.87
Middle adulthood (41-64)	53	27.66
Maturity (65 & above)	16	8.51
Total	188	100.00

Table 1 presents the age classification of the locals of Brgy. Wawa and Brgy. Boot, city of Tanauan. The researchers classify their age into four brackets to be able to gather more reliable answer base on their age groups. Majority of the respondents which is 77 or 40.96 percent of the total number of respondents are from the group of adolescence age 15-18 years old, while the least number of respondents which is 16 or 8.51 percent are from the group of maturity age 65 and above.

This shows that adolescence or a younger person is more willing to participate in a survey according to this perception. This is supported in the study of Aquino, et al. (2011), the average age of respondents' matter because this shows that the younger the respondents are, the more they are open to new ideas, older one are more receptive to change.

Table 2. Distribution of the Respondents According to Gender

Gender	Frequency	Percent
Female	103	54.79
Male	85	45.21
Total	188	100.00

Table 2 represents the gender of the respondents in Brgy. Wawa and Brgy. Boot, city of Tanauan. Majority of the respondents which is 103 or 54.79 percent of the total respondents were female while 85 or 45.21 percent of the total respondents were male. According to the study of Aquino, et al. (2011), since women are usually left at home doing household chores, they are more visible to house to house surveys. And men are more hesitating to participate in social surveys. Also according to the study women are more willing to verbalize and disclose their feelings when men are restrained in expressing their opinions.

Table 3. Distribution of the Respondents According to Civil Status

Civil Status	Frequency	Percent
Single	100	53.2
Married	62	33.0
Separated	16	8.5
Widow/Widower	10	5.3
Total	188	100.0

Table 3 states the civil status of the respondents in Brgy. Wawa and Brgy. Boot, city of Tanauan. Out of 188 respondents, majority of them which is 100 or 53.2 were single. And the least number were widow/widower which is only 10 or 5.3 percent of the total respondents.

The researchers included the civil status of the respondents to know if there are any difference in perception between single, married, separated, and widow/widower. In the result, majority of the respondents are single. According to the study of Aquino, et al. (2011), person who is single are more willing to be part of social surveys because they have less responsibilities at home compare to those who are married.

**Table 4. Distribution of the Respondents
According to Educational Attainment**

Highest Educational Attainment	Frequency	Percent
High School undergraduate	74	39.36
High School graduate	43	22.86
College undergraduate	20	10.64
Elementary graduate	20	10.64
College graduate	15	7.98
Elementary undergraduate	12	6.38
No education	4	2.13
Total	188	100

Table 4 shows that majority of the sample size were highschool undergraduate with the frequency of 74 or 39.36 percent of the total respondents and it also shows that very seldom for them to have no educational attainment.

It is important to include the educational attainment when studying about the demographic profile of a person. Most of the person who have attained educational attainment makes more them knowledgeable to a surveys. According to the study of Aquino, et al. (2011), the higher the person's level of education, the more general their knowledge and people with more education acquire knowledge of public issues more quickly that those with less education.

Table 5. Distribution of the Respondents According to Monthly Income

Monthly Income	Frequency	Percent
Below P3,000	121	64.36
P4,000 - 6,000	27	14.36
P13,000 & Above	20	10.64
P7,000 - 9,000	14	7.45
P10,000 - 12,000	6	3.19
Total	188	100

Table 5 reveals that those who were earning P3,000 and below were 121 or 64.36 percent of the sample size and that is the majority of the respondents while those who are earning P10,000 to 12,000 has the least frequency of 6.

Mr. Fred Burgos (2015), the Barangay Chairman of Brgy. Boot stated that: *“There is a lack of opportunities in our area that's why majority of the respondents has low monthly income”*. Because of this, persons who have earning P3,000 and below is more active in surveys or public issues because they have more available time doing it.

Table 6. Distribution of the Respondents According to Years of Residence

Years of Residency	Frequency	Percent
13 & Above	138	73.40
7-9	14	7.45
10-12	13	6.91
4-6	12	6.38
1-3	11	5.85
Total	188	100

Table 6 shows that the majority of the respondents have been living 13 years and above years in their area with the frequency of 138 or 73.40 percent of the total respondents, while those who were living there for 1-3 years has the least number of frequencies which is 11 or 5.85 percent of the total respondents.

The longer their residency, the more qualified they are to be a respondent. Years of residency on the locals can determine the level of involvement and attachment they have for their area. Based on the study of Aquino, et al. (2011), the personal experiences of respondents can also add interesting information related to the study.

Table 7. Distribution of the Respondents According to Years of Residence

Nature of Work	Frequency	Percent
Unemployed/none	100	53.19
Self-employed	27	14.36
Fishermen	15	7.98
Others	14	7.45
Farmer	11	5.85
Factory Workers	7	3.72
Total:	188	100.00

Majority of the respondents were unemployed which is 100 or 53.19% of the sample size. The minimum numbers among the respondents were factory workers with the frequency of 7 or 3.72 % of the sample size.

This shows that unemployed respondents have more time to make surveys and they are aware to all issues about their environment. According to the statement of Mr. Arthur Lirio, city counselor of Tanauan, “Our

barangays are deficient from job opportunities because it's not yet commercially develop."

Perception of the respondents in terms of Environmental, Economic, Social and Cultural Aspect

The second part involves the respondent's perception in terms of environmental, economic, social and cultural aspects with regard to the possible development of Brgy. Wawa and Brgy. Boot as paddling and beach destination centers in La playa.

Table 8. Mean and Standard Deviation of the Respondent's Perception in Terms of Environmental Perceived Impact

Environmental Perceived Impact	Weighted Mean	Verbal Interpretation
Increasing support from the government for local environmental projects.	3.65	Strongly Agree
Minimal change in the natural appearance of the surroundings.	3.40	Agree
Possible disturbance of wild life.	2.62	Disagree
Possible increase in the amount of waste in the inlet, canals, rivers, roads and other public places.	2.40	Disagree
Average	3.02	Agree

Table 8 shows the perception of the locals in terms of changes on the environment which is brought by the development. They strongly agreed to the increasing support from the government and the impact which got the lowest weighted mean got 2.40 was the possible increase of waste in the inlet, canals, rivers, road and other public places.

The result reveals that the locals are open to new plan in their Barangays and they wanted extra attention to the government for the development of their area. They also believe that the development will not increase the waste in their place. The researchers found out that the locals want to manage waste and still preserve and maintain the wildlife.

This study was supported by the statement of Ms. Lucida Asidera, member of Banawa association, a group supporting the La playa that: *“The increase of support from the government for local projects will be a good idea, and she also thinks that the development of tourism in La playa will not devastate its natural appearance.”* The statement of Ms. Berbadine Balakit also supports this result that: *“The disturbance of wildlife will not exist during the development.”*

Table 9. Mean and Standard Deviation of the Respondent’s Perception in Terms of the Economic Perceived Impact

Economic Perceived Impact	Weighted Mean	Verbal Interpretation
Increasing in employment of people	3.58	Strongly Agree
Strengthening of local income from tourism	3.55	Strongly Agree
Changing the type of business or profit.	3.27	Agree
Increasing prices of commodities	2.74	Agree
Average	3.28	Agree

Table 9 is the perception of the locals in terms of economic. They strongly agreed on the impact that states the increasing employment of people which got the weighted mean of 3.58 and the impact which got the lowest weighted mean which is 2.74 was the increasing prices of commodities.

It shows that the locals wanting to have more job opportunities to gain income but the local cannot divert to the increasing price of commodities because of their low income.

The result was supported by what Mr.Oscar Nieper said that, *“The increase in employment will be better because we need more income.”* It is also supported by the statement of Ms.Marilyn Rosas who stated that, *“The strengthening of tourism will benefit our local income because many of the locals can have a job aside from fishing.”*

But contradicting to the statement of Mr. Rufo Marasigan who said that, *“I think that the prices of commodities will increase if the tourism will be developing in their area.”*

Table 10. Mean and Standard Deviation of the Respondent’s Perception in Terms of Social Perceived Impact

Social Perceived Impact	Weighted Mean	Verbal Interpretation
Popularization of Village and Town	3.61	Strongly Agree
Additional security or attention from the government.	3.54	Strongly Agree
Increasing noise	2.70	Agree
Increasing growth in the community	2.98	Agree
Average	3.21	Agree

Table 10 shows the perception of the locals in terms of social aspect. They strongly agreed with the impact of their barangays being popular with a weighted mean of 3.61 and a least agree in increasing noise that it would bring with a weighted mean of 2.70.

The locals agreed to the possibilities for the popularization of their barangays if the development will be pursued, however it has also possibilities that their population will increase.

This was supported by the statement of Mr. Victor Callo, who said that: *“It is tolerable for their barangays to be visited by lots of tourist and he also accept that there will be an increase in noise in their area since the number of tourist will also increase.”*

Ms. Concorsia Acean also said that: *“There will be an additional security in their area because the government will give more attention since many tourists will be visiting La playa.”*

Table11. Mean and Standard Deviation of the Respondent’s Perception in Terms of Cultural Perception

Cultural Perception	Weighted Mean	Verbal Interpretation
Possible influence of the tourist	3.38	Agree
More emphasis on own culture	3.61	Strongly Agree
Change in the personal perception in life	3.44	Agree
Alteration of local traditions and way of living	3.24	Agree
Average	3.42	Agree

Table 11 illustrates the perceived cultural perception of then people. The one which got the highest weighted mean in terms of cultural was the more emphasis on own culture and the one which got the lowest was the alteration of local traditions and way of living.

This was supported by Ms. Loida Siman who stated that: *“The tourist may affect their overall cultural perception.”* But contradictory to the

statement of Mr. Lionel Ocampo who said that: *“The locals must be affected by the sudden flow of tourist in terms of their cultural perception.”*

Relationship between the Demographic Profile and Perception in terms of Environmental, Economic, Social and Cultural

This part involves the correlation of the demographic profile including age. Gender, civil status, educational attainment, occupation, monthly income, and years of residency into the perception in terms of environmental, economic, social, and cultural aspect. The researchers have used the Chi-square to know if there is a significant relationship between the two variables.

Table 12. Correlation Analysis of Perception by Age

Age	Chi-square value	p-value	Significant Relation
Environmental Perception	0.221	0.170	Not Significant
Economic Perception	0.001	0.295	Not Significant
Social Perception	0.012	0.250	Not Significant
Cultural Perception	.055	0.189	Not Significant

Table 12 shows the relationship of the demographic profile age to the perception in terms of environmental, economic, social and cultural aspect. The findings state that the age is not significant in the perception of the locals.

The result of the findings was supported by the study of Delos Santos, et al. (2013), which stated that the age doesn't influence the respondent's perception in all aspects. This shows that adolescence, young adulthood, middle adulthood and maturity age doesn't affect their perception in terms of possible environmental, economic, social and cultural impacts.

Table 13. Correlation Analysis of Perception by Gender

Gender	Chi-square value	p-value	Significant Relation
Environmental Perception	0.021	0.171	Not Significant
Economic Perception	0.045	0.179	Not Significant
Social Perception	0.173	0.058	Not Significant
Cultural Perception	0.200	0.012	Significant

Table 13 shows the relationship of gender to the perception of the respondents in terms of environmental, economic, social and cultural aspect.

Almost all of the type is not significant only the Cultural Perception. It means that gender have significant relationship with the level of perception only in terms of cultural aspect. It shows that female is more concerned with the cultural changes.

The result supported by the study of Aquino, et al. (2011), in terms of cultural perception which stated that the gender affects individual's perception about culture. The culture creates differences in gender since there are behaviors. Expectation, roles, representation, and sometimes values and beliefs that is specific to men and women.

Results affirmed that gender doesn't influence all of the aspects of perception except the cultural aspect. The study of Delos Santos, et al. (2013) also shows that gender does not influence the perception of the respondents but this result is contradicting in terms of cultural aspect.

Table 14. Correlation Analysis of Perception by Civil Status

Civil Status	Chi-square value	p-value	Significant Relation
Environmental Perception	0.642	0.107	Not Significant
Economic Perception	0.153	0.172	Not Significant
Social Perception	0.001	0.201	Not Significant
Cultural Perception	0.022	0.206	Not Significant

Table 14 shows the relationship of civil status to the perception of the respondents in terms of environmental, economic, social and cultural.

The findings stated that civil status doesn't have significant relationship with all types of perception. It shows that civil status doesn't affect their adequacy in perceptive the said development issues that may came. The result was supported by the study of Delos Santos, et al. (2013), which stated that the civil status doesn't influence the respondent's perception in all aspects of perception

Table 15. Correlation Analysis of Perception by Educational Attainment

Highest Educational Attainment	Chi-square value	p-value	Significant Relationship
Environmental Perception	0.524	0.000	Significant
Economic Perception	0.399	0.092	Not Significant
Social Perception	0.017	-0.023	Significant
Cultural Perception	0.345	0.016	Significant

Table 15 shows the relationship of educational attainment to the perception of the respondents in terms of environmental, economic, social and cultural.

The findings stated that educational attainment is significant in environmental, social and cultural perception. This shows that even they are not finish college, they were able to understand the impacts of the development that may came to their barangays.

The result was supported by the study of Delos Santos, et al. (2013) that the educational attainment has a significant relationship with the perception of the respondents. However this was contradicted by the study of King, et al. (2012) which states that the educational attainment of individuals influence their perception about public issues.

Table 16. Correlation Analysis of Perception by Monthly Income

Monthly Income	Chi-square value	p-value	Significant Relation
Environmental Perception	0.334	0.067	Not Significant
Economic Perception	0.662	-0.004	Significant
Social Perception	0.595	0.050	Significant
Cultural Perception	0.217	0.085	Not Significant

Table 16 shows the relationship of monthly income to the perception of the respondents in terms of environmental, economic, social and cultural on regards to the development of Brgy. Wawa and boot as paddling and beach destinations centers in La playa.

The result shows that the monthly income is significant to economic and social perception. This is because that most of the locals were earning P3,000 and below and desire for increase their income.

The result in environmental and cultural perception was supported by the study of Delos Santos, et al. (2013), which states that the monthly income doesn't influence the respondent's perception, but contradictory to the economic and social perception.

Table 17. Correlation Analysis of Perception by Years of Residency

Years of residency	Chi-square value	p-value	Significant Relation
Environmental Perception	0.523	0.024	Significant
Economic Perception	0.664	0.069	Not Significant
Social Perception	0.000	0.133	Not Significant
Cultural Perception	0.076	0.106	Not Significant

Table 17 shows the relationship of years of residency to the level of perception of the respondents in terms of environmental, economic, social and cultural.

The result shows that years of residency is significant to environmental perception this is because most of the respondents who were living in Brgy. Wawa and Boot has been already there for 13 years and above. Residences are concerned more with the environment changes during their development. The result for economic, social and cultural perception was supported by the study of Delos Santos, et al. (2013), that the years of residency does not have significant relationship with the

perception of the locals; however, it is contradicting the result for environmental perception.

Table 18. Correlation Analysis of Perception by Nature of Work

Nature of Work	Chi-square value	p-value	Significant Relation
Environmental Perception	0.100	0.172	Not Significant
Economic Perception	0.036	0.183	Not Significant
Social Perception	0.001	0.199	Not Significant
Cultural Perception	0.023	0.237	Not Significant

Table 18 shows the relationship of nature of work to the environmental, economic, social, and cultural perception of the respondents.

The findings show that because most of the respondents are unemployed they are willing to have job opportunities to be able to increase their quality of living.

Nature of work doesn't have significant relationship with levels of perception as presented by the table above. The result was supported by the statement of Delos Santos, et al. (2013) in their study that the livelihood doesn't have significant relationship with the perception of the respondents.

CONCLUSIONS AND RECOMMENDATION

This chapter includes the conclusion and recommendation acquired after conducting the research study about the perception among the residents of Brgy. Wawa and Brgy. Boot as the development of paddling and beach destinations in La playa.

Conclusions

After finding and analyzing the results of study, the researchers formed the following:

Majority of the respondents belongs to the age bracket of adolescence which is 15-18 years old. The number of female is greater than male, most of them are single and widow was very seldom. Most of the respondents were high school undergraduate. The average income of the respondents is P3,000 and below which means they are not gaining enough from their present's nature of work because most of them are unemployed. Majority of the respondents has been living in Brgy Wawa and Brgy. Boot for 13 years and above meaning they are the original inhabitants of the area and the place was livable.

The findings show that the respondents rated all the aspects of perception as more agreeable but the cultural perception as the highest and environmental perception as the lowest. The researchers concluded that environmental perception is the least agreeable because most of the respondents were concerned about the effects of the development in their nature. However, the cultural perception is the highest which means the residents are open to the possible effects on their culture that the development would bring to them. Economic and social perception is also ranked high because it is pertaining for their income to make it higher which they primary need.

The results stated that only highest educational attainment have significant relationship with the level of perception of the respondents when it comes to the environmental aspect while monthly income is the only have significant in economic aspect. Educational attainment and monthly income have the significant relationship with the level of perception when it comes to

social aspect while the educational attainment and gender were the ones who have significant relationship on the cultural aspect. Age, civil status, nature of work results showed that it has nothing to do with any aspects, meaning these demographic profiles do not influence the level of perception among the respondents.

Recommendations

Based on the researchers' conclusion above, the following recommendations are made:

The local government of Tanauan may pursue the projects on how they may emphasis the cultures of the two barangays. The residents were environment sensitive because they were originated from the area and want to sustain it. Because of this, the researchers recommend to the LGU that they must pursue on conducting projects which will focus on waste disposal management. LGU must prefer for a project in conservation of the culture.

Therefore, LGU must conduct seminar for the residents for them to have the knowledge for the said development because only few of them were able to graduate in college. This is for the residents' information on what would be the possible advantages and disadvantages of the development.

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