

Revisiting Sustainable Tourism in the Philippines: Towards a Better Normal

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Contents

List of Figures and Tables	<i>ix</i>
About the Editors	<i>xi</i>
About the Contributors	<i>xiii</i>
Foreword	<i>xvii</i>
Preface	<i>xix</i>

I: A Value Chain Approach to Sustainable Tourism

Chapter 1 Shifting Paradigms: An Empirical Analysis of the Tourism Value Chains in the Better Normal	3
<i>Ray Justin A. Villanueva</i>	
Chapter 2 Unlocking Tourism's Potential for Business Sustainability	31
<i>Winston Conrad B. Padojinog, Viory Yvonne T. Janeo and Diana Rueda</i>	
Chapter 3 The Tourism Value Chain as Framework for Sustainable Tourism Economies: Challenges and Future Opportunities for Destinations	45
<i>Ramon Benedicto A. Alampay and Omme Atiyah B. Gonting</i>	
Chapter 4 Situating the Informal Sector in the Philippine Tourism Value Chain: Evidence, Opportunities, and Contentions in the Case of Binondo, Manila	67
<i>Jovito Jose P. Katigbak and April Joy E. Dopeño</i>	

II: “Thinking Small” as a New Pillar of Sustainable Tourism

- Chapter 5 Going Small Yet Getting Big: Paradigm Shifts in Business Models Toward Inclusivity, Sustainability, and Long-Term Resilience and Proofing in Micro and Local Tourism** 87

Luisito C. Abueg, Ma. Janda Ira Felina M. Benedictos and Claire Therese B. Villafuerte

- Chapter 6 “Thinking Small”: Exploring the Opportunities of Tourism During the Post-COVID-19 Era Using the Systems Thinking Paradigm** 107

Daryl Ace V. Cornell, Ethelbert P. Dapiton and Liwliwa B. Lagman

- Chapter 7 Active Transport for Low-Carbon Tourism** 135

Jonna C. Baquillas, Marie Danielle V. Guillen and Edieser DL. Dela Santa

- Chapter 8 Women and Sustainable Tourism: Experiences of Environmental Protection and Conservation in the Philippines** 149

Eylla Laire M. Gutierrez

III: Recalibrating Tourism Products and Services Through Customization

- Chapter 9 Revisiting Resiliency and Sustainability of the Tourism and Built Environment Nexus: Macroeconomic and Microlevel Evidence From the Philippines Toward the “Next Normal”** 161

Luisito C. Abueg and Iris L. Acejo

- Chapter 10 Pedaling Toward a Sustainable Intramuros: Assessing Cycle Tourism’s Impact on Cultural Awareness and Environmental Preservation** 181

Lilibeth C. Aragon, Jocelyn Y. Camalig and Ivy Charisse T. Pagulayan

- Chapter 11 Sustainable Tourism Development Through Value and Rights-Based Approaches: The Case of Samar Island Natural Park, Philippines** 197

Jame Monren T. Mercado, Avi Ben P. Andalecio and Gezzez Giezi G. Granado

Chapter 12 Ecotourism Destinations in Nueva Ecija: Concepts and Practices Toward Tourism Marketing and Sustainability	219
<i>Celyrah B. Castillo and Marie Jel D. Bautista</i>	
Chapter 13 Revisiting the Regulatory Function of Government Toward Tourism Sustainability and Resilience: Basis for Policy Formulation	237
<i>John Paolo R. Rivera and Warner M. Andrada</i>	
Epilogue	251
Index	253

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List of Figures and Tables

Figures

Fig. 1.1.	Author Recommendations in Establishing the New Normal TVC.	14
Fig. 1.2.	Role of Coopetition in Transitioning to the New Normal and its Benefits.	19
Fig. 3.1.	The Tourism Value Creation System.	47
Fig. 3.2.	Tourism Value Chain Interventions to Catalyze Sustainable Tourism Development.	58
Fig. 3.3.	The Tourism Economy as a Web of Supply Chain Inputs and Value-Creating Processes.	61
Fig. 4.1.	Tourist Attractions in Binondo, Manila.	75
Fig. 4.2.	Binondo's Informal Tourism Economy.	78
Fig. 5.1.	Tourism Domestic Gross Value Added (in Current Million PHP, Left Axis) and Share to Gross National Product (in Percent, Right Axis), 2000–2022.	91
Fig. 5.2.	[Left] BES and CES Overall Indexes, First Quarter of 2019 to Third Quarter of 2023. [Right] Share of Investments in Tourism and Government Spending in Tourism to Total Investment and Government Spending, Respectively, Both in Percent, 2012–2022.	99
Fig. 6.1.	CLDs – Author Constructed.	113
Fig. 9.1.	[Left] Total Domestic Gross Value Added of Tourism, Inbound Tourism Receipts, Domestic Tourism Expenditures, and Internal Tourism Expenditures in Current Prices, Units in Million PHP, 2017–2023. [Right] Gross Value Added (GVA) in Real Estate (RE) and Ownership of Dwellings (OD) in Constant 2018 Prices, Units in Million PHP.	163

Fig. 9.2.	[Left] Total Water Consumption of Tourism Sector (Inbound and Domestic) in Million Cubic Meters, 2012–2022. [Right] Total Energy Consumption of Tourism Sector (Electricity, Petroleum, and Other Oil Products) in Kilotonnes of Oil Equivalent (KTOE) and Carbon Dioxide (CO ₂) in Gigagrams, 2012–2022.	172
Fig. 10.1.	The Bambike on the Streets of Intramuros.	184
Fig. 10.2.	Japanese Canon, PC Barracks, the Manila Cathedral, and Puerto Real.	185
Fig. 11.1.	Figural Representation of the SINP Ecotourism Sites and Attractions and Its Location in the Philippines.	201
Fig. 11.2.	SINP’s Sustainable Tourism and Strategic Development Plan 2022–2031.	213
Fig. 12.1.	IFAS/EFAS Strategy Coordinate.	230

Tables

Table 1.1.	The Functional Levels of the TVC.	11
Table 1.2.	Sample Fundamental Policy Changes and Interventions That Functional Levels Can Adapt in Restructuring the Industry.	15
Table 2.1.	Top 10 Inputs and Outputs Using Food and Beverage Service Activities as Proxy for Tourism and Backward Linkages and Selected Sector Output Multipliers.	37
Table 5.1.	Tourism Indicators for the Philippines, 2019–2022.	90
Table 6.1.	Empirical Evidence.	120
Table 10.1.	Visitors Overall Experience of Using Bambike in Intramuros in Terms of Satisfaction Rate.	189
Table 10.2.	Recommendations.	192
Table 11.1.	Tabular Representation of the SINP Ecotourism Sites and Attractions.	202
Table 11.2.	Tabular Representation of the Brief Description of the Five Themes and Its Categorical Identities.	205
Table 12.1.	IFAS and EFAS SWOC Factors and Coordinate Calculations.	229

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Foreword

Fernando Martin Y. Roxas

We are pleased to introduce “Revisiting Sustainable Tourism in the Philippines: Towards a Better Normal.” In a world marked by dynamic shifts and unprecedented challenges, this book delves into the transformative journey of sustainable tourism in the Asian context, examining its evolving landscape against the backdrop of technological advances, the COVID-19 experience, and the increasing sensitivity to sustainability.

Technology is a powerful enabler for sustainable tourism. From digital platforms that connect travelers with eco-friendly accommodations to advanced data analytics aiding in destination management that reduce our carbon footprint, technology is empowering both businesses and tourists to make responsible choices.

The shockwaves of the pandemic have reverberated globally, prompting the opportunity to prioritize resilience and adaptability in the face of unforeseen challenges. We explore how the lessons learned during the global crisis can be harnessed to create a tourism sector that is more adaptable, inclusive, and considerate of local communities.

Our society’s heightened awareness to sustainability is another beacon guiding the evolution of tourism. On one side, communities, governments, and businesses are recognizing the necessity to balance economic benefits with environmental and social responsibility. On the other side, conscious travelers are increasingly seeking experiences that align with their values, driving a demand for destinations that support community engagement, cultural preservation, and the protection of our planet.

We tackled postpandemic issues hindering sustainability pursuits in the better normal. Tourism management and development have become more profound with the growing significance of tourism as an economic pillar, particularly in Asia – a region teeming with ridge-to-reef experiences. Asia is home to major tourism and investment source markets such as the People’s Republic of China (PRC), Republic of Korea (ROK), Japan, India, and the member economies of the Association of Southeast Asian Nations (ASEAN). Economic opportunities from tourism brought about by hyper-globalization are driving changes in the strategies of national tourism organizations (NTOs), policymakers, destination managers, private enterprises, local communities, and tourists. The challenges of meeting these opportunities have become more pronounced given consequences of unsustainable tourism practices. Thus, we present challenges, opportunities,

and approaches of pursuing sustainable tourism in a postpandemic situation within the framework, principles, and practices of tourism management and development as applied to the diverse yet fragile nature-based tourism sector of the Philippines. We showcase an anthology of research focusing on the Philippine experience, which other economies can learn from.

In 2005, the Philippine Institute of Development Studies (PIDS) – Philippine APEC Study Center Network (PASCN) published the book *Challenges of Sustainable Tourism in the Philippines*.^{1,2} A handful of books on tourism economics and economics of sustainable tourism also presented case studies from developed and less developed tourism destinations. They focused on market demand estimations, host communities, and environmental impact analysis. However, in 2023, the Asian Institute of Management – Dr Andrew L. Tan Center for Tourism (ALT-CFT), through De La Salle University Publishing House (DLSUPH), released the book *People, Planet, Profit: Principles and Practices of Sustainable Tourism* highlighting more Philippine and Asian cases.^{3,4} As a follow-up, we continue the trajectory of underscoring less developed tourism destinations and less discussed issues, which are value-adding for policymakers, private sector, local community, civil society, academe, and the public.

We structured this book to guide you through essential chapters, including a fresh and in-depth preliminary exploration of sustainable tourism, a paradigm shift toward value chain integration, a call to think small for effective management, the customization of services to meet changing demands, and a compelling conclusion advocating for quality over quantity. It adopts a unique management and practical perspective. By merging theoretical frameworks with real-world experiences, our contributors offer tangible insights that can be applied by professionals, policymakers, and stakeholders alike. The book analyzes the current state of sustainable tourism and contributes to the discourse on how it can be realized.

We thank the contributors who shared their insights, experiences, and expertise. We hope that this encourages you to reflect on the profound implications of the main themes, foster constructive dialogues, and spark collective action toward a more sustainable and resilient future for tourism.

¹<https://www.pids.gov.ph/>

²<https://pascn.pids.gov.ph/>

³<https://aim.edu/research-centers/dr-andrew-l-tan-center-tourism>

⁴<https://www.dlsu.edu.ph/research/publishing-house/>

Preface

John Paolo R. Rivera

This book tackles the postpandemic theoretical, conceptual, empirical, and systemic issues faced by tourism stakeholders in their pursuit of sustainability in the new and better normal. More than ever, the role of tourism management and development has become more profound with the growing significance of tourism as an economic pillar, particularly in Asia – a region teeming with ridge-to-reef experiences anyone can partake. Moreover, Asia is home to major tourism and investment source markets such as the People’s Republic of China (PRC), Republic of Korea (ROK), Japan, India, and the member economies of the Association of Southeast Asian Nations (ASEAN). The economic opportunities from travel and tourism brought about by hyper-globalization are driving changes in the behavior and strategies of national tourism organizations (NTOs), policymakers, destination managers, private business organizations from micro to large enterprises, local communities, and tourists themselves. Likewise, the challenges of meeting these economic opportunities have become more pronounced given the negative repercussions of unsustainable tourism practices on the people and the environment. Thus, this book explicates not only the challenges and the opportunities of pursuing sustainable tourism in a postpandemic situation but also the approaches by which sustainable tourism in Asia can be achieved within the framework, principles, and practices of tourism management and development as applied to the diverse yet fragile nature-based tourism sector of the Philippines. Through this book, we present a collection of peer-reviewed research works focusing on the experiences of the Philippines, which other economies heavy on tourism can learn from.

The key objective in preparing this book is for it to serve as key evidence-based resource material for achieving a broader and deeper understanding of the current challenges and opportunities of sustainable tourism. This is anchored on the lessons learned from the COVID-19 pandemic and how the tourism industry can move forward sustainably and resiliently. It compiles and structures in one anthology pertinent enquiries, issues, solutions, and lessons encountered by stakeholders in driving sustainable tourism. Equally important, this book also reinforces the research culture in the tourism industry. While research can be basic, applied, or developmental, it can generate patents, innovations, and new methodologies that can contribute to the development of the industry in the long run.

While sustainability has become more than a buzzword, this book bridges a significant gap in the literature of sustainability particularly in tourism. There is inadequacy of major scholarly references synthesizing the application of economic and management principles and techniques in a postpandemic sustainable tourism paradigm: (1) a value chain approach to sustainable tourism; (2) “thinking small” as a new pillar of sustainable tourism; and (3) customization to recalibrate tourism products and services. These facets have not yet been covered in the form of a book. Hence, this book offers value-added through exploring the applications of economics and management as well as providing relevant case studies on sustainable tourism in the Philippines that other countries can benchmark with.

In 2005, the Philippine Institute of Development Studies (PIDS) and the Philippine APEC Study Center Network (PASCN) published a book on *Challenges of Sustainable Tourism in the Philippines*.^{5,6} In the international market, there are quite a handful of books on tourism economics and economics of sustainable tourism that present case studies from developed tourism destinations and a few from less developed destinations. Chapter topics focus largely on market demand estimations, host communities, and environmental impact analysis. However, in 2023, the Asian Institute of Management – Dr Andrew L. Tan Center for Tourism (ALT-CFT), through De La Salle University Publishing House (DLSUPH), released a book on *People, Planet, Profit: Principles and Practices of Sustainable Tourism* that sought to highlight more of Philippine and Asian case studies.^{7,8} As a follow-up, this book continues the trajectory of underscoring less developed tourism destinations and less discussed issues, which can be a useful guide for policymakers, private sector, local community, civil society, academe, and the public.

⁵<https://www.pids.gov.ph/>

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