

Assessing Tourism Resources: Inputs for Municipal Tourism Development Plan in Libona, Bukidnon

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Abstract

The COVID-19 pandemic presented a challenge to global tourism, prompting a shift towards local tourism. It presented an opportunity in Libona, Bukidnon as means for economic recovery. This study aims to establish a comprehensive tourism profile for the municipality of Libona, Bukidnon, to support sustainable tourism development planning. Utilizing a combination of primary and secondary data, including interviews, field visits, and stakeholder consultations, the study assesses the current state of tourism enterprises, infrastructure, market profile, and human resources in the region. Key areas for development and strategic interventions are identified through a SWOT analysis. The findings emphasize the need for accurate tourism data and informed planning to balance economic growth with the preservation of socio-cultural values and environmental sustainability. The study provides actionable recommendations to enhance the local tourism sector, ensuring long-term benefits for the community and stakeholders.

Keywords: tourism, tourism development planning, local government, Libona, Bukidnon



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INTRODUCTION

The tourism industry plays a crucial role in the economic growth of many countries, including the Philippines. Tourism can be regarded as a social, cultural, and economic phenomenon related to the movement of people outside their usual place of residence (Mason, 2021; World Tourism Organization, 2019). Tourism consists of two main types of resources, namely attractions and infrastructure or support services. Attractions vary and can include natural, cultural, and built sites, special events, festivals, or recreational activities (Krogmann et al., 2021; Smith et al., 2022). To attract visitors and provide the desired experience, every tourism destination has several tourism enterprises (TE). These TEs refer to the facilities, services, and attractions primarily engaged in whole or in part in tourism and for the purpose of attracting visitors to and within a certain destination, particularly the Philippines (DOT). Regardless of the type of tourism offered in a certain destination, the availability of TEs caters to the needs of the visitors, providing them the overall experience they desire. Accommodation, food, and

beverage are some of the TEs that support tourism.

As an industry that needs visitors and entails traveling, the COVID-19 pandemic has affected the global tourism industry. For Asia and Pacific tourism alone, the United Nations World Tourism Organization (UNWTO) estimates it suffered the largest negative impact from the pandemic (Grover, 2020). The enforcement of health protocols, especially the suspension of international and local travel, has resulted in a sudden decrease in tourist arrivals and little to no demand in the industry. As a result, this has caused millions of job losses and economic hardships and the unprecedented closure of the tourism industry (Helble & Fink, 2020; Huynh et al., 2021; Rasul et al., 2021; Spenceley et al., 2021).

The pandemic presented the tourism sector with the challenge of recovering. The observed shift to local or domestic tourism has been recognized as a sound and practical approach to help the country's economy recover by restoring the tourism business. The emergence of nature, rural tourism, and road trips as

popular travel choices (WTO, 2020), as well as the quest for open-air experiences, continues to flourish. In the Philippines, the Department of Tourism (DOT) has launched travel advisories for local destinations, including health protocols and restrictions as it resumes operations in the new normal. The recent Philippine Travel survey spearheaded by DOT in May 2020 revealed that 77% of its respondents are still willing to travel domestically (DOT et al., 2020). The findings of Chan (2021) reveal that local behaviors and preferences favor domestic travel, and the tourism industry players recognize its potential as a tool to drive the economy and recover from the social impacts of the COVID-19 pandemic.

The shift to local tourism, along with the ease of community quarantine restrictions, opened economic opportunities in the municipality of Libona, in the province of Bukidnon. Attractions such as farms, restaurants, and camping grounds opened during the pandemic to cater to the demand for an outdoor experience allowed by the government guidelines. With the opportunity opened by the pandemic to the municipality, Libona is starting to take account the potential of the industry by formalizing its municipal tourism development plan. Moreover, problems with planning and development have been a significant issue among local authorities due to a lack of technical expertise and other associated restraining factors for development. Now more than ever, establishing a tourism profile and collecting data about tourism activities are vital steps in creating an effective tourism development plan. A well-informed plan can help municipalities balance the need for economic growth with the protection of socio-cultural values and the environment, ensuring sustainable development. This, in turn, can lead to increased tourist satisfaction, community involvement, and long-term economic benefits.

With the constraints on limited tourism data at the municipal level coupled with the lack of personnel, and the importance of establishing a profile of tourism, this study has identified and analyzed the tourism profile of Libona, Bukidnon. It highlights the following: attraction inventory, infrastructure and services, market

profile, and human resource information. Additionally, it emphasized areas for development and strategies needed to maximize the potential and address issues and concerns in the LGU's tourism development plan.

LITERATURES

Trends and Changes in Tourism due to COVID-19. The pandemic brought uncertainties about the future of the tourism industry. Chan (2021) highlighted that empirical evidence or deeper insights from travellers and industry perspectives are necessary for making predictions about the tourism industry. Furthermore, it emphasized the need to know more about the changes in consumer travel behavior and preferences, making 'the new normal' a new business model from the industry players' perspectives.

The changes in travel restrictions, often dependent on government announcements, provided uncertainties as to how market players would work around the consumers' concerns while following government protocols. It was reported that there is an increase in the last-minute bookings due to the volatility of pandemic-related events and travel restrictions. These lockdowns and social distancing protocols could ultimately decimate the sector (Purcell & Burns, 2021; Springer, 2020; Sucheran, 2021).

Tourism - Tool for Achieving Sustainable Development. The United Nations World Tourism Organization (UNWTO) recognizes the potential of tourism to contribute, directly or indirectly, to the achievement of sustainable development goals (SDGs). Sustainable tourism is firmly positioned in the 2030 Agenda. Specifically, sustainable tourism is under Goals 8 (Target 8.9), 12 (Target 12. b), and 14 (Target 14.7). For it to contribute to the achievement of the SDGs, it requires a clear implementation framework, adequate financing, and investment in technology, infrastructure, and human resources. It must be able to:

1. Make optimal use of environmental resources that constitute a crucial element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.
2. Respect the socio-cultural authenticity of the host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.
3. Ensure viable, long-term economic operations, providing fairly distributed socio-economic benefits to all stakeholders, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

As the industry moves forward, its recovery must be sustainable and enable it to be an industry that is good across society, the economy, and the environment. Sustainable tourism will require economic, social, and environmental monitoring to identify opportunities, respond to emerging challenges, and inform future policy responses (OECD, 2020c; Romeo et al., 2021; WTO, 2020). Sharma et al. (2021) push for more participation of local communities with the shifting trends to domestic tourism, further prompting large-scale tourism to re-evaluate practices.

Philippine Tourism. The Philippine Tourism Satellite Accounts (PTSA) was developed to determine the contribution of tourism to the Philippine economy. It is based on the standard statistical framework developed by UNWTO and OECD and serves as the main tool for the economic measurement of tourism. Based on the PTSA report in 2021, the demand for domestic tourism soared. Domestic tourism has surged to 38.16% growth in 2021 compared to 2020. This surge was attributed to standardized health and safety protocols across national and local government units. One of the challenges concerning the PTSA data is that it can be confident in enumerating national to regional figures and some extent, provincial level, but

not at the municipal/city levels (Alampay et al., 2016; Virola et al., 2012). This was attributed to the unavailability of disaggregated data down to the municipal/city level to provide further analysis. This gap has created an underestimation of the domestic tourism value chain, along with its impacts. Several programs have been implemented to address this gap. Data on domestic tourism was sourced from the Household Survey on Domestic Visitors (HSDV) conducted by the Philippine Statistics Authority (PSA) starting in 2005, with the frequency of every 3 years. Even if this has provided baseline data on tourism, the entries were limited due to the voluntary nature of the accreditation. This is also the case for endorsed tourism investments, in which not all of the private sector projects and planned tourism ventures are captured.

Importance of Tourism Profile. A tourism profile serves as a snapshot of a municipality's tourism assets, resources, and current market conditions. It provides valuable information on the local tourism industry's strengths, weaknesses, opportunities, and threats. This information is crucial for several reasons: 1) identifying opportunities: a well-developed tourism profile can help identify underutilized resources or untapped market segments that could be exploited to attract more tourists and drive economic growth; 2) resource allocation: a comprehensive profile enables local authorities to allocate resources strategically, focusing on areas with the greatest potential for return on investment; 3) benchmarking and monitoring: a tourism profile allows municipalities to establish benchmarks, monitor progress, and assess the effectiveness of tourism policies and initiatives; and finally 4) stakeholder engagement: a profile that accurately represents the tourism landscape can help engage stakeholders, including local businesses, residents, and tourists, fostering collaboration and support for sustainable tourism development.

Assessment of what the site has to offer to tourists, and its capacity to support tourists' needs and desires are considered an initial step in tourism planning (Ahmed & Akbaba, 2021;

Pallega, 2022; Ponte et al., 2021). The process of establishing a local profile not only makes the local data more site-specific and accessible but also entails identifying tourism and related problems so that they can be solved and minimized (DOT, 2019).

Statement of the Problem. The municipality of Libona, Bukidnon had increased in tourism activity brought by the shift to local tourism. Libona possesses significant untapped tourism potential that could drive local economic growth and community development. However, there is a lack of comprehensive data and strategic planning to effectively develop and promote its tourism sector. The COVID-19 pandemic has further highlighted the need for resilient and sustainable tourism strategies that can adapt to changing circumstances. This study aims to fill this gap by providing an integrated assessment of Libona's tourism assets, infrastructure, market profile, and human resources, thereby informing the creation of a strategic development plan that balances economic growth with socio-cultural preservation and environmental sustainability.

Research Objectives. This study is part of the preparation for the local tourism development plan of Libona, Bukidnon. It is generally designed to establish the tourism profile of the municipality. Specifically, it aims to answer the following questions:

1. What comprises the tourism in the municipality in terms of its:
 - 1.1 attraction and activities, and tourism enterprises;
 - 1.2 infrastructure and services supporting tourism;
 - 1.3 market profile; and,
 - 1.4 human resource information?
2. What are the areas for development and strategies needed to maximize the potential and address issues and concerns that is needed to be included in the LGU's tourism development plan?

MATERIALS AND METHODS

The Study Area. This study was conducted in five barangays of the municipality of Libona, Bukidnon. The barangay Gango, Kinawe, Kiliog, Poblacion, and Crossing are connected with a national road that connects Cagayan de Oro and the adjacent municipality of Manolo Fortich. Agriculture has been the major industry of Libona. It prides itself as the home of the finest fruits and vegetables, as evidenced by the production of high-value crops such as corn, tomatoes, and the existence of vast plantations covering 646 hectares, mostly of pineapple and banana. Figure 1 illustrates the study area, and the tourism sites identified in this study.

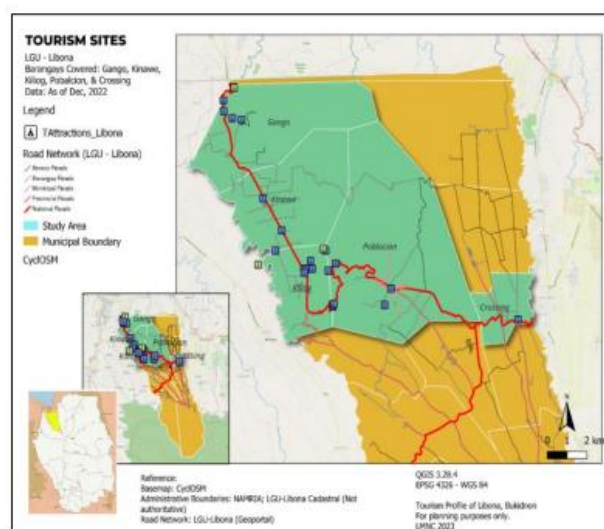


Figure 1
Tourism Sites identified in the study area.

Methodological Approach. The study used a descriptive method of research. Both quantitative and qualitative approach were used. Survey questionnaires were used to capture quantitative data to what comprises tourism in Libona, while the stakeholder consultation was a qualitative approach to gather insights, perceptions, or experiences. It also involved the participation of the community since it is considered an essential element in successful sustainable tourism development planning (Phanumat et al., 2015).

Data Collection. Coordination with the Local Government Unit, through the office of the

municipal Mayor and the Tourism Development Council were implemented. All of the 21 tourism-related establishments or tourism enterprises opened until December 2022 were included in the study. Locations of these enterprises were geo-tagged using the GPS Test application. Interviews were conducted with tourism operators or owners using the modified Tourism Rapid Assessment questionnaire developed by the Department of Tourism (2019). The questionnaire covered the following information: General Information; Attraction inventory; Market profile; Key support infrastructure; and Human resource information.

A stakeholder consultation was also conducted to gather perspectives for areas of development and identification of possible strategies. This was participated by 35 people, with 10 from the LGU officials representing municipal planning, budget tourism, environmental unit, and the office of municipal mayor, 5 barangay government representatives, and 20 out of the 21 tourism enterprise owners. A strength-weaknesses-opportunities-threats (SWOT) framework was used to gather information to maximize the potential and address issues and concerns that is needed to be included in the LGU's tourism development plan.

Quantitative Data Analysis. Data collected were analyzed using descriptive statistics using both quantitative and qualitative analysis. Measures of central tendency such as mode and mean were used to provide an emphasis of the commonality of features across the barangays. Frequency counts, percentages, and means were used to present distribution of the responses.

Qualitative Data Analysis. Responses from the participants for every category of the SWOT framework were analyzed using thematic analysis. It involved identifying the recurring themes from the responses of the participants during the consultation.

RESULTS AND DISCUSSION

Tourism Enterprises. Libona has various tourism enterprises across the five barangays. From 2015, there has been an increase in the number of tourism enterprises in the municipality. Libona has a total of 21 tourism enterprises as of December 2022. The graph below illustrates the number of tourism enterprises over the span of 7 years.

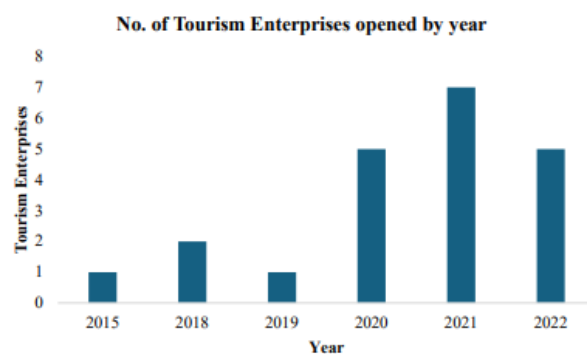


Figure 2
Tourism enterprises opened in Libona from 2015-2022.

In terms of the type of tourism enterprises, these are mainly composed of restaurants (8), adventure/sports and ecotourism (6), agri-tourism farm site (2), resort, and mabuhay accommodations. The classification is based on the Department of Tourism (DOT) Memo 2022-001. Table 1 presents the tourism enterprises located in different barangays and classification.

Table 1
Type of tourism enterprises per barangay.

Barangay	Type of Tourism Enterprise	Total
Crossing	Restaurants (1)	1
	Resort (2)	
Gango	Restaurants (2)	5
	Mabuhay Accommodation (1)	
	Adventure/ Sports and Ecotourism Facilities (3)	
Kiliog	Restaurants (3)	8
	Agri-tourism Farm Site (1)	
	Mabuhay Accommodation (1)	
Kinawe	Agri-tourism Farm Site (1)	2
	Restaurants (1)	
Poblacion	Adventure/ Sports and Ecotourism Facilities (3), Restaurants (1)	5
	Mabuhay Accommodation (1)	
	Adventure/ Sports and Ecotourism Facilities (6)	
Total	Agri-tourism Farm Site (2)	21
	Mabuhay Accommodation (3)	
	Resort (2)	
	Restaurants(8)	

Kiliog has the greatest number of tourism enterprises. It is a mix of restaurants,

adventure/sports and ecotourism facilities, and agri-tourism farm sites. In Poblacion, the tourism enterprises mainly focus on adventure/sports and ecotourism facilities, and mabuhay accommodations. Gango is home to a two (2) resorts, restaurants, and Mabuhay accommodations. In Crossing, only one restaurant was noted. Kinawe houses two establishments- an agri-tourism farm site, and a restaurant.

Attraction. These establishments showcase several attractions. Figure 3 provides the distribution of the attraction inventory across five Barangays, focusing on four categories: Festivals & Events, Culture & Heritage, Natural Attractions, and General Attractions. The chart also provides the distribution of attraction types within the studied barangays.

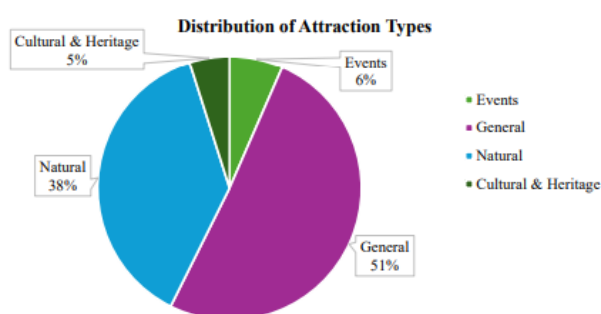


Figure 3
Attraction types in the five barangays of Libona.

Activities. There were several outdoor recreational activities offered by various tourism enterprises for tourists. The activities have been categorized into three main groups: land-based, water-based, and cultural activities. The graph below shows the distribution of the different activities for tourists to experience.

Distribution of Activities Available for Tourist

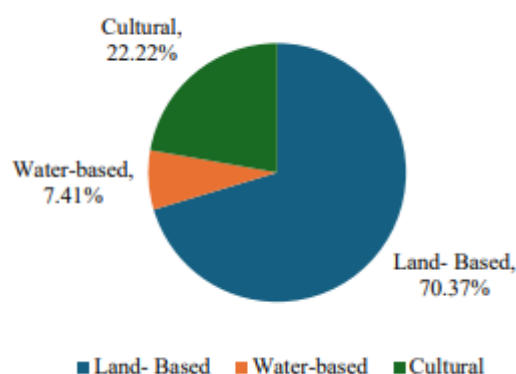


Figure 4
Distribution of the type of activities available for tourist.

Land-based activities (70.37%) are the most widely identified by the respondents. The top activities comprised of hiking, trail walking, and trekking, horseback riding, and walking. Cultural activities are second most identified activity in the area. It had a mixed representation, with food or gastronomy being the most common offering. Other activities identified include spiritual in a form of retreats, health & wellness through immersion in nature, and indigenous culture appreciation. Water-based activities were least common which is comprised of fishing and swimming. Only three enterprises offer tourists swimming activities- Baker’s Den Resort, Villa Teresa Resort, and Camp Alexander. Only one enterprise offers fishing experience. The results may indicate a lower focus on water-based recreational opportunities by the tourism enterprises, possibly due to limited access to water, resources, or demand.

Market profile. The market profile in this study refers to the number of arrivals, peak months as well as the description of visitors or tourists visiting a particular destination. It also included the means tourism enterprises promote their services.

- a. Visitor arrivals. Not all tourism enterprises have a record-keeping process of all the visitors they have. The data presented in Table 2 were estimates of the visitors they had over the past two (2) years, covering 2021 and 2022. This also included the estimate for

those that just have opened. These estimates were broken down to domestic and international visitors.

Table 2
Estimated visitors catered covering 2021-2022.

	Total	%
Domestic	18,910	97.11%
International	562	2.89%
	19,472	100.00%

Overall, the total number of tourists reported over the span of two (2) years is 19,472. The estimates suggest that there is significant disparity between the number of domestic and international tourists. Moreover, this shows that tourism in Libona caters mostly to domestic tourists or visitors.

b. Top markets, Site booking, and Advertising mechanisms. Most of the tourists were coming from Cagayan de Oro City. This supported the trend observed that more people are travelling to nearby areas which is accessible. As social media usage continues to rise, it is essential for businesses operating in these areas to leverage these platforms for reaching wider audiences and establishing a strong online presence.

Table 3
Market profile of the Libona's tourism across 5 barangays

Market Profile				
Barangay	Peak Months	Top markets	Site booking	Advertising Mechanism
Crossing	Feb, Apr, Aug, Oct	Crossing, Poblacion	Walk-in	Social media
Gango	Feb, Apr, Dec	Cagayan de Oro City, Gango	Direct Booking	Social media
Kiliog	Apr, Dec	Cagayan de Oro City, Iligan	Walk-ins	Social media
Kinawe	Apr, Aug, Nov, Dec	Cagayan de Oro City, GKK	Walk-ins	Social media
Poblacion	Nov, Dec	Poblacion, Cagayan de Oro City	Direct Booking	Social media
	April, December	Cagayan de Oro City	Walk-in	Social media

Regarding site booking methods, results showed that direct booking and walk-ins are the most common approaches. The lack of online booking systems could be attributed to a preference for traditional methods or a limited digital infrastructure in these areas. It is recommended that businesses consider implementing online booking systems, as this

could lead to increased customer convenience and potentially improved sales.

Key support infrastructure. Even with unique attractions and exciting activities, the lack of infrastructure and basic services can hinder the development of a tourism destination.

a. Accessibility. Road Access and Conditions, Transportation Options

Table 4 provides information on the accessibility of different TEs in the study sites. It enumerates the road access, road condition, distance from the nearest service center, and available transportation options.

Table 4
Infrastructures and other services supporting tourism in Libona.

Barangay	Road Access from the National Road	Road Condition from the National Road	Distance from Nearest Service Center	Type of Transportation to Access Site
Crossing	Barangay Road	Well-maintained Unpaved Gravel	0-10 km	All transportations are accessible
Gango	Barangay Road	Well-maintained Paved Concrete	0-10 km	habal-habal, jeepney, private car/rental car 5am-12 mn, Php 15-100
Kiliog	Barangay Road	Well-maintained Paved Concrete	11-20 km	jeepney, private car/rental car 4am-5:30 pm, Php 50-150
Kinawe	Provincial Road	Well-maintained Paved Concrete	0-10 km	habal-habal, private car/rental car 5am-5:30 pm, Php 100
Poblacion	Provincial Road	Well-maintained Paved Concrete	0-10 km	habal-habal, private car/rental car 8am-9pm, Php 30-100
	Barangay Road	Well-maintained Paved Concrete	0-10 km	

In general, all TEs were found to have well-maintained roads leading to their respective locations. Although most roads were well-maintained, paved concrete, there were areas still with unpaved gravel road. Majority of the tourism enterprises were all located within 0-10 km from the nearest service center, making them easily accessible for tourists, while in Kiliog was slightly farther away, with a distance of 11-20 km. Service centers provides accommodations, and other needs of the tourist. The limited transportation services could potentially hinder the accessibility and overall appeal of the area to tourists. This can be seen as room for growth in transportation. Expanding transportation options, such as public transit or shuttle services, could enhance the overall tourism experience and encourage more visitors to explore Libona.

b. Institutions Supporting Tourism & Public Utilities

The presence of institutions and public utilities differ across the study areas. Table 5 presents the quality of mobile connectivity, water and power supply, and institutions.

Crossing has a more reliable communication infrastructure. Conversely, areas with poor connectivity, like Gango, Kinawe and Kiliog, may struggle to attract and retain tourists, particularly international ones. All study sites have reliable water and power supply. Some TE's also have their deep well systems.

Although majority of the TE's have their own amenities and facilities to serve their guests, there were none managed by the LGU. These include parking lots, view decks, restrooms, and information signages. Majority of the TEs have their own septic tanks and material recovery facility in their respective areas. These support infrastructures ensures that accommodations, restaurants, and attractions can operate efficiently and offer comfortable experiences with these. More importantly, improvement of these infrastructures can also improve local living conditions.

Table 5
Institutions and public utilities supporting tourism

	Communication (Strength)	Internet	Water Supply	Power Supply	Institutions	Amenities/Facilities	Sewerage System	Ecological Waste Management
Crossing	Globe (TM, GOMO) Smart (TNT, Sun Cellular) Dito	Excellent	PLDT Fiber Parasat DEARBC	Sigmatan, BAWASA	BUSECO	South Bank, Palawan Panahags, Cebuana Luthier, RO Pawnshop, Libona National High School 2 Gas Stations Food and Wet Market, Talipapa, Pharmacy, Food Stalls, General Merchandise Stores, Wholesalers, Gas Station	Parking Lot/Space Effluent sewer (septic tank)	Material Recovery Facilities
Gango	Globe (TM, GOMO) Smart (TNT, Sun Cellular) Dito	Poor	Mobile Data, Broadband	Hanabana, BAWASA, Stand-alone water points (e.g. poso, deep wells)	BUSECO	Sari-sari store Hardware store Police Station (near CDO boundary) Barangay Clinic (Health Center)	Parking Lot/Space, View Decks, Public Restroom Effluent sewer (septic tank)	Material Recovery Facilities
Kiliog	Globe (TM, GOMO) Smart (TNT, Sun Cellular) Dito	Fair	Mobile Data, Broadband	Hanabana, BAWASA, Stand-alone water points (e.g. poso, deep wells)	BUSECO	Sari-sari store, Hardware Barangay Hall, health center Barangay Post	Parking Lot/Space, Public Restroom Effluent sewer (septic tank)	Material Recovery Facilities
Kinawe	Globe (TM, GOMO) Smart (TNT, Sun Cellular) Dito	Fair	Mobile Data, Broadband	Hanabana, BAWASA, Stand-alone water points (e.g. poso, deep wells)	BUSECO	Sari-sari store, Hardware Barangay Post Barangay Hall, health center	Parking Lot/Space, View Decks, Public Restroom Effluent sewer (septic tank)	Material Recovery Facilities
Poblacion	Globe (TM, GOMO) Smart (TNT, Sun Cellular) Dito	Good	Mobile Internet, PARASAT, DEARBC	Sigmatan, BAWASA, Stand-alone water points (e.g. poso, deep wells)	BUSECO	Sari-sari store Hardware store Police Station Barangay Clinic (Health Center) Municipal Hall and Offices	Parking Lot/Space, Information Signage, Public Restroom Effluent sewer (septic tank)	Material Recovery Facilities
							Effluent sewer (septic tank)	Material Recovery Facilities

Human Resource Information. Table 6 summarizes human resources, community involvement, employment, and training in the tourism sector across five barangays in Libona.

The tourism operations in all barangays are managed by private operators. Most of them actively employ local residents, which benefits the local economy and community. However, in Crossing, there's no reported community involvement or training. The results reveal that tourism does offer job opportunities for the local community. This could potentially boost the economic impact of tourism, improve service quality, and contribute to a more sustainable and inclusive tourism industry in Libona.

The tourism industry in Libona is dominated by local workers, with 92% of the workforce being hired locally. Of the local workforce, 64% are female and 36% are male. The outside workforce is much smaller, with only 8% of the total workforce being hired from outside the municipality. Of the outside workforce, 57% are male and 43% are female.

The dominance of local workers in the tourism industry is likely due to a number of factors. First, Libona is a small municipality and there is a large pool of potential local workers who are available for employment in the tourism industry. Second, the tourism industry in Libona is relatively new and is still in its early stages of development. Local workers are more likely to have this knowledge and experience than workers from outside the municipality.

The gender breakdown of the workforce in the tourism industry is also interesting. In the local workforce, 64% are female and 36% are male. Often, the tourism industry is often seen as a more desirable career option for women than other industries, such as agriculture or manufacturing. It may provide a path towards empowerment of women and local communities (Raihan et al., 2022; Saraswaty & Saisentisna, 2022).

Table 6
Human resource information in relation to tourism in Libona.

Barangay	Human Resource	Community Involvement in Tourism	Employment in Tourism	Trainings
Crossing	Private Operator	-	Family	-
Gango	Private Operator	Hired Local Residents (Ave:6, mostly Female)	Full-time Employees (most cook/server)	Health, Customer Service (Conducted by Employer on all staff)
Kiliog	Private Operator	Hired Local Residents (Ave:11, mostly Female)	Full-time Employees (most cook/server)	Customer Service (Conducted by Employer on all staff)
Kinawe	Private Operator	Hired Local Residents (Ave:3, mostly male)	Full-time Employees (most cook/server)	Food service (Conducted by Employer on all staff)
Poblacion	Private Operator	Hired Local Residents (Ave:5, mostly male)	Full-time Employees (most cook/server)	Health, Housekeeping (Conducted by Employer on all staff)
	Private Operator	Hired Local Residents	Full-time Employees (most cook/server)	

Table 7
Employment from Tourism in terms of gender and locality.

	Male	%	Female	%	Total	%
Hired Local	28	36%	50	64%	78	92%
Outside Municipality	4	57%	3	43%	7	8%
Total	32	38%	53	62%	85	100%

Strengths, Weaknesses, Opportunities and Threats. The results of the SWOT analysis revealed the resources that the municipality have and the areas for development to maximize the tourism potential. It also provided a snapshot of the strategies needed and issues and concerns to be addressed that were needed to be included in the LGU's tourism development plan. Table 8 enumerates the different factors.

Table 8
SWOT of Tourism in Libona.

Strength	Weaknesses
Close to metropolitan	Unmaintained barangay road/ Conflict
Enough water supply	Langaw- Flies
Accessible entrance and exit	Low Connectivity
Flora and fauna	Unstable power supply (Gango)
Nice view	Streetlights
Good peace and order	improper waste disposal/ dumping (both tourist and local)
Clean environment	No municipal branding, promotion
	Data monitoring
	Lack of public transportation

Opportunities	Threats
Local artist and culture feature	Traffic
More events	Not able to maintain environmental quality
Tourism summit	Overcrowding
Night café	Policies, competition,
Training- Tourist guide, First aide	The contradiction of the natural environment
Specialty of food to showcase	protection and local pollution
Festival for Libona	COVID Shutdown
	No pork entry (ASF)

a. **Strengths.** One of the main strengths of Libona is its accessibility. The municipality is located close to Cagayan de Oro which makes it convenient for tourists from the city. Participants also identified that availability of

water supply, which is essential for tourism. They also identified that the rich flora and fauna, aesthetic view, maintained peace and order, and a clean environment are all significant assets. It makes the municipality a popular destination for photographers and nature lovers, and for those looking for a relaxing and refreshing vacation. The peace and order situation also adds to the sense of safety and security for visitors.

b. **Weaknesses.** Although accessible, some barangay roads were unmaintained. There is also an ongoing conflict between landowners and barangay government on the use of the road heading towards a particular site. Another weakness was the presence of flies (langaw) in the municipality. Libona is known to have poultry and livestock farms, especially in barangay Gango, Kinawe, and Kiliog. The presence of flies deters outdoor dining experience and seen as a nuisance for tourists.

Aligned with the findings of the assessment, the internet connectivity in Libona is not very good, which can be a problem for tourists who need to stay connected and even for TEs to promote tourism. Cashless transactions also affected with lack of connectivity. One of the criteria set by DOT for accreditation of TEs is mobile connectivity. Furthermore, an unstable power supply in Gango, lack of streetlights, improper waste disposal by both tourists and locals, and a lack of municipal branding and promotion weaken the attractiveness of the area. Data monitoring and the lack of public transportation pose logistical and operational challenges. These weaknesses represent areas for development and must be addressed to ensure the sustainability of tourism. The lack of data monitoring system in place to track the number of tourists visiting Libona makes it difficult to plan for future tourism development. Public transportation also makes it difficult for both locals and tourists to get around the municipality. As observed, most of the tourists need to have their own private vehicles just to visit the TEs. Locals heavily rely of tri-cab, and locals from other

barangays don't have means to travel to Gango, Kinawe, and Kiliog.

- c. **Opportunities.** Several opportunities were identified to enhance the municipality's tourism appeal. The showcasing of local artists and culture, hosting of events and a tourism summit, establishment of a night café, tourist guide and first aid training, and a festival for Libona can attract tourists. Additionally, promoting local specialty foods can be a unique selling point. The tourism summit is an opportunity to discuss ways to improve the tourism industry, showcasing of goods and products, as well as to grow network. This is also consistent with the initial assessment that the LGU must take the lead in providing training to local residents to become tourist guides and first aid responders. Libona can open a night café to attract tourists who want to experience the nightlife in the municipality.
- d. **Threats.** Results showed that stakeholders identified the risk of traffic and overcrowding especially during busy season. Among other threats also include failure to maintain environmental quality, possible changes in policies and the lack of it to monitor competition, as well as the tension between natural environment protection and local pollution. In addition, there's the looming threat of a COVID shutdown would highly affect this momentum. The prohibition of pork entry due to the African Swine Fever (ASF) makes it difficult for restaurants to source out meat considering that pork is a popular food item among tourists.

Among the identified factors, there were no mention of sourcing local produce despite being an agricultural area and producer of chicken and pork meat. Using local produce supports local farmers, artisans, and businesses ensuring that the money spent by tourists directly benefit the local community. This not only keeps the income within the locality but also aids in job creation and overall economic development. Local produce provides a unique and authentic experience that can significantly enhance the

attractiveness of Libona as a tourist destination. By promoting local specialties, Libona can distinguish itself from other destinations and potentially attract more visitors. Sourcing local produce can also reduce tourism's carbon footprint, considering that the importation of goods can contribute carbon emissions associated with transportation. This contributes to a more sustainable form of tourism that is increasingly sought by environmentally conscious travelers.

Implications. The profile of tourism in Libona is leaning more towards both rural and mountain tourism. As rural municipality, the presence of natural and cultural resources as well as farm life offers a unique experience for tourists. This opportunity can be utilized to diversify revenues and economic activities from the local community aside from agriculture. Tourism may act as an important driver for rural development in communities that often face numerous economic, social and environmental challenges (Lun et al., 2016).

Local governments seeking to gain benefit from tourism establishes what they can offer. The tourism industry offers different tourism products, which are either goods, a service, or a set or combination of goods, and services in a destination (Anderson & Westcott, 2021; Camilleri, 2018). A tourism development plan is a comprehensive blueprint that outlines the strategies, policies, and programs needed to promote the growth and sustainability of the tourism industry. From the results of this study, the LGU will have basis to ensure that tourism-related activities align with the community's needs and goals. The results of the study provide an insight for developing new attractions, improving infrastructure, enhancing local products, and creating marketing strategies that would attract more tourists. Additionally, the findings of the study create guidance for balancing the economic benefits of tourism with social and environmental considerations.

Food and beverage services are widely available in the municipality. Moreover,

shopping and market offerings could be diversified to provide a more comprehensive experience for visitors. By promoting local crafts, products, and local specialties, these enterprises can contribute to the economic development of Libona while offering tourists unique and memorable experiences. The results highlight the diverse range of outdoor recreational activities provided by tourism enterprises for tourists. The prevalence of land-based activities suggests that these pursuits might be in higher demand or easier to organize and implement. There is room to explore cultural activities that could help tourism enterprises develop a more balanced and comprehensive offering of outdoor recreational opportunities for tourists.

Considering that how local communities are the ones affected by the impacts of tourism, it is important to understand their perception of how tourism impacts their socioeconomic and environmental conditions. Understanding these perceptions may facilitate a more engaged community in planning and management decisions, thus increasing benefits and preventing undesirable changes. This will enable the LGU to make informed decisions and actions with consideration of the community's needs.

Conclusion and Recommendations. This study emphasized the significance of establishing a comprehensive tourism profile in preparation for the municipality's local tourism development plan. The importance of the information from the results was discussed in the context of creating an effective tourism development plan that ensures sustainable growth, environmental conservation, and socio-economic benefits for local communities. Libona offers attractions include food and drink, garden/farm, events venue/ convention hall. Majority of the tourism enterprises in municipality are restaurants, followed by adventure/ sports and ecotourism facilities, agri-tourism farm site, mabuhay accommodations, and resorts. Activities that tourists can enjoy are mostly land-based activities such as hiking, sightseeing, horseback riding and cycling. Cultural activities are second

most identified activity in the area which mostly is comprised with food or gastronomy experience. Other activities identified include spiritual in a form of retreats, health & wellness through immersion in nature, and indigenous culture appreciation. Additionally, water-based activities were least common however several initial plans were already identified to develop areas that offers swimming activities for tourists.

Although roads are not an issue, one of the main issues with infrastructure is on communication or connectivity. Across the five sites, only Crossing offers an excellent mobile and internet service. There is also a challenge on public transportation to travel within the community. Most of the financial institutions were in Crossing which is near to Poblacion. Barangays Gango, Kinawe, and Kiliog are closer to Cagayan de Oro. The market profile is a static snapshot of the data, and with will likely change over time. More studies can be explored to have a more robust estimation of arrivals. The majority of the TEs uses social media in promotions. This emphasizes the need for communication infrastructure to support digital connectivity.

The consultation with the stakeholders provided an avenue to identify the areas for development and possible strategies needed to maximize the potential of tourism in Libona. The SWOT analysis indicates that while Libona has significant tourism potential, there are considerable challenges that need to be addressed. Policies and strategies must be developed to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats. Tourism development should align with sustainable practices, considering both environmental preservation and socio-economic benefits. Investments should be directed towards improving infrastructure, connectivity, and promoting local culture and specialties. Moreover, contingency plans need to be in place to address potential threats such as pandemics and environmental degradation. With a comprehensive and proactive approach, Libona can unlock its full tourism potential while preserving its unique charm and environment.

Therefore, establishing the tourism profile of Libona, Bukidnon is crucial in promoting the growth and sustainability of the industry. The creation of a comprehensive tourism profile and the collection of tourism data are integral components of sustainable tourism development planning for municipalities. These processes provide valuable insights that enable local authorities to make informed decisions, optimize resource allocation, and implement effective policies and strategies that balance economic growth with socio-cultural and environmental preservation.

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