

ABSTRACT

The study was conducted to assess the implementation of Community Awareness on Voluntourism Activities in the Municipality of President Roxas, Capiz. It was conducted to determine the demographic profile of the respondents, the level of awareness on the program and its provisions, the contribution of voluntourism in the development and growth of tourism industry and the community, problems identified on the implementation, and the recommendations drawn from the result of the study. The respondents of the study were the 704 local residents in the municipality of President Roxas. They were categorized into four groups namely, students, professionals, barangay officials and out-of-school youth. The data were statistically analyzed using statistical tool such as frequency counts, weighted mean and percentages and subjected to analysis using Statistical Packages for Social Sciences (SPSS). Students are mostly female, single, in high school, having poor economic. The professional respondents, are mostly female, middle aged and average income earners. Public servants mostly male, with families, educated, in their mature age having low income. Out of school youth are mostly male, single, graduated high school with minimum income. Respondents are aware about voluntourism and its guidelines. Out of school youths are moderately aware on program objectives while others are aware. The professionals strongly agree on the contribution of voluntourism in the development and growth of the industry whereas other groups synonymously agree. All respondents agree on the problem identified in the implementation of the program. Information dissemination, upgrading and improvement of facilities, inter-agency cooperation with government and private sector support are necessary for the increase in awareness and development of Community Awareness on Voluntourism Activities in the Municipality of President Roxas, Capiz.

Keywords: Voluntourism, awareness, objectives and guidelines, contribution, growth and development