

## **Pag-ginawi: The Impact of Socio-economic and Traditional Practices of the Local Folks in Tourism Industry**

Ronilo G. Berondo

### **Abstract**

This study explored on Pag – ginawi: The Impact of Socioeconomic and Traditional Practices of the Local Folks in the Tourism Industry. Tourism has been regarded as one of the fastest-growing industries in the world. It is one source of income-generating projects which contributes to a country's economic growth and development. Thus, this study assessed the socioeconomic impacts and Traditional Practices of the Local Folks in the Tourism Industry, specifically in the Municipality of Tapaz, which covered the following characteristics: employment generation, increase in investment in the area by private and public organizations, entrepreneurial development, increase in the standard of living, public facility development, infrastructure development, social relation development, increase in cultural activities, increase in pride, cultural exchange, appreciation of local culture, positive change in people's lifestyle, behavior and values have a Neutral degree of responses perceived by the respondents. Moreover, negative characteristics of tourism also need to be examined, such as an increase in property prices. Nonresidents are getting benefits, increase in the cost of living, commercialization of activities, dilution of local languages, increase in crime, increase in social conflicts, social dislocation, increase in crowding and congestions, prostitution, inflation, pollution and loss of cultural identity, as these impacts would prove that the industry brings positive change in the lives of Tapaznon in the Municipality. Using the qualitative research design, local folks' informants from Tapaz, Capiz were purposively chosen based on the three-generation test by Manuel (1955). Fieldwork, observations, informal and key informant interviews, and documentary and photographic analysis were the methods used. Verbatim data transcripts were analyzed using the general inductive approach (Thomas, 2006) and in vivo coding technique.

Keywords: Impact, tourism industry, tourism development, tourism destinations, and local folks

### **Introduction**

Tourism is bringing great benefits to destinations the world over and has become an instrument for poverty alleviation and sustainable development. The power of tourism in breathing new life into dying cultural expression has been widely

recognized. Moreover, tourism has the capacity to nourish social values and other dimensions through greater appreciation and sharing. The power of tourism in breathing new life into dying cultural expression has been widely recognized. Moreover, tourism has the capacity to nourish social values and other dimensions through greater appreciation and sharing.

Tourism comprises all activities during a person's travel within a tourist's destination outside of their country of origin. (UNWTO, OECD, Eurostat, International Recommendations on Tourism Statistics. 2009). It carries a lot of significance as to the contribution to our country's foreign exchange earnings, investment opportunities, infrastructure, and superstructure developments through tourist spending. Moreover, in terms of its social benefits, tourism motivates and encourages friendship between SSRG International Journal of Economics Management Studies ( SSRG – IJEMS ) – Volume 5 Issue 12 - December 2018 ISSN: 2393 – 9152 <http://www.internationaljournalssrg.org> Page 44 the host community and tourists, cultural enrichment and appreciation to cultural diversity, educational significance for gaining information's and enhancing knowledge of the places visited, and lastly a vital peace force for creating peace and harmony.(Cruz, Zenaida; Principles of Tourism).

In Tapaz, Capiz Philippines, Pag – ginawi mirrors the status of the tourism industry as it's influenced by local folks. Tourism in the Municipality of Tapaz has maintained its constant growth over the years. The increase in tourist arrivals for many years brought major changes in the socioeconomic developments, particularly in major tourism destinations in the community. The increase in entrepreneurial developments, investment opportunities, and other economic developments in the place. Appreciation of local culture, contributory factors for peace and understanding among cultural groups, and other relevant changes in the people's way of life and behavior are major transformations brought by the industry in the community.

Thus, tourism's economic impact is observed through changes in the economic status and activities of the people who directly and indirectly are involved in tourism activities in the community. (Research Resolutions and Consulting Ltd. 2007; Guidelines: Survey Procedures for Tourism Economic Impact Assessments of Gated, Permanent Attractions). Tourism economic characteristics include an increase in local income, employment opportunities, and business linkage. When tourists travel, tourist spending on local products and services considers, thereby increasing the economic activity in the area. White, Sean. 2010. Measuring Tourism Locally; Guidance Note Local Economic Impact Modelling Approaches. Social tourism is not similar to the social impacts of tourism. Its main purpose is to make sure tourism is accessible to people. Socio-cultural impacts of tourism need to be considered since people living within the community are the primary beneficiary of its changes and developments (Kraig, 2001). Tourism also needs to be controlled so as not to create irreversible damage to the environment, cul-

tural and historical heritage, and other physical and intangible resources in the community. (Engelhardt, Richard UNESCO Regional Advisor for Culture in Asia and the Pacific vi). Generally, travel and tourism have economic and social impacts huge as it is a good avenues for business opportunities and investments, creating more jobs and other entrepreneurial development in the country. Aside from that, tourism protects heritage and cultural values through the preservation and conservation of its resources. (2015, Scowsill David, President, WTTC). Against this background, the proposed study will investigate the social and economic impacts of tourism in the Municipality of Tapaz. Better understanding and awareness of how tourism affects the lives of the people and how it contributes to the economic growth in the community could be realized. Further, the significance of evaluating and assessing the socioeconomic impact of the tourism industry in the Municipality of Tapaz would also strengthen the industry not only as one of the incomes generating resources but also as a means to improve the social lives of the people living in the Tapaz

The Municipality of Tapaz, Capiz located at the farthest part of the province, has been opening its doors towards strengthening its tourism industry. For the last five (5) years, the drastic change in tourism activities has attracted more tourists to come and visit several tourist attractions in the community. Natural, man-made, cultural, historical, and special activities and festivals give birth to a better tourism cycle. The town, aside from the tourist attractions, also boosts its local products such as “*banig*”, *native orchids*, and *handicraft made by Panay Bukidnon tribe*. The rise of tourism gives locals more opportunities to sell and market their local products and services to domestic and foreign tourists. These local products keep the Municipality of Tapaz on the roadmap of tourism development in Capiz. Nevertheless, with the effort and creativity of its tourism personnel, its future development would come a long way toward successful tourism activity in the province. Further, the significance of assessing its socioeconomic impact would pave the way for the creation of a local tourism development plan that would help strengthen the industry not only as one of the incomes generating resources but also as a means to improve the social lives of the people living in the Tapaz.

## **Materials and Methods**

### **Research Design**

The study used a qualitative research design. The nature of Qualitative research is humanistic and idealistic. The quantitative approach, on the other hand, is more reliable because it relies on numerical data that can be measurable. Although the Qualitative method is used to understand intangible concepts such as people's beliefs, experiences, attitudes, behavior, and interactions. It generates non-numerical data. The integration of qualitative research into intervention studies is a research strategy that is gaining in-



### **Data Analysis**

Data gathered through informal and key informant interviews were transcribed verbatim. In order for the data to be comprehensible to analyze, a general inductive approach was used and was put through a thematic analysis (Alase, 2017). In vivo coding was used since the researcher works with an individual case study whose language is unique, and at the same time, the researcher wishes to honor the informants by maintaining the authenticity of his or her speech in the analysis. These reasons suggest that a more participant-centered form of coding may be more appropriate. (Saldana, 2014).

### **Results and Discussions**

The Municipality of Tapaz is composed of many barangays which were officially recognized as tourism destinations in the community. Primarily, these barangays benefit the tourism industry since it is where major tourist attractions are found. Major changes and developments have been observed by local residents and tourists, particularly in these tourism sites. The tourist attractions found within these areas are further categorized into natural attractions, man-made, cultural, historical, festivals, and other special activities. As per survey, there are still unknown tourists destinations or attractions in the Municipality. Consequently, the local government office is presently monitoring these sites to gain income and opportunities in the area

### **Conclusions**

Based on the results and findings of the study, the socioeconomic impact of tourism in the Municipality of Tapaz has Neutral perceived positive socioeconomic impacts. In comparison, the perceived negative impacts have not been experienced or observed by the respondents in the community. This can be assumed that the respondents still have to validate and experience more of its positive impacts in order to fully conclude that tourism brings socioeconomic impacts in the lives of the people in the Municipality. Nevertheless, there is no evidence or support that negative impacts of tourism exist or have been experienced by the residents of the community. Still, tourism holds the opportunity to boost the socioeconomic development of the Municipality of Tapaz.

### **Recommendations**

Based on the results and findings of the study, the following are its recommendations:

1. Creation of a Tourism Development Framework by the Local Government Tourism Office, which serves as a tool in the planning and implementation of future tourism projects and developments in the Municipality of Tapaz.

2. Improvement of tourism destination facilities and services to meet the standard service quality of tourists and guests visiting the area
3. Encourage and support locals to promote local products and services to strengthen small and medium enterprise developments.
4. Community involvement and participation in the creation of tourism development plans in order to strengthen and sustain the tourism industry in the Municipality.
5. The Municipality of Tapaz possesses a lot of infamous tourist attractions. Hence, it is recommended that the tourism office, in collaboration with the respective barangay officials may, register these existing tourist attractions in order to be officially part of its tourism attractions through promotions and marketing that could attract more tourists to come and visit the Municipality.
6. It is recommended that the tourism legislative office in Tapaz may conduct or include the socioeconomic status of the tourists visiting the locality to help measure the socioeconomic impact of the tourism industry in the Municipality.

#### References Cited

- Alase, A. (2017). The interpretative phenomenological analysis (IPA): A guide to a good qualitative research approach. *International Journal of Education and Literacy Studies*, 5(2), 9-19.
- Biclar, L. A. B., Lachica, L. P. F., Virtudazo, A. Z., & Latoza, R. J. A. (2022). Indigenous Knowledge System and Practices on Arts and Crafts of Indigenous Peoples in Capiz, Philippines. Volume 30, No. 1 (2018), 30(1).
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., ... & Walker, K. (2020). Purposive sampling: complex or simple? Research case examples. *Journal of research in Nursing*, 25(8), 652-661.
- Pathak, V., Jena, B., & Kalra, S. (2013). Qualitative research. *Perspectives in clinical research*, 4(3).
- Saldaña, J. (2014). Coding and analysis strategies. *The Oxford handbook of qualitative research*, 581-605.