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Multi-Stakeholder Analysis on Tourism Development in Zambales, Philippines

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ABSTRACT

This paper outlined the findings from an empirical investigation to ascertain the differences on the extent of tourism development along with PESTLE factor and how tourism should be sustainably developed as analyzed and perceived by three groups of stakeholders in Zambales: Local Government Unit, Selected Resort Management/customer service office and customers. Based from the findings, the researcher concluded that the three groups of stakeholders such as; Local government unit, management/customer service office and customers/guests, had important contribution for the sustainable tourism development in the province of Zambales. The results of this study provide a better understanding of the perceptions held by tourism stakeholders towards the current state of the tourism industry and how it could be developed holistically. The tourism development in Zambales described as high extent as to political, economic, socio-cultural, technological, legal and environmental factor. The results concluded that tourism development could significantly contribute to economic growth in the province of Zambales through creating new business opportunities to improve standard of living of the community by providing employment. In this regard, in order to improve the current situation of tourism industry, Strategic Development Plan for Sustainable Tourism is proposed. Provincial government of Zambales must design and formulate programs to integrate tourism requirements into all levels of local government unit and would have to take a visionary local government official who has the grit to literally fight for a well-defined and managed tourism industry because it is a chance for municipalities to move up through the help of tourism, yet it requires the cooperation or input of every social and institutional organization such as stakeholders. Therefore, planning for the development of tourism based on sustainable economic development, growth and prosperity of local communities can be effective.

INTRODUCTION

Tourism development is considered as important and essential element to reduce poverty and immigration, social welfare, maintaining the characteristics of traditional culture, traditional structure preservation, cultural communication, preserving natural and cultural resources, strengthening the national pride and creating more job opportunities in the agricultural and livestock activities in rural and remote areas (Ghaderi, 2004). According to M. Alejandria-Gonzalez Philippine National Tourism Development Plan for the period of 2011–2016, the sector of Cultural and Heritage Tourism was highlighted as an identified sector for development. As stated in the report, one of the key goals of the Department is to “develop uniquely Filipino destinations and products” (Department of Tourism, 2011). This goal could be related to the concept of destination branding wherein a tourist destination markets itself using a particular theme that represents the products available in the region.

Tourism plays a large role in the economy of Zambales. Local and foreign tourist flock its many beaches creating many job opportunities and contributing to the economy. This study explores the status of Zambales Tourism Development and assesses the challenges and orientations that pervade in its practice which could be developed to attain the sustainable tourism developmental goals stated

in the Department of Tourism (DOT) through political, economic, socio-cultural, technological, legal and environmental factors as analyzed by multi-stakeholders such as local government unit in all municipalities, selected resort management and customers.

Tourism development has significant contribution to the economy as a whole which is broad and deep because it is both labor and capital intensive. It promotes skills and vocational development that can be exported, and it promotes a ‘culture of tourism’ through a safer and cleaner environment that benefits not only tourists but the entire community as well. It also promotes and creates strong peripheral benefits to other economic sectors.

LITERATURE REVIEW

Theory of Development

Theories of development and their definitions have changed over time. Until recently they predominantly followed Euro-American models of ‘development’ and were focused on economy. The theories assumed that ‘developed’ nation’s value standards were superior to those of ‘the developing nations. From the 1960’s, the tourism industry was, and still is, seen as an effective developmental growth-pole, and tourism has been used by many countries to improve their economic development, (Telfer & Sharpley, 2008). However, the processes that produce this development in tourism are

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affected by economic, socio-cultural and political forces. This essay uses dominant theories and frameworks of development, Modernization, Dependency, Neo-liberalism and Alternative Development. It will suggest that tourism has evolved within a trajectory of these dominant development theories and it maps the conceptual changes from development predominantly concerned with economic growth and inequality to those concerned about social, human and environmental issues. Tourism also has influences on the environment and its components, both positive and negative, and tourists must learn to protect the environment. At the same time, it acts in the direction of enhancing ties between nations, knowing people and peoples and helping maintain peace in the world, (Sofronov, B. 2018)

Stakeholder Theory

The concept of the “stakeholder” was pioneered by Freeman (1984), who identified a stakeholder as “any group or individual who can affect or is affected by the achievement of the organization’s objectives”. Carroll (1993) expanded the definition of stakeholders based on Freeman’s concept as being “stakeholders are those groups or individuals with whom the organization interacts, and can affect or is affected by any actions, decisions, policies, practice or goals of the organization”. Later in 1995, Donaldson and Preston (1995) refined this definition; they proposed that as a stakeholder, the group or individual must have a legitimate interest in the organization. They also indicated that all stakeholders do no need to participate equally in the decision-making process, but all of their interests should be identified and understood. Generally, the fundamental idea of the theory is that the organization should consider all the interests identified by their stakeholders, and increase various stakeholders’ involvement.

From the early contributions of tourism planners, the concept of ‘stakeholders’ has become more important in tourism (Aas *et al.* 2005; Currie *et al.* 2009). The organizational structure of a destination is perceived as a network of interdependent and multiple stakeholders (Cooper *et al.* 2009; d’Angella & Go 2009) on which the quality of the experience and hospitality offered by the destination depends (Hawkins & Bohdanowicz 2011; March & Wilkinson 2009). Stakeholder collaboration represents a widely accepted approach to solving the problems associated with a lack of understanding and few shared common goals between the many stakeholders often involved in the development of tourism (Fyall & Garrod 2005; Ladkin & Bertramini 2002).

MATERIALS AND METHODS

The study utilized the descriptive research design with questionnaires as the main instrument in measuring the extent of tourism development in Zambales through a multi-stakeholder approach focusing on the PESTLE strategic factors with the end in view of developing of a strategic sustainable provincial tourism plan.

The descriptive research design describes, analyzes and interprets gathered data from various stakeholders such as: Local Government officials, Management staff and customers regarding the Political, Economic, Socio-cultural, Technological, Legal and Environmental factors that influence the operation of beach resorts. According to Eugene and Lynn (2017) using descriptive research designs will help provide answers to the questions of who, what, when, where and how associated with a particular research problem; a descriptive study cannot conclusively ascertain answers to why. Specifically, the survey type of descriptive study was employed. Further, comparative analysis was also resorted to.

For the purpose of triangulation, the researcher conducted interviews and observations with the respondents as regards their responses relative to tourism development as well as success and limiting factors which are identified with their perceived extent significant in the conduct of the study.

Frequency, percentage and weighted mean, analysis of variance, (ANOVA) were utilized as the statistical tools in analyzing the data.

Mathematical Expressions and Symbols

$$X = \frac{\sum wx}{\sum w} \quad F = \frac{MST}{MSE} \quad MST = \frac{SST}{(P-1)} \quad MSE = \frac{SSE}{(N-P)} \quad SSE = \sum (n-1)$$

RESULTS AND DISCUSSION

Extent of Tourism Development in Zambales Through a Multi-Stakeholder Analysis along the Following Factors

Political

The extent of tourism development through the analysis of three groups of stakeholders as to political factor, out of 15 indicators the overall weighted mean 3.95 with qualitative description of high extent as perceived by local government unit. An overall weighted mean of 3.98, with qualitative description of high extent as perceived and analyzed by selected resort management and customer service office. As to political factors on the part of customers/guests with the overall weighted mean of 3.80 and qualitative description of high extent.

Table 1: Extent of Tourism Development Perceived by the Three Groups of Stakeholders in Zambales as to Political Factor

Political Factor	Local Government Unit (N=130)			Resort Management (N=130)			Resort Customers (N=65)		
	M	DE	Rank	M	DE	Rank	M	DE	Rank
Proper waste disposal is encouraged.	4.27	Very High Extent	1	4.21	Very high Extent	1	3.91	High Extent	3

Provides infrastructure and transportation facilities for tourism development	3.65	High Extent	15	3.91	High Extent	10	3.69	High Extent	13
The municipal leadership, despite limited funds prioritize the tourism sector as an additional means of income.	3.97	High Extent	7	4.05	High Extent	5	3.82	High Extent	6.5
Local government imposes high and strict standards for seeking permits for operation.	4.19	High Extent	2	4.19	High Extent	2	4.12	High Extent	1
Demonstrate political will to control leftist or rightist groups in the collection of revolutionary taxes.	3.83	High Extent	12	3.87	High Extent	13	3.82	High Extent	6.5
Political local leaders have a united vision for tourism development.	3.95	High Extent	8	3.88	High Extent	12	3.71	High Extent	11
Promotes awareness on the importance of tourism	4.02	High Extent	4	4.07	High Extent	4	3.92	High Extent	2
Local and national political leaders provide strong support	4.01	High Extent	5	3.84	High Extent	15	3.74	High Extent	10
Raises awareness on the concepts of tourism development among new generation.	4.04	High Extent	3	3.90	High Extent	11	3.85	High Extent	4.5
Demonstrates political will in support to the growth and development of the tourism resort industry	3.99	High Extent	6	3.87	High Extent	14	3.65	High Extent	14
Local Government strictly imposes legal orders and policies that safeguard the interest of the tourism resort industry	3.92	High Extent	10	3.95	High Extent	9	3.85	High Extent	4.5
Local and Regional Government administer sustainable legislation	3.92	High Extent	9	3.98	High Extent	8	3.63	High Extent	15
Ensures implementation of code of conduct to guarantee sustainable tourism	3.80	High Extent	14	3.98	High Extent	7	3.75	High Extent	9
Local government earns income for community through tourism development activities	3.81	High Extent	13	4.07	High Extent	3	3.78	High Extent	8
Encourages consultation between government, tourism resort industry and local residents.	3.90	High Extent	11	4.02	High Extent	6	3.71	High Extent	12
Overall Weighted Mean	3.95	High Extent		3.98	High Extent		3.80	High Extent	

Legend:

Scale	Statistical Limit	Qualitative Description
5	4.21-5.00	Very high Extent
4	3.41-4.20	High Extent
3	2.61-3.40	Moderate Extent
2	1.81-2.60	Low Extent
1	1.00-1.80	Very Low Extent

Economic

As to extent of tourism development through local government unit, the overall weighted mean of 3.83 with qualitative description of high extent as to economic factor, for management and customer service office, the overall weighted mean of 3.81 high extent of qualitative description, as to customers/guests the overall weighted mean of 3.91 with qualitative description of high extent.

Table 2: Extent of Tourism Development Perceived by the Three Groups of Stakeholders in Zambales as to Economic Factor

Economic Factor	Local Government Unit (N=130)			Resort Management (N=130)			Resort Customers (N=65)		
	M	DE	Rank	M	DE	Rank	M	DE	Rank
Contributes to income and improves standard of living of the community.	3.94	High Extent	5	4.06	High Extent	1	3.85	High Extent	6

Increases employment opportunities	3.98	High Extent	4	4.03	High Extent	2	3.86	High Extent	4
Creates new business opportunities to the community.	4.08	High Extent	1	3.96	High Extent	7	3.86	High Extent	5
Improves public utilities infrastructure.	3.83	High Extent	8	3.89	High Extent	9	3.83	High Extent	7.5
Provides more investment opportunities.	3.84	High Extent	6	3.87	High Extent	10	3.83	High Extent	9
Increases opportunities for shopping.	3.63	High Extent	13	3.59	High Extent	15	3.58	High Extent	15
Improves local economy by increasing tax revenues.	3.84	High Extent	7	3.81	High Extent	14	3.62	High Extent	14
Contributes to the development of society regionally and nationally through partnership and close cooperation with relevant authorities.	3.83	High Extent	9	3.98	High Extent	5	3.88	High Extent	3
Tourism income contributes in large multiplicity in areas of the national economy.	3.65	High Extent	12	3.99	High Extent	4	4.02	High Extent	2
Increases cost of living as price of goods and services increase.	3.62	High Extent	14	3.85	High Extent	12	3.72	High Extent	13
Tourism jobs increase in line with the high requirement of the society	3.76	High Extent	10	3.86	High Extent	11	3.83	High Extent	7.5
Increases potential investors. (foreign and local)	3.74	High Extent	11	3.94	High Extent	8	3.74	High Extent	11.5
Increases price of land for housing.	3.62	High Extent	15	3.82	High Extent	13	3.77	High Extent	10
Encourages partnership and balanced relationship among resort industry and local residents toward sustainable development of tourism.	3.98	High Extent	3	3.97	High Extent	6	3.74	High Extent	11.5
Tourism provides recreation as additional source of income	4.06	High Extent	2	4.00	High Extent	3	4.03	High Extent	1
Overall Weighted Mean	3.83	High Extent		3.91	High Extent		3.81	High Extent	

Socio- Cultural

As to socio-cultural factor, the extent of tourism development, the overall weighted mean of 3.91 with the qualitative description of high extent as analyzed and perceived by the local government unit, the overall

weighted mean of 3.78 with qualitative description of high extent as to selected management, the overall weighted mean of 3.99 with qualitative description of high extent as perceived and analyzed by customers/guests.

Table 3: Extent of Tourism Development Perceived by the Three Groups of Stakeholders in Zambales as to Socio-Cultural Factor

Socio-Cultural Factor	Local Government Unit (N=130)			Resort Management (N=130)			Resort Customers (N=65)		
	M	DE	Rank	M	DE	Rank	M	DE	Rank
Meeting resort tourist is valuable experience	4.05	High Extent	3	4.07	High Extent	1	3.95	High Extent	1
Promotes cultural appreciation and understanding	3.95	High Extent	7	4.05	High Extent	3	3.94	High Extent	2
Provides opportunity to move away from the hustle and noise of modern life to enjoy the beauty and purity of nature	4.02	High Extent	6	4.06	High Extent	2	3.92	High Extent	3

Promotes quality of life for local residents	3.85	High Extent	10	4.00	High Extent	6	3.91	High Extent	5
Visible equitable distribution of the benefits of its growth	3.83	High Extent	11	3.96	High Extent	13	3.72	High Extent	10.5
Visits places for the purpose of enjoying, studying, contemplating the natural, heritage and cultural environment.	4.02	High Extent	5	3.99	High Extent	7	3.92	High Extent	4
Promotes Filipino values to the hearts and mind of the children.	4.08	High Extent	2	4.03	High Extent	5	3.88	High Extent	6
Gives more opportunity to absorb positive foreign cultural values.	3.81	High Extent	13	3.98	High Extent	8	3.85	High Extent	7
Changes social status as influenced by other culture.	3.52	High Extent	15	3.96	High Extent	12	3.72	High Extent	10.5
Preserves the social identity of the Filipino people that tourism could adversely affect.	3.82	High Extent	12	4.04	High Extent	4	3.77	High Extent	8
Enriches and promotes our socio-cultural heritage as Ati-atihan.	3.77	High Extent	14	3.83	High Extent	15	3.48	High Extent	15
Readiness and acceptance of the people for social change brought by tourism development.	3.85	High Extent	9	3.96	High Extent	11	3.66	High Extent	13
Traditional culture preserves and handles carefully.	4.03	High Extent	4	3.98	High Extent	9	3.60	High Extent	14
Promotes awareness towards the preservation of cultural heritage and traditions	4.08	High Extent	1	3.94	High Extent	14	3.71	High Extent	12
Contributes to change in value system, individual behavior, family relationship and life style.	3.95	High Extent	8	3.98	High Extent	10	3.74	High Extent	9
Overall Weighted Mean	3.91	High Extent		3.99	High Extent		3.78	High Extent	

Technological

The extent of tourism development through the analysis of three groups of stakeholders as to technological factor, out of 15 indicators the overall weighted mean 3.82 with qualitative description of high extent as perceived by local government unit. An overall weighted mean of 4.03, with

qualitative description of high extent as perceived and analyzed by selected resort management and customer service office.

As to technological factors on the part of customers/ guests the overall weighted mean of 3.75 with qualitative description of high extent.

Table 4: Extent of Tourism Development Perceived by the Three Groups of Stakeholders in Zambales as to Technological Factor

Technological Factor	Local Government Unit (N=130)			Resort Management (N=130)			Resort Customers (N=65)		
	M	DE	Rank	M	DE	Rank	M	DE	Rank
Provision of high-tech equipment, facilities and amenities in resort areas.	3.72	High Extent	14	3.88	High Extent	15	3.69	High Extent	11
Using automation process in inquiry reservation and payment of bills.	3.74	High Extent	13	3.90	High Extent	13	3.57	High Extent	15
Available use of good banking and transportation technology	3.78	High Extent	10	4.00	High Extent	10	3.80	High Extent	5
Provision of portable communication system such as internet access.	3.95	High Extent	1	4.11	High Extent	5	3.75	High Extent	7
Provides modern safety equipment for swimming.	3.65	High Extent	15	3.94	High Extent	11	3.62	High Extent	13
Visible Improvement of services and amenities.	3.86	High Extent	6	4.05	High Extent	7	3.72	High Extent	9.5

Allows traveler and tourist to communicate with any travel entity and destination.	3.93	High Extent	3.5	4.06	High Extent	6	3.63	High Extent	12
Creates great deal of convenience	3.84	High Extent	7	3.89	High Extent	14	3.72	High Extent	9.5
Uses advanced technology that supports the development of business tourism.	3.79	High Extent	8	3.91	High Extent	12	3.60	High Extent	14
Access the tourism resort area through website.	3.92	High Extent	5	4.04	High Extent	8	3.89	High Extent	3
Computer systems allow communication between client's chains with multiple locations to connect easier.	3.75	High Extent	12	4.15	High Extent	2	3.82	High Extent	4
Speeds up operations and makes the traveling process much more enjoyable and efficient.	3.77	High Extent	11	4.02	High Extent	9	3.78	High Extent	6
Customers, community and businesses benefit from improved communication, reservations, and guest service systems.	3.79	High Extent	9	4.12	High Extent	4	3.95	High Extent	2
Provision of up-to-date technology to ensure the security of the customers and community such as CCTV.	3.93	High Extent	3.5	4.14	High Extent	3	3.75	High Extent	8
Provision of efficient front desk services to streamline the check-in and check-out process.	3.94	High Extent	2	4.19	High Extent	1	3.97	High Extent	1
Overall Weighted Mean	3.82	High Extent	4.03	High Extent	3.75	High Extent			

Legal

As to socio-cultural factor, the extent of tourism development, as perceived and analyzed by local government unit the overall weighted mean of 4.16 with the qualitative description of high extent, the overall

weighted mean of 4.16 with qualitative description of high extent as to selected management, the overall weighted mean of 3.94 with qualitative description of high extent as perceived and analyzed by customers/guests.

Table 5: Extent of Tourism Development Perceived by the Three Groups of Stakeholders in Zambales as to Legal Factor

Legal Factor	Local Government Unit (N=130)			Resort Management (N=130)			Resort Customers (N=65)		
	M	DE	Rank	M	DE	Rank	M	DE	Rank
Imposes high and strict standards for seeking permits for operation.	4.21	Very high Extent	5	4.04	High Extent	15	4.03	High Extent	3
Strongly discourages mal-practice of “lagay or padulas System” in seeking permits to the local officials.	4.14	High Extent	11	4.13	High Extent	11	4.03	High Extent	4
Imposes legal orders and policies that safeguard the interest of the industry.	3.97	High Extent	15	4.21	Very High Extent	5	3.97	High Extent	6
Ensures implementation of code of conduct to guarantee sustainable tourism	4.10	High Extent	13	4.08	High Extent	13	3.83	High Extent	13
Monitors legal policies continuously.	4.17	High Extent	8	4.15	High Extent	9	3.82	High Extent	14
Observes rules and regulation such as proper sanitation.	4.23	High Extent	4	4.22	Very High Extent	3.5	3.92	High Extent	7
Provides secure facilities in accordance to legal order.	4.04	High Extent	14	4.27	Very High Extent	1	3.92	High Extent	8

Provides and maintains PWD and SC priority lane	4.17	High Extent	8	4.18	High Extent	7	4.02	High Extent	5
Provides and maintains emergency signages	4.17	High Extent	8	4.12	High Extent	12	3.91	High Extent	10
Observes non-discrimination law, considering the LGBTQ+	4.12	High Extent	12	4.07	High Extent	14	4.12	High Extent	1
Consistently provides information and services for the clients.	4.19	High Extent	6	4.19	High Extent	6	4.05	High Extent	2
Visible fire extinguisher, sprinkler and smoke detector installed in every corners of the building	4.16	High Extent	10	4.15	High Extent	10	3.77	High Extent	15
Information published in promotion materials are all certified true.	4.28	Very high Extent	1	4.26	Very High Extent	2	3.88	High Extent	11
Observes privacy and confidentiality	4.24	Very high Extent	3	4.22	Very High Extent	3.5	3.91	High Extent	9
Sets standards and regulation to ensure quality service of tourism in Zambales	4.25	Very high Extent	2	4.18	High Extent	8	3.86	High Extent	12
Overall Weighted Mean	4.16	High Extent	4.16	High Extent	3.94	High Extent			

Environmental

As environmental factors, the local government unit perceived and analyzed, out of 15 indicators the overall weighted mean of 4.13 with the qualitative description of high extent, through selected resort management

and customer service office the extent of tourism development, the overall weighted mean of 4.11 with high extent qualitative description, the overall weighted mean of 3.79, high extent qualitative description as perceived and analyzed by selected customers/guest.

Table 6: Extent of Tourism Development Perceived by the Three Groups of Stakeholders in Zambales as to Environmental Factor

Environmental Factor	Local Government Unit (N=130)			Resort Management (N=130)			Resort Customers (N=65)		
	M	DE	Rank	M	DE	Rank	M	DE	Rank
Public facilities are well maintained.	4.05	High Extent	14.5	4.15	High Extent	4	3.88	High Extent	4
Waste production is kept minimal.	4.06	High Extent	11.5	4.14	High Extent	6	3.83	High Extent	7
Preserves the natural environment	4.17	High Extent	6	4.20	Very High Extent	1	4.00	High Extent	1
Attractions are well-managed to maintain their natural state	4.06	High Extent	11.5	4.05	High Extent	14	3.68	High Extent	13
Saves rare and precious resources, in particular water and energy.	4.07	High Extent	10	4.09	High Extent	12	3.65	High Extent	14
Designs infrastructure and programs tourism activities to protect the natural heritage	4.05	High Extent	14.5	4.08	High Extent	13	3.69	High Extent	12
Provides safe and relaxing environment that pleases all the incoming guests.	4.20	Very High Extent	4	4.12	High Extent	7.5	3.91	High Extent	3
Post safety precaution for natural occurrences or phenomena like floods and earthquake.	4.26	Very High Extent	1	3.88	High Extent	15	3.72	High Extent	10

Protects natural tourist attractions like beaches and other cultural activities from pollution.	4.20	Very High Extent	5	4.12	High Extent	9	3.80	High Extent	9
Promotes and provides environmentally friendly locations.	4.12	High Extent	8	4.18	High Extent	2	3.94	High Extent	2
Protects and preserves areas of high habitat value for future generation	4.06	High Extent	13	4.12	High Extent	10	3.80	High Extent	8
Strengthens respect for natural areas and historic places	4.22	Very High Extent	2	4.15	High Extent	5	3.83	High Extent	6
Provides orientation on proper waste disposal	4.16	High Extent	7	4.12	High Extent	7.5	3.54	High Extent	15
Demonstrates awareness of the global policies or initiatives taken by various organizations to reduce environmental pollution	4.08	High Extent	9	4.09	High Extent	11	3.72	High Extent	11
Provides good quality and adequate of water	4.22	Very High Extent	3	4.16	High Extent	3	3.85	High Extent	5
Overall Weighted Mean	4.13	High Extent		4.11	High Extent		3.79	High Extent	

Table 7: Summary Result of the Extent of Tourism Development in Zambales as perceived by Three Groups of Stakeholders along with PESTLE Strategic Factors

Factors	Local Government Unit (N=130)	Resort Management (N=130)	Resort Customers (N=65)	Overall weighted Mean
	M	M	M	
Political	3.95	3.98	3.8	3.91
Economic	3.83	3.91	3.81	3.85
Socio-Cultural	3.91	3.99	3.78	3.89
Technological	3.82	4.03	3.75	3.87
Legal	4.16	4.16	3.94	4.09
Environmental	4.13	4.11	3.79	4.01
Overall weighted Mean	3.97	4.03	3.81	3.94

Significant Difference Exists on the Extent of Tourism Development in Zambales Based on the Analysis of Different Stakeholders

As a result on difference along the PESTLE factors between three different stakeholder groups about tourism development in the province of Zambales, the findings of the study indicated that the five of the six factors namely political, socio-cultural, technological, legal and environmental factor, thus, there were statistically significant differences at significance level of 0.00 in the analysis on tourism development between stakeholder

groups studied, this means that the measurable difference between the groups and the probability of obtaining that difference by chance is very small so the null hypothesis is rejected. While economic, one of the PESTLE factors indicated that there is no significant difference at significance level of 0.11, the null hypothesis is accepted, this means that analysis of three groups of stakeholders as to economic was vitally important especially when it comes to tourism provides recreation as additional source of income by creating new business to increases employment opportunities to the community.

Table 8: Significance of Difference on the Extent of Tourism Development in Zambales as to PESTLE Factors by the different sectors

Political						
Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.	Interpretation
Between Groups	0.30	2.00	0.15	8.60	0.00	Ho is rejected Significant
Within Groups	0.74	42.00	0.02			
Total	1.04	44.00				

Economic						
Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.	Interpretation
Between Groups	0.08	2.00	0.04	2.35	0.11	Ho is accepted Not Significant
Within Groups	0.75	42.00	0.02			
Total	0.83	44.00				
Socio-Cultural						
Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.	Interpretation
Between Groups	0.32	2.00	0.16	10.33	0.00	Ho is rejected Significant
Within Groups	0.65	42.00	0.02			
Total	0.97	44.00				
Technological						
Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.	Interpretation
Between Groups	0.60	2.00	0.30	26.11	0.00	Ho is rejected Significant
Within Groups	0.48	42.00	0.01			
Total	1.08	44.00				
Legal						
Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.	Interpretation
Between Groups	0.52	2.00	0.26	36.80	0.00	Ho is rejected Significant
Within Groups	0.30	42.00	0.01			
Total	0.81	44.00				
Environmental						
Source of Variation	Sum of Squares	Df	Mean Square	F	Sig.	Interpretation
Between Groups	1.11	2.00	0.56	63.46	0.00	Ho is rejected Significant
Within Groups	0.37	42.00	0.01			
Total	1.48	44.00				

Political Factors

The analysis of variance on the difference in the extent of tourism development in Zambales based on the Analysis of Different stakeholders as to political factors. Shows that the sum of square between-group variability (0.30) against within- group variability (0.74) with the degree of freedom between the group (2.00) within the group (42.00) a total of 44.00, mean square between group 0.15 within group (0.02), frequency of 8.60 at 0.00 level of significance, therefore the null hypothesis is rejected, this means that there is significant difference exist in the perception of three groups of stakeholder as to extent of tourism development as to political factors.

Economic Factors

Analysis of variance on the difference in the extent of tourism development in Zambales based on the Analysis of Different stakeholders as to economic factors. Shows that the sum of square between-group variability (0.08) against within- group variability (0.75) with the degree of freedom between the group (2.00) within the group (42.00) a total of 44.00, mean square between group 0.04 within group (0.02), frequency of 2.35 at 0.11 level of significance, therefore the null hypothesis is accepted, this means that there is no significant difference exist in the perception of three groups of stakeholder as to extent of tourism development as to economic factors.

Socio-Cultural Factors

Analysis of variance on the difference in the extent of tourism development in Zambales based on the Analysis of Different stakeholders as to political factors. Shows that the sum of square between-group variability (0.32) against within- group variability (0.65) with the degree of freedom between the group (2.00) within the group (42.00) a total of 44.00, mean square between group 0.16 within group (0.02), frequency of 10.33 at 0.00 level of significance, therefore the null hypothesis is rejected, this means that there is significant difference exist in the perception of three groups of stakeholder as to extent of tourism development as to socio-cultural factors.

Technological Factors

Analysis of variance on the difference in the extent of tourism development in Zambales based on the Analysis of Different stakeholders as to political factors. Shows that the sum of square between-group variability (0.60) against within- group variability (0.48) with the degree of freedom between the group (2.00) within the group (42.00) a total of 44.00, mean square between group 0.30 within group (0.01), frequency of 26.11 at 0.00 level of significance, therefore the null hypothesis is rejected, this means that there is significant difference exist in the perception of three groups of stakeholder as to extent of tourism development as to technological factors.

Legal Factor

Analysis of variance on the difference in the extent of tourism development in Zambales based on the Analysis of Different stakeholders as to political factors. Shows that the sum of square between-group variability (0.52) against within- group variability (0.30) with the degree of freedom between the group (2.00) within the group (42.00) a total of 44.00, mean square between group 0.26 within group (0.01), frequency of 36.80 at 0.00 level of significance, therefore the null hypothesis is rejected, this means that there is significant difference exist in the perception of three groups of stakeholder as to extent of tourism development as to legal factors.

Environmental Factors

Analysis of variance on the difference in the extent of tourism development in Zambales based on the Analysis of Different stakeholders as to political factors. Shows that the sum of square between-group variability (1.11) against within- group variability (0.37) with the degree of freedom between the group (2.00) within the group (42.00) a total of 44.00, mean square between group 0.56 within group (0.01), frequency of 63.46 at 0.00 level of significance, therefore the null hypothesis is rejected, this means that there is significant difference exist in the perception of three groups of stakeholder as to extent of tourism development as to environmental factors.

Contextual Issues are Identified by Different Sectors Relative to Multi-Stakeholder Analysis on the Extent of Local Tourism Development in Zambales

In an attempt to draw meaningful and candid answers from the representatives of the local government unit, management/customer service office and customers/guests, the researcher conducted a personal interview with some of the local government employees, customer service officer and guest/customer and on the last page of the instrument the respondents were given to write down their comments and suggestions.

Among the PESTLE strategic factors that affect to the development of tourism in Zambales:

Political Factors

Despite the fact that the government strategy aimed to develop sustainable tourism industry in Zambales. The reasons why Zambales has difficulty in developing business tourism in terms of political factors are the following:

- Political instability in administering sustainable legislation
- Lack of infrastructure and transportation facilities for tourism development
- Continuous power struggle between political leaders in providing support for tourism development.

Economic Factors

The situation of economic crisis, high unemployment, lack of investment activity in the tourism industry as

well as low-income in tourism compared to other sectors because tourism characterized by seasonal activity and short duration of the tourist season. Increases price of land for housing along the tourism areas.

Socio-Cultural Factors

Emphasis should be put on a demonstration, presentation of traditional events, and allow tourist to experience the tainted unforgettable memories that will bring them back again for relaxation these should work on improving and perfecting. Tourism industry must raise the general level of service and kindness both by employees and by the local population is also essential, general knowledge and awareness of the need that visitors should feel welcomed and satisfied but on the other side tourism may disturb the community's peace and harmony. Gambling, sexual abuses, prostitution and alcoholism will be increased. Increased and the changes social status as influenced by tourist.

Technological Factors

Zambales as a developing tourism business destination should learn from developed tourism destination in providing multifunctional services (conferences, banquets, gala dinners, etc.). In addition to organizing conferences and business events, should work on adoption of advanced technologies. The needs to develop the technology of transportation which means to improve the infrastructure in and within it. Should modernize increasingly important institution for providing of smart service providers, such as online check-in, high-quality and modern air and bus transportation, free or paid web sites where visitors can connect with the world, as well as improve infrastructure, public and private baths, toilets and all the other services that are required by business tourists. Issues on modern safety equipment for swimming, provision of high-tech equipment, facilities and amenities in resort areas and using automation process in inquiry reservation and payment of bills.

Legal Factors

Legal structure, tourism legislation and laws relating to the regulation of relations that can affect the development of business tourism are mostly typical for the overall development of tourism in Zambales. Issues on visible fire extinguisher, sprinkler and smoke detector installed in every corners of the building, the proper impose high and strict standards for seeking permits for operation and legal orders and policies that safeguard the interest of the industry, tourist, and the community.

Environmental Factors

Local Government Unit, Resorts owner, management, and the community needs to take account for safety precaution for natural occurrences or phenomena like floods and earthquake. Issues regarding designs of infrastructure and programs tourism activities to protect the natural heritage, maintenance of public facilities and

proper waste disposal and the issues concerning tourism development negatively impact on marine environment increase the pollutions.

CONCLUSION

The three groups of stakeholders such as; Local government unit, management/customer service office and customers/guests, had important contribution for the sustainable tourism development in the province of Zambales. The results of this study provide a better understanding of the perceptions held by tourism stakeholders towards the current state of the tourism industry and how it could be developed holistically. The tourism development in Zambales described as high extent as to political, economic, socio-cultural, technological, legal and environmental factor.

The results concluded that tourism development could significantly contribute to economic growth in the province of Zambales through creating new business opportunities to improve standard of living of the community by providing employment. In this regard, in order to improve the current situation of tourism industry, Strategic Development Plan for Sustainable Tourism is proposed.

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