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ARLENE P. PANTUA

**ENVIRONMENTAL INTERPRETATION AND
BEACH GOERS' PRO-ENVIRONMENTAL BEHAVIOR:
PERSPECTIVES FROM MEMBERS OF GENERATION Z**

Thesis Adviser:

DR. BENJAMINA PAULA G. FLOR
Faculty of Information and Communication Studies

30 August 2024

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30 August 2024

Acceptance Page:

This paper prepared by **ARLENE P. PANTUA** with the title: “**ENVIRONMENTAL INTERPRETATION AND BEACH GOERS’ PRO-ENVIRONMENTAL BEHAVIOR: PERSPECTIVES FROM MEMBERS OF GENERATION Z**” is hereby accepted by the Faculty of Information and Communication Studies, U.P. Open University, in partial fulfillment of the requirements for the degree Program.

DR. BENJAMINA PAULA G. FLOR
Chair, Thesis Committee

(Date)

DR. ALEXANDER G. FLOR
Member, Thesis Committee

(Date)

DR. SERLIE B. JAMIAS
Member, Thesis Committee

(Date)

DR. DIEGO S. MARANAN

Dean

Faculty of Information and Communication Studies

Day Month Year
(Date)

Biographical Sketch

Arlene Pecson-Pantua is a certified professional coach and registered social worker currently working as Associate Ombuds Programs Analyst at the Asian Development Bank.

A passionate helping professional, Arlene's exposure to social realities began in her high school days at St. Scholastica's Academy of Marikina through school-led community outreach activities. This and her budding interest in communication studies influenced her to take up BS Development Communication at the University of the Philippines Los Baños in 1998. Early pregnancy and solo parenthood caused Arlene to transfer to University of the Philippines Diliman in 2001. Her acceptance to the College of Social Work and Community Development introduced her to the different facets of development work.

The need to provide for her daughter pushed Arlene to work as executive assistant at the Department of Agriculture—the first job she got right after acquiring her bachelor's degree and professional license in Social Work in 2004. Three years later, she moved to the Asian Development Bank where she served as administrative support staff for more than 10 years.

Arlene is beginning to find her niche in workplace conflict management through her growing exposure and practice in the organizational ombuds profession. Since moving to the ADB Office of the Ombudsperson in 2015, she has gained formal training in organizational ombuds practice and a certification as professional coach. These equipped her better to help people manage difficult situations at work, at home, and in the different roles they play in their lives.

A family person, Arlene enjoys beach trips with her husband, Rainer, and their children, Daryl, Nathan, and Yana.

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To Mother Earth
may this little work help
in regaining your beauty
one beach at a time.

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Abstract

This qualitative research examines the interpretive experience of six female beach goers, who are all members of Generation Z, at Playa La Caleta, a nature resort in Morong, Bataan, Philippines. Using the phenomenological tradition of communication theory and Tilden's philosophy of interpretation as a framework, the research sought to understand the communication process between nature (the beach) and human (the Generation Z beach goers) through an interpretive experience, and how such dialogue or experience of otherness impacted Gen Zers' understanding, appreciation, and protection of beach environment.

The research revealed a negotiation-like dialogue between the research participants and the beach environment: *Keep me clean and I'll give you peace of mind*. This interpretation of their communication process shaped the participants' pro-environmental behaviors towards the beach environment and their expressed plan of action moving forward. The research highlights the importance of emphasizing tangible and intangible rewards in environmental interpretation initiatives, and highlights the distinct Filipino characteristics of *hiya* and strong family ties as influencers of pro-environment behaviors among Filipino members of Generation Z. Finally, the research presents recommendations for future related research and for the enhancement of environmental interpretation initiatives in beaches.

Chapter I

INTRODUCTION

Rationale and Background of the Study

Out-of-town vacations are something I always look forward to, particularly when the destination is a beach. I enjoy the calming vibes beaches offer to their visitors. It's a great way to break away from the busy city life that I am used to; it is also an opportunity to spend quality time with family. It is an activity that my children have come to love as much as I do.

As much as we enjoy our beach trips, these experiences have also exposed me and my family to the realities of Philippine beaches. It has become common to see trash— cigarette butts, plastic cups, drink cans, candy and chips wrappers, even soiled diapers— scattered along the shoreline. As if they are now part of the beach landscape.

The requirement to conduct development communication research for my master's degree program gave me the opportunity to look into environmental communication and its role in the tourism industry.

As I began my research, I came across the results of an online survey that the Philippine Department of Tourism conducted in 2020 to understand and draw insights on Filipino travelers' sentiments on post-pandemic tourism. Of the survey's 12,732 respondents, 32% were aged 22-30 years old—young consumers who are eager to travel after being locked up in their homes because of the COVID-19 pandemic. Some of these young consumers, specifically the ones commonly called Generation Z (or Gen Z), prefer sustainable adventures. Described as those born between 1997 and 2012, members of Generation Z (also called Gen Zers), especially who are now in

their late teens to early 20s (this research was written in 2024), prefer travel experiences that preserve natural and cultural heritage. Aside from lowering their carbon footprint, they look for opportunities to contribute and leave a positive impact on their travel destinations (de Jong, 2024).

The same survey of the Department of Tourism revealed that beach trips (69%) are the respondents' most preferred travel activity. However, even before the pandemic, there is already a growing concern about the state of Philippine beaches. For example, Boracay island, the top beach destination in the country, has been "suffering from plastic waste issues, severe water pollution, coral reef deterioration, rapid over-development, and outbreaks from coliform bacteria due to the massive rush of tourism and poor waste management" since as early as 1997 (Yu, 2019). The coliform crisis became a recurring issue in the island and posed a serious threat to the health of the residents and tourists alike. This led to the Philippine administration's decision to close off Boracay from tourists for six months in 2018. The closure caused a loss of approximately 17,000 jobs and US\$1 billion in tourism revenue (Yu, 2019).

Given the current state of Philippine beaches and the observed pro-environmental behavior of Gen Zers, I conducted this research to understand the dynamics of the communication process between the beach and the Gen Zer beachgoers through an interpretive experience, and how such dialogue or experience of otherness impacted their behavior towards each other. Through this research, I hope to be able to contribute a significant piece of information towards enhancing sustainable beach tourism practices in the Philippines through strategic communication approaches.

Generation Z

Many sources say that members of Generation Z are the first generation of digital natives (Johnston, 2023; European Travel Commission (ETC), 2020; de Jong, 2024). They are growing up with easy access to information through technology, thus their extensive awareness of societal issues including climate change and humankind's impact on the environment (ETC, 2020). It is also because of their access to technology that Gen Zers are always connected on social media. Trends and social media influencers inspire their choices even for travel destinations and behaviors (de Jong, 2024). They create their own content that emulate influencers' travel activities, hence the places they go to need to be "Instagrammable" so they, too, can share photos and videos from their trips on their social media accounts (Vancia et al, 2023).

According to Johnston (2023), Gen Z currently accounts for about 40% of global consumers and is estimated to have a global spending power of \$143 billion. As such, this generation is believed to influence a shift in the travel industry to satisfy their demands. Gen Zers are observed to look for places and activities that offer cultural immersion and opportunities for self-discovery. They prefer unpopular destinations and like to engage in sustainable travel practices. These observations have led to the rise of unique travel experiences, volunteerism, and eco-tourism.

Beach tourism in the Philippines

Tourism is a major contributor to the Philippine economy. In 2019, the country received 8.3 million tourists and earned an estimated PhP 550 billion in international tourism receipts (PricewaterhouseCooper, 2020). The tourism sector contributed 12.7% to the Philippines' 2019 gross domestic product and accounts for 13.5% of the country's labor force (Philippine Statistics Authority, 2020).

However, the gains of tourism have had equivalent losses. In fact, over-tourism is seen as a reason for the degradation of the environment in sun and beach tourism (Zafra, 2021). The influx of tourists to beaches resulted in uncontrolled development and commercial activities, thus leaving beaches with problems with solid waste and water pollution, among others. Regrettably, the Philippines is the third largest contributor to marine plastic, owing to its sachet economy—a common practice among Filipino tourists. These wastes and pollution affect water quality and marine environments; they also increase the presence of bacteria in water which can lead to illnesses (Zafra, 2021).

Beach goers' pro-environmental behavior

Budeanu (2007) determined that while 70-80% of tourists express concern for environmental protection during holidays, only approximately 10% of this concern is converted to pro-environmental behavior. There are efforts to communicate the importance of sustainable tourism practices to tourists (National Geographic, n.d.; OECD DevCom, 2021; Tiago, et. al, 2021; and Philippine News Agency, 2021), but these calls seem to be unheard. Sadly, despite several sustainability communication efforts, tourists' response has not been encouraging (Budeanu, 2007). A gap remains between tourists' environmental awareness and behavior. It seems then that mere awareness is not enough to encourage pro-environmental behavior among tourists. We need to reimagine how we communicate environmental awareness to tourists to influence them towards pro-environmental behavior.

Environmental interpretation

Tilden (1977) sees the potential of environmental interpretation to narrow this gap. He explained that interpretation is an educational activity, the experience of which is somehow superior to that of a classroom as, during a visit to an interpretive site, a tourist meets “the Thing Itself.” Tilden quoted an anonymous source, as he hypothesized the value of interpretation: *“through interpretation, understanding; through understanding, appreciation; through appreciation, protection.”* According to Ham (2020), this quote is perhaps the most often cited phrase in interpretation literature and serves as a philosophical orientation that guides interpreters (or tour guides) across the globe.

Pearl (1977) defines interpretation as *“a communication process designed to reveal meanings and relationships of our cultural and natural heritage to the public through firsthand involvement with an object, artifact, landscape or site.”* Following Tilden’s philosophy, environmental interpretation provides a kind of experience that is assumed to influence tourists’ pro-environmental behavior and reduce impact on natural sites (Munro, Morrison-Saunders, and Hughes, 2008).

Statement of the Problem

The wonder of the sea entices anyone to enjoy its beauty. People come to the beach to relax especially those coming from urban areas. While the sea is a vast natural source of strength and serenity, beach goers do not take care of her fully. Thus, despite people’s awareness of the need to preserve natural resources, such awareness seems neglected when people are on vacation in beach tourism destinations. The sad part is that people simply are not conscious of keeping these resources clean and add more to the problem than being part of the solution. It is quite

natural for beach goers to leave their trash in the area without regard for its negative consequences. Suffice to say that tourists are there to have fun, not work to clean the area. Such behaviors, if left unabated, will definitely result to environmental degradation. However, studies indicate that environmental interpretation offers a potential solution; others show that members of Generation Z could influence a shift in the travel industry. As such, this research was conducted to answer the following questions:

1. How do Generation Z beach goers view environmental interpretation in a beach setting?
2. How do their views define their behavior towards the beach environment?

Significance of the Study

This research offers a perspective on the role of communication through environmental interpretation on beach goers' pro-environmental behavior. It recognizes the relevance of the members of Generation Z as young consumers who are significantly influencing the direction of the tourism industry. Understanding Gen Zers' interpretations of their interaction with the beach environment could provide useful information to enhance interpretive activities in beach destinations and/or develop strategies to better promote pro-environmental behavior to beach goers.

Literature reviewed for this research show that most studies on environmental interpretation involved tourist destinations in different countries such as the US (Stern and Powell, 2013), UK (Kim; Airey; and Szivas, 2011), Pakistan (Ahmad; Hassan; Khattak; Moustafa; Fakhri, 2021), and Kenya (Juma and Khademi-Vidra, 2022),

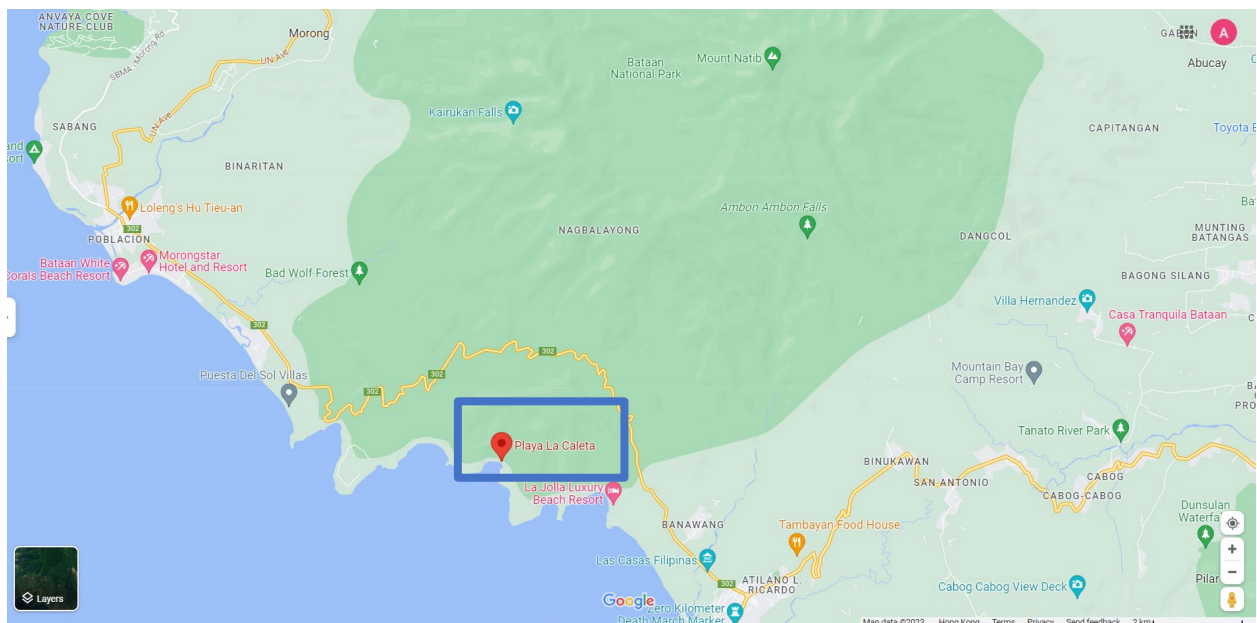
among others. As such, this research contributes to the body of knowledge on environmental interpretation from the Philippine perspective.

Moreover, the study responds to the United Nations' Sustainable Development Goals particularly SDG 14 (Life Below Water) and SDG 13 (Climate Action).

Scope and Limitations of the Study

The Location

The interpretive experience took place at Playa La Caleta, a 100-hectare private cove in Morong, Bataan that is part of the Bataan National Park. It is a protected area that offers different elements of nature, including diverse flora and fauna. The resort has a one-kilometer white sand beach where tourists can enjoy a wide swimming area with waist-deep pristine water. Also within the property is a lush tropical forest that features a hiking trail leading to the Tres Marias waterfalls.



Source: Google Maps

Interestingly, visitors to Playa La Caleta would also be in for some history treat during their vacation. In an unrecorded phone interview, Mr. Miguelito Camacho, one

of the resort owners, shared that Playa La Caleta was the site of the Mauban Defense Line where Filipino and American soldiers battled the invading Japanese in 1942—a battle that eventually led to the infamous Bataan Death March. Mr. Camacho also divulged that they recently retrieved a vintage bomb within their hiking trails and believe that it is from the events during World War II. This adds credence to the resort's claim of being a historical tourist site.

The resort offers a wide array of activities for beach goers, including snorkeling, surfing, kayaking, beach volleyball, and kite flying, to name a few. No beach or water activities involved the use of engines (e.g., speed boat, jet ski). To further their objective of being a nature resort, Playa La Caleta enjoins their guests to participate in their various “Green Initiatives.” These include, among others:

- **Beach and ocean cleanups.** Aimed at helping reduce marine trash, Playa La Caleta regularly conducts beach cleanups as well as ocean/reef cleanups in partnership with other coastal environment advocates and volunteers. This activity is also in accordance with a local ordinance of the Municipality of Morong which mandates residents and business establishments in coastal areas to conduct weekly cleanups.
- **Waste campaigns.** The beach area is lined with creatively designed signages reminding beach goers of proper waste disposal. A signage in a prominent spot at their restaurant encourages guests to collect trash from the beach to get freshly brewed coffee for free.
- **Tree planting** is dedicated to Mr. Camacho's grandmother, Ms. Leonarda Camacho, an environmentalist and waste segregation and recycling advocate, who has planted about 10 million trees worldwide.

- **Underwater art gallery** is a collaboration with artists who create underwater sculptures. This project aims to promote art in different media and encourage the growth of corals. Dynamite fishing was common practice in the area but has since been banned. Through this project, Playa La Caleta commits to helping protect the marine ecosystem.
- **Sea turtle sanctuary.** The Bataan coastline is a sanctuary for sea turtles, but at the same time this endangered species is constantly threatened by poaching and other related illegal activities that remain rampant in the area. As part of its environmental advocacies and in compliance with local government directives, members of the Playa La Caleta team have been trained in sea turtle nesting and releasing protocols.

Playa La Caleta's Green Initiatives, including informational talks that are weaved into some of these activities, are ideal for an environmental interpretation experience that is a vital part of this research.

The Participants

I invited six female members of Generation Z to participate in this research. Throughout this paper, I will be referring to the participants using fictitious names—Ari, Ciana, Raia, Janina, Berna, and Jan. Their ages range from 22 to 23 years old at the time of data gathering. All of them are Filipinos by birth. They took up business-related courses and were actively seeking employment opportunities at the time of data gathering. The six participants for this research were chosen based on their previous experience as beach goers. They go to beaches at least once a year.

Data gathering

Data gathering for this research was conducted in June to July 2023. The participants and I conducted a focus group discussion after an overnight trip to Playa La Caleta. Two weeks after the trip, I sent each participant a set of open-ended questions to which they responded individually through email. This was done due to our conflicting schedules that made it difficult for us to arrange one-on-one interviews.

Chapter II

REVIEW OF RELATED LITERATURE

Communicating with Nature through Interpretation

Based on available literature, Freeman Tilden was among the first to formally define “interpretation” (Boemah, 2011). Tilden (1977) defines interpretation as *“an educational activity which aims to reveal meanings and relationships through the use of original objects, by firsthand experience, and by illustrative media, rather than simply to communicate factual information.”* He explained that in interpretation, the experience is somehow superior to that of a classroom as, during a visit to an interpretive site, a tourist meets *“the Thing Itself.”* He further describes the experience by quoting an anonymous source: *“to pay a personal visit to a historic shrine is to receive a concept such as no book can supply.”* In the same book, Tilden quoted yet another anonymous source, as he hypothesized the value of interpretation: *“through interpretation, understanding; through understanding, appreciation; through appreciation, protection.”* According to Ham (2020), this quote is perhaps the most often cited phrase in interpretation literature and serves as a philosophical orientation that guides interpreters (or tour guides) across the globe.

Pearl (1977) defines interpretation as *“a communication process designed to reveal meanings and relationships of our cultural and natural heritage to the public through firsthand involvement with an object, artifact, landscape or site.”* Following Tilden’s philosophy, environmental interpretation provides a kind of experience to tour participants that is assumed to influence tourists’ pro-environmental behavior and reduce impact on natural sites (Munro, et al 2008). Compared to conventional classroom instruction, environmental interpretation does not only communicate factual information; it communicates answers to the question “so what?” in reference to the

factual information an interpreter chose to present (Ham, 1992). Ham (1992) further states that there is always a “moral” to an interpreter’s story.

As such, an interpreter’s role is pivotal in environmental or nature-based interpretation. According to Munro et al (2008), along with the importance of the message being conveyed to tourists, the use of interpersonal communication is crucial in evoking emotion as a catalyst to encourage pro-environmental behavior. Additionally, certain characteristics of the interpreter, in particular their confidence, passion, sincerity, and charisma, are strongly correlated with positive visitor outcome (Stern and Powell, 2013).

Beach Goers’ Pro-Environmental Behavior

In Budeanu’s (2007) review of tourism research and literature, she determined that while 70-80% of tourists express concern for environmental protection during holidays, only approximately 10% of this concern is converted to pro-environmental tour purchases, from choice of destination to practices while at the destination. In fact, most are unwilling to adjust their behavior in support of sustainability goals (Grankvist, 2002 as cited by Budeanu, 2007). Tolkes’ (2020) study has a similar observation that while there is supply of sustainable tourism products and services, the demand remains low. In the same study, Tolkes claims that the key to balancing the supply and demand in sustainable tourism is effective sustainability communication.

In a separate study, Tolkes (2018) defines sustainability communication as an initiative to increase transparency about sustainability engagement. This is, in a way, a marketing strategy to inform consumers of the availability of sustainable travel products and, highlighting sustainability as their unique selling proposition, to ultimately persuade customers to purchase pro-sustainable products. The tourism

industry is heeding the call for sustainability in its sector. Accommodation companies, for example, are obtaining tourism eco-labels that guarantee their environment-friendly practices (Tiago, et. al, 2021 and Philippine News Agency, 2021). They share these certifications through their websites and social media in the hopes of attracting more guests to book with them.

Governments are also doing their part by creating plans and policies that lay out their blueprints for sustainable tourism, including sustainability communication. In the Philippines, the Department of Tourism (DOT) developed the National Tourism Development Plan 2016-2022 which guides the government's strategic programs to achieve a "globally competitive, environmentally sustainable, and socially responsible tourism industry" in the country. The DOT communicates this plan through its various campaigns such as "It's More Fun in the Philippines" (National Geographic, n.d.) and "Save Our Spots!" (OECD DevCom, 2021). These campaigns aim to raise awareness among the general public, especially tourists, of the latter's roles in sustainable tourism, usually with emphasis on environmental conservation.

Despite these sustainability communication efforts, tourists' response has not been encouraging (Budeanu, 2007). A gap is observed between tourists' awareness and behavior and has thus prompted several researchers to probe the matter. Li and Wu (2020) looked into the power of social interaction and individual attitude as factors affecting tourists' pro-environmental behavior (PEB) in travel destinations. Their survey study revealed that social interactional factors significantly affect PEB intentions, and that environmental knowledge has no significant effect on the same. In another study, it was determined that mere environmental awareness is not enough. Environmental concern and environmental attachment, which may be attained through

conscious environmental awareness efforts, are also necessary to obtain the desired PEB of tourists (Ahmad, et al, 2021).

Tolkes' (2018) research findings support the need for conscious environmental awareness efforts. According to Tolkes, a communication problem exists between the tour industry operators and their customers. Despite the operators' environmentally sustainable products and services, this attribute is poorly communicated to customers. The participants in Tolkes' research were "largely unaware of having booked a certified sustainable travel product," making what is supposed to be a special feature of the product become invisible to its customers. Conversely, when tourism companies communicate their sustainability work to their stakeholders, they create legitimacy and value to their sustainability efforts (Bogren and Sorensson, 2021).

Hospitality professionals identified seven verbal and nonverbal communication tactics that can be employed to communicate sustainable tourism (Shen, Qian, and Chen, 2020). Verbal communication needs to be accurate, comparable, and positive while nonverbal communication needs to be certified, visible, authentic, and internalized.

Furthermore, tourists' choice for sustainable tourism products are affected by visual communication elements such as graphs, pictures, text elements that are emotionally appealing, and texts describing sustainability in a rational way (Wehrli, Priskin, et.al, 2013). Such visuals may also be considered informational nudges which can positively affect tourists' PEB (Nelson, Bauer, Partelow, 2021). The totality of the tour or holiday experience—from choosing a destination to experiencing the destination—should be considered in sustainable communication strategies to ensure optimum sustainability benefits both to the tour industry and the tourists, and ultimately the host area or tour destination and its locals (Budeanu, 2007).

Generation Z as Tourists

Members of Generation Z are known as the world's first digital natives. The internet has been part of their daily lives and they use technology in almost every stage of their activities (Vancia et al, 2023). For Gen Zers who are now college students or young professionals, they spent a significant part of their teenage life in pandemic lockdowns, hence their intensified social media usage that kept them connected to the world, including being in touch with societal realities such as climate change and mental health (de Jong, 2024). A global study by Deloitte revealed that for one out of three individuals from Generation Z, climate change stands as the most pressing concern (ETC, 2020). Accordingly, research shows that as Gen Z begin to travel on their own terms, they prioritize sustainable practices and environmental concerns in their travel choices. Their pro-sustainable behaviors are influenced by internal factors like awareness and responsibility, and external factors like social media (Ribeiro et al, 2023).

Generation Z is believed to be influencing the direction of the travel industry as members of this demographic are estimated to have a spending power of \$143 billion globally. They also account for 40% of consumers worldwide (Johnston, 2023).

These observations of Generation Z in terms of the travel-related trends they are creating, and their pro-sustainability behaviors are attracting researchers to gather more information and analyze their characteristics from different lines of inquiry. These studies aim to ultimately contribute to the development of strategies that better promote environmental sustainability especially in travel destinations (Vancia, 2023).

Theoretical Framework

Tilden's (1977) and the anonymous source's philosophy guides many interpretive centers in their planning activities:

Through interpretation, understanding; through understanding, appreciation; through appreciation, protection.

Analysis of data gathered in this research was guided by the phenomenological tradition of communication theory, with Tilden's philosophy weaving through.

Through interpretation, understanding

According to Craig (1999), the phenomenological tradition conceptualizes communication as dialogue or the experience of otherness. It seeks to explain the experience of a conscious being communicating with others using concepts such as experience, dialogue, authenticity, interpretation, and otherness.

Interpretation is a central feature of the phenomenological tradition. It assumes that social reality is not singular or objective, but is formed by human experiences in a given context. Similarly for Tilden, interpretation is not merely a teaching function but a means for participants to find their own meanings and connections (Ham, 2020) and create a more personal set of "facts" about the given context (Petty, Cacioppo, and Goldman, 1981).

Through understanding, appreciation

In phenomenological research, it is best that participants have direct and unmediated interaction with the other, and the interpretations of various participants reconciled to define their own understanding of their reality (Pelz, n.d. and Spears, 2019). When a participant engages in this experience, the researcher must keep in

mind that factors such as the participant's values, understanding, history, and tradition can affect the participant's interpretation of the other and their interpretive experience (Spear, 2019).

Consciousness of oneself and of others around him/her is another key factor in phenomenology as it is through one's consciousness that he/she can explain his/her experience of a phenomenon (Craig, 1999). Similarly in the interpretivist perspective, this consciousness allows participants to evaluate their interaction with the other and define their attitude towards it, like appreciating or liking it (Ham, 2020).

Through appreciation, protection

Ham (2020) believes that, theoretically, interpretation leads to protection. He expounds that if interpretation is seen as a communication process, it benefits from recent advances in cognitive and behavioral psychology to support the cause-and-effect relationships in Tilden's philosophy. However, the phenomenological tradition of communication theory focuses more on the authenticity of the communication process in a phenomenology. It does not touch on any possible outcomes of the communication process.

Chapter III

METHODOLOGY

To understand the communication process between the beach and Gen Zer beach goers in an interpretive experience, I invited six research participants, all Gen Zers, to travel with me to Morong, Bataan for an overnight stay at a beach resort called Playa La Caleta on 19-20 June 2023. The intent of the trip was to allow the participants the opportunity to experience environmental interpretation in a beach setting, then gather their thoughts on the experience afterwards through a recorded semi-structured group discussion. This is consistent with qualitative research practice where data collection typically occurs in naturalistic settings (Pietkiewicz and Smith, 2012). A set of questions were sent to the participants a few weeks after the trip to gather more insights on each individual's lived experience. The set of questions was an alternative to individual interviews as scheduling challenges were encountered during data gathering.

Interpretive Experience

Prior to the beach trip, the participants were briefed on the objectives of the research and some background information about the resort that were gathered from a phone conversation with the resort owner, Mr. Miguelito Camacho. Among the Green Initiatives activities of the resort, the participants experienced the beach cleanup during the first day of the trip, and tree planting on the second day (photos in Appendix 1). The participants also observed various signages and informational posters related to the resort's waste campaign and a World War II map that traces the chronology of significant events in the Bataan peninsula in early 1942 (photos in Appendix 2). A

resort staff conducted a brief informational talk about the natural environment within the resort and the historical significance of the place in reference to World War II (photos in Appendix 3). Unfortunately, the weather during this trip did not permit the participants to snorkel at the underwater art gallery.

During the two-day trip, the participants maximized the opportunity to be at the beach. They spent enough time to enjoy the beach as they normally would during personal vacations to complete the “beach goer” experience—an important factor in this study to maximize the participants’ interpretive experience with the beach.

Data Gathering

Before leaving the resort, the participants and I had a focus group discussion. This activity was recorded with the participants’ permission. It was a semi-structured discussion that sought to gather the participants’ interpretation of their interpretive experience at Playa La Caleta. The participants were asked about their most significant experience during this trip, what made it significant, and what thoughts came to mind while they were experiencing it. They were also asked about the insights they gained from the experience, how they perceive those insights to affect their pro-environmental behavior in their next beach visits, and how that behavior would look like. The transcription of the focus group discussion is in Appendix 4.

A few weeks after the beach trip, I reached out to each participant with a set of questions and requested them to respond individually. Some of the questions were similar to those raised during the focus group discussion. The questions were asked again to validate the participants’ initial responses and gather any additional thoughts they may have. Individual responses are in Appendix 5.

Data Analysis

Data gathered were analyzed using the Interpretative Phenomenological Analysis (IPA) framework (Smith, Flowers, and Larkin, 2009). IPA is a dominant qualitative research methodology in many academic disciplines. Its emphasis is on the convergence and divergence of experiences, as well as its mission in examining detailed and nuanced analysis of the lived experience of a small number of participants.

IPA is an integrative hermeneutic phenomenology first proposed by Jonathan Smith in a paper that argued for an experiential approach in psychology that could equally dialogue with mainstream psychology. Its structured approach and qualitative orientation seem to appeal to other disciplines in human, social, and health care research. IPA has two primary aims: to look in detail at how someone makes sense of life experience, and to give a detailed interpretation of the account to understand the experience (Tuffour, 2017).

The analysis process in IPA considers the interpretations of both participants and researchers regarding the phenomena. Using this framework to analyze qualitative material can be a stimulating yet complicated and demanding task. It is recommended that researchers deeply immerse themselves in the data and step into the participants' shoes, so to speak. The goal of IPA is to provide evidence of how participants comprehend the phenomena being studied while also documenting the researcher's own interpretive process (Pietkiewicz and Smith, 2012).

Following Pietkiewicz and Smith's (2012) guide to using IPA, the focus group discussion recording was transcribed. I then embarked on a meticulous examination of the transcript and the participants' individual written responses. According to Pietkiewicz and Smith, this practice helps researchers immerse themselves into the

data, reviving the ambiance of the interview, and the context in which it took place. Each review of both the transcript and the audio recordings unveiled new insights. I also took note of observations and reflections about the focus group discussions and individual interviews, and other thoughts and remarks that may be significant. Various aspects of those interactions such as the content of discussion, language use, context, and preliminary interpretive remarks were considered. Thoughts around personal reflexivity also emerged and were included in my notes.

When I felt satisfied with my note-taking exercise alongside the repeated reviews of the transcripts and recordings, my focus then shifted to these notes. At this stage of the IPA framework, the objective is to transform those notes into emerging themes. Typically, during this phase, researchers strive to formulate succinct phrases at a higher level of abstraction, possibly reflecting a new concept, while remaining rooted in the specific details of the participants' narrative. Afterwards, connections among the emerging themes were identified, grouping them based on conceptual similarities, and assigning a descriptive label to each cluster. Some themes may be dropped at this point if they do not align with the developing structure or lack a strong evidential base. The final list may include numerous overarching themes and subthemes.

After this thorough data analysis, the narrative account of the study, presented in the following chapter, is composed. This entailed describing each identified theme and illustrating them with interview excerpts, accompanied by the researcher's analytical commentary. Utilizing the interviewees' own words to exemplify themes serves two purposes: (1) it allows readers to evaluate the relevance of the interpretations, and (2) it preserves the authenticity of the participants' personal experiences.

Chapter IV

RESULTS AND DISCUSSION

Aware of the growing solid waste problems in beaches in the Philippines and recognizing the influence of members of Generation Z on the tourism industry, I embarked on this research to understand the interpretations of members of Generation Z of their interaction with the beach through an interpretive experience. Six Gen Zer research participants, whose identities are anonymized in this research using fictitious names (Ari, Ciana, Jan, Raia, Janina, and Berna), held an overnight beach trip to experience interpretive beach activities at Playa La Caleta in Morong, Bataan.

Participants' previous beach experience

At the start of the focus group discussion, I requested each participant to say something about themselves and their previous beach experiences. It is notable that each one mentioned their family's preference for vacations.

***Jan:** Mahilig po talaga ako mag beach kasi yung family ko mahilig sa staycation. We love travelling... rather na bibili ng luxurious items, kami po mas gusto naming yung experience kasi marami syang benefit. Family bonding, you connect to other people... when you learn about the experience, the environment, the culture kung saan ka napupunta, iba po yung upbringing noon lalo na sa bata. Mas nagiging open-minded tayo, aware sa paligid.*

(I'm really fond of the beach because my family enjoys staycations. We love travelling... rather than buying luxurious items, we'd rather spend for experience because it has a lot of benefits. Family bonding, you connect to other people... when you learn about the experience, the environment, the culture in the places you go to, it affects a child's upbringing. We become open-minded and aware of our surroundings.)

***Berna:** Yung family ko naman more on nature talaga, hindi lang beach. Farm, ganyan. Tapos sa beach naman siguro at least twice a year kailangan makapag beach kami.*

(My family enjoys nature in general, not just the beach. Farm, that kind of thing. But it's a must that we go to the beach at least twice a year.)

Janina: *Yung family ko mahilig din mag beach. Actually parang same sa kanila na every year hindi mawawala yung beach sa amin, unless nung nag pandemic syempre. Tapos mas nadagdagan siya sa family ng boyfriend ko na sobrang mas madalas po silang lumabas and lagi lang ako hinahatak.*

(My family also loves going to the beach. Actually, it's almost the same as the others, we go to the beach every year, except during the pandemic. Then there's my boyfriend's family who also like going out a lot and they always tag me along.)

Raia: *Kami sa family namin hindi talaga kami ma-beach pero sabihin na nating seasonal. Or kung sino lang may gustong mag celebrate doon na mag-beach pero ako personally gustong gusto ko pumupuntang beach kahit ayaw ako payagan.*

(My family is not really into beaches, it's a seasonal experience for us. We'd only go if someone wants to celebrate something, but personally I love going to the beach though they don't permit me.)

Ciana: *Yung sa family ko, hindi po.. homebodies po talaga both parents, tapos yung brother ko po kasi is working so wala siyang time to go to the beach or mag travel... kasi nga yung parents ko po ay old, senior citizen na po, mahirap gumalaw tapos... ako po personally, nature person. Mas ma-bundok, and lately po hindi po kami napupunta sa beach, mostly falls.*

(Not really for my family as my parents are both homebodies. My brother is working, so he doesn't have time to go to the beach or to travel. My parents are senior citizens, so it's difficult for them to move around. But personally, I'm a nature person. I prefer the mountains and falls, and haven't been to beaches that much lately.)

Ari: *I would say our family, mga once or twice a year mag beach.*

(I would say our family, we go to the beach once or twice a year.)

A significance of this research is to provide a Philippine perspective into the study of environmental interpretation and pro-environmental behavior, particularly from the perspective of members of Generation Z. The participants' statements above provide that distinction. They denote that Filipino Gen Zers' preference to visit beaches are influenced by their families. The frequency and destination of their travels depend on their family's plans or preference. Keeping with family travel traditions and practices may be a unique characteristic of Filipino Gen Zers compared to their counterparts in the West who prefer to travel solo and on their own terms.

The participants' family travel traditions also demonstrate their exposure to the state of beaches in the Philippines. Most of them regularly go to beaches, thus have had several opportunities to observe and experience the growing solid waste issues in Filipinos' favorite travel destination.

The beach means peace of mind

Like many other Gen Zers their age, the research participants were locked up at home during most of their college years due to the COVID-19 pandemic, hence their eagerness to travel for a change of scenery. They felt happy and at peace when they were close to nature.

Ari: Ano lang ako, happy to be here. Tapos, pinaka-favorite ko talaga kapag nasa dagat nanunuod ng sunrise or sunset. Yun lang, ayun lang talaga happy to be here... Lalo na kasi nag pandemic eh. So, lalo na ngayon kasi ilang taon kang nakakulong lang sa bahay. So pag lumabas ka, breather talaga.

(I'm just happy to be here. Watching the sunrise or sunset is my favorite. Just that, just happy to be here. Especially since there was a pandemic. We were locked up at home for years. So being able to go out now is really a breather.)

Raia: *Gustong gusto ko talaga sumama sa beach trip na ito kasi gustong gusto ko nakakakita ng bago sa mata ko. Sobra kong naa-appreciate yung nature. Ang ganda tingnan kasi ang green, nakaka-refresh siya ng utak.*

(I really wanted to join this beach trip because I really like seeing new things. I appreciate nature very much. The greenery is so nice to look it, it refreshes my mind.)

Ciana: *Kasi fast-paced yung generation natin. Na parang lahat ng makita natin na nature, absorb talaga.*

(Because our generation is fast-paced, we really absorb every nature-related thing that we see.)

Janina: *“Absorb” means taking in the peace of mind na binibigay sa atin ng nature na di natin nakukuha sa city.*

(“Absorb” means takin in the peace of mind that nature gives us that we can’t get in the city.)

As digital natives, members of Generation Z have grown up with the internet and technology as part of their daily lives. They spend most of their time on their phone or other gadgets. Their world has almost been confined to social media and online applications, making their exposure to the natural environment very limited. Then the pandemic came and took away even the limited opportunities members of Generation Z had to commune with nature.

Given this context where members of Generation Z come from, it is understandable that the participants maximized the opportunity to be at the beach during our trip. Upon our arrival at Playa La Caleta, they looked rejuvenated and full of energy upon seeing the beach despite our five-hour drive to Morong. They took a lot of photos—solos and in groups, in different locations, and in different poses and

angles at each location. They said they wanted to remember every detail of the trip through those photos.

It was obvious to me how they longed to reconnect with nature after being disconnected from it for a long time because of the COVID-19 pandemic. However, it was interesting to observe the participants reconnecting with nature while at the same time staying connected on their phones and social media. As a member of Generation X, my tendency when at the beach is to disconnect from technology and just focus on the natural environment that surrounds me. For the Gen Zers, however, they connect with both technology and nature, giving each enough time so they can deeply appreciate the benefits each one can offer them at that moment.

After dinner, we saw a projector and screen set up by the beach, complete with native mats and throw pillows. It was movie night. Despite the soft drizzle, the participants excitedly ran to the mats. They did not watch the movie; they were talking and taking more photos (luckily, we were the only guests who went to the movie night setup, so we didn't disturb any other guests). One notable moment was when the participants fell quiet for a few minutes. It was one of the rare moments I saw them not using their phones, all of them at the same time—they just quietly lay down there, “taking it all in.”

As I think back, an observed characteristic of Gen Zers is their concern for mental health and well-being. This is consistent with the observed actions of the participants. The calming vibe that the beach environment gave them was so important that they wanted to maximize every opportunity they could get to “absorb” it. They listened to the splash of waves of the sea and breathed in fresh air—things that give them a semblance of tranquility that they do not get from their everyday reality in the

city that they live in. And the photos, aside from being contents for their respective social media accounts, serve as a reminder of the peace of mind they felt at the beach.

Therefore, it is vital for these Gen Zers to keep the beach environment clean, not only to have an Instagrammable background in their photos, but more importantly to attain the peace of mind that the beach gives them.

Exchange deal with nature

As the participants equate a clean beach environment with peace of mind, it is important for them that the beaches they go to are clean. As Janina shared during our focus group discussion,

***Janina:** Chine-check ko po talaga yung beach if malinis ba siya or marumi. Titignan ko talaga yung reviews. Syempre personally ayoko yung dagat na sobrang dumi. Bakit ka lalangoy sa ganoong dagat, 'di ba?*

(I really check if the beach is clean or dirty. I really check reviews. Of course I don't like beaches that are filthy. Why would I swim in that kind of beach?)

Berna also added that “if a place makes you happy, then keep it clean.” This could explain the excitement observed among the participants when they participated in the different interpretive experiences at Playa La Caleta, especially the ones that helped keep the resort’s beach area clean. They shared that their favorites were the following:

Free coffee. A signage at the resort’s dining area said, “Free coffee to any guest who fills a bucket of trash from the beach.” Below the signage was the bucket to fill. The participants smiled widely upon seeing the signage and immediately agreed among themselves that they’ll help each other fill the bucket—they wanted the free coffee! The participants explained that most of them were coffee lovers, hence the

eagerness to fill the bucket. They shared that they appreciated the exchange of benefits between them and the beach.

Raia: *So parang ako as a coffee lover, mas ginanahan ako. Gusto ko magpulot ng ganito, pupunuin ko ito. Hindi lang naman siya magbe-benefit sa akin, magbe-benefit din siya sa beach at sa mga taong nandun kasi na-enjoy ko na yung coffee, na-enjoy ko na yung beach na malinis, tapos nakatulong pa ako.*

(As a coffee lover, I felt motivated. I want to pick up (trash), I will fill this (with trash). I will not be the only one benefiting from it, but also the beach and the people here. Aside from enjoying the coffee, I also get to enjoy a clean beach, and I am able to help.)

Ciana: *It was truly remarkable because it not only encouraged people to keep the beach clean but also rewarded them for their efforts. It created a sense of motivation and positive reinforcement, making it a memorable experience... It encouraged me to keep the environment clean by incentivizing us with a free cup of coffee. It's a clever way to promote cleanliness and environmental responsibility while also rewarding individuals for their efforts.*

As digital natives, members of Generation Z are known to value instant gratification. Immediate rewards, such as enjoying a free cup of coffee after filling up a bucket with trash from the beach, can help keep them motivated. According to Hure (2024), one of the key strategies to engaging Gen Z is to offer them “instant, impactful, and sustainable incentives.” Studies suggest, however, that tangible rewards may be limited to short-term motivation as they can reduce people’s sense of autonomy and interest in the activity (Bandhu et al, 2024).

The free coffee signage seemed like a negotiation between the beach and the beach goers: *You clean me, I'll give you coffee.* For Gen Zers who are known coffee lovers, this was instantly a done deal and is thus an effective way to influence Gen Zers’ pro-environmental behavior.

Beach clean-up. A resort staff accompanied our group to another side of the resort where several small pieces of trash were stuck under stones, rocks, and coral remnants. Holding sacks as trash bags, the participants paired up to pick up trash in different areas of the beach. After almost an hour, the participants' trash collection filled half of a sack.

This was the first time for all the participants to take part in a beach clean-up activity. All of them shared that this was one of the most significant experiences they had during our beach trip, and they liked it. The experience made them feel good about themselves, knowing that they were helping the environment.

Ari: *Beach clean-up po yung tumatak sa akin kasi dati ko pa siyang gustong gawin... so ngayon nagawa ko na siya, fulfilling siya sa part ko. It brought happiness to my heart knowing that what I was doing can help our environment, no matter how small that act may be.*

(The beach clean-up made a mark on me because I've been wanting to do it... now that I've finally done it, it feels fulfilling for me. It brought happiness to my heart knowing that what I was doing can help our environment, no matter how small that act may be.)

Janina: *First time ko iyon gawin, yung beach clean-up. Ang saya lang kasi talagang nagtulong tulong tayo kumuha ng trash. Halos nakapunta na kami sad ulo ni Raia kasi sobrang daming kalat talaga. I really felt na nakatulong ako in a small way for our environment.*

(It was my first time doing a beach clean-up. It was fun because we helped each other pick up trash. Raia and I almost reached the end of the beach because there was a lot of trash. I really felt that I was able to help our environment in a small way).

Jan: *Mahilig po kasi ako maglakad sa beach, tapos nadagdagan pa nung clean-up. So parang nakaka-light lang din po kasi ng katawan. Tapos marami po yung impact nun, sa environment, sa akin.*

(I really like walking along the beach, then there was the clean-up. It felt good. It has so much impact for the environment and for me.)

Berna: *Parang lahat kami first time gawin ito. Parang kailangan naming ma-experience iyon at some point and since na-experience na naming na nag-start dito, parang gugustuhin pa naming ulit-ulitin sa ibang beaches na pupuntahan namin.*

(It seems that it's the first time for all of us to do this. It seems that we really needed to experience it at some point and now that we've experienced it here, we'd like to doing it again in other beaches that we'll go to.)

In contrast to tangible rewards, the concept of the intrinsic theory of motivation, originally put out by Edward Deci in the 1970s, posits that people are driven to engage in behaviors or activities due to personal interest or satisfaction, rather than external rewards or pressures. It is a self-motivated process where enjoyment, interest, and satisfaction from the activity itself are the primary motivators (Ryan and Deci, 2020). People tend to engage in activities or matters that they find personally meaningful. As such, intrinsic motivation is seen as a more sustainable influence towards long-term performance of desired behaviors (Bandhu et al, 2024).

Deci's theory was observed in practice from the research participants. After articulating their happiness in doing the beach clean-up, they conveyed their intent to do it again and be more environment-conscious in their actions.

Berna: *I think for me, siguro suggestion... hindi lang dito sa beach na ito but to all other beaches. Kasi parang, oo you came here for a vacation pero ano yung one hour of beach clean-up? It can go a long way and it makes a difference. Nandoon ka pa rin to have fun, pero iba yung gumagawa ka ng something para sa nagpapasaya sa iyo.*

(I think for me, maybe a suggestion... not just here on this beach but to all other beaches. Because it's like, yes you came here for a vacation but what is one hour of beach clean-up? It can go a long way and it makes a difference. You're still there to have fun, but you're doing something different for what makes you happy.)

Ari: *Gusto ko po yung sinabi ni Berna na keep it clean, the place that makes you happy. I think that's motivation enough para sipagin ka pa, kahit hindi lang dito sa PLC, kahit yung next na... ayan magdadagat sa*

Batangas next week. Kapag may nakita akong trash, pupulutin ko. Prior to this trip, kusa na sya sa akin so itutuloy ko iyon. Kung magkaroon ulit ng chance na magparticipate sa beach clean-up, gusto ko yung may sipit para hindi na kinakamay.

(I like what Berna said that you should keep it clean, the place that makes you happy. I think that's motivation enough for you to work harder, not just here in PLC, but even the next one... that will be going to Batangas next week. When I see trash, I pick it up. Prior to this trip, he was willing to be with me so I will continue with that. If I have the chance to participate in the beach clean-up again, I want the one with tweezers so I don't have to touch it.)

Score for the Sea. These are big signages installed in strategic places along the beach. Written on the signages is “Score for the Sea: shoot your plastic bottles here.” Below each signage is a basketball ring with a long net bag containing a few plastic bottles. In the late afternoon of our first day at the resort, the participants and I spent a couple of hours hanging out at the beach. When we first saw the Score for the Sea signage, I heard some of the participants remark “*ay ang ganda,*” owing to the colorful design of the signage. Then they started to look for plastic bottles and soon after, they were shooting free throws into the net. We all had a good laugh as one tried to block the other, as if they were really playing basketball.

It was evident during our discussions that Score for the Sea stood out to the participants. Their comments on this experience demonstrated their happiness and satisfaction.

Jan: *Na-appreciate ko yung signs po nila kasi environmental awareness po yun. Di ba kanina, nagbitbit pa ako ng bote kasi ang saya-saya, parang shoot-shoot lang. Lalo na kapag may kids kasi parang net talaga sya, so feeling mo nagba-basketball ka lang eh... I even took a video of those signs to keep reminding myself to be a responsible consumer and to opt for sustainable options.*

(I appreciated their signs because they promote environmental awareness. Earlier, I was carrying a bottle because it was fun, then just shoot. Especially when there are kids, because it's like a net, you'd feel like you're just playing basketball... I even took a video of those signs to

keep reminding myself to be a responsible consumer and to opt for sustainable options.)

Janina: *Pinakatumatak sa akin and hindi ko makalimutan is yung isho-shoot yung bottle sa recycling cage. I remembered my high school days, meron din po kasi na same recycling cage sa school namin before and I really enjoyed picking up bottles and throwing them inside. Mas mag-eejoy yung mga kids na mag-recycle kapag may ganoong type of activity na included and that is important para while they are still young, they know how to help in a small and simple way for our environment.*

(What impressed me the most and I find unforgettable is shooting bottles in the recycling cage. I remembered my high school days, there was the same recycling cage in our school before and I really enjoyed picking up bottles and throwing them inside. The kids will enjoy recycling more when there is that type of activity, that is important so that while they are still young, they know how to help in a small and simple way for our environment.)

Berna: *The signage gave me a sense of “kusang-gawa” (own initiative) and a reminder to be disciplined not only in the site but also in my own space when I go home or go to other places.*

Similar to the beach clean-up, the Score for the Sea signage influenced pro-environmental behavior among the participants as it gave them enjoyment and a sense of fulfillment knowing that they are able to help the environment. The signage served as a reminder to them to be responsible and disciplined in their actions towards the environment.

This brings me back to my earlier discussion about the importance of peace of mind for the members of Gen Z. It is notable that when the participants conducted these interpretive activities, their actions were defined by their desire to keep the beach clean because a clean beach gives them peace of mind.

Unlike the free coffee signage, the beach clean-up and the Score for the Sea signage did not give the participants any tangible reward, yet these two interpretive

experiences were the ones that stood out the most to them. The intrinsic reward—the peace of mind that they got from a clean beach—was more motivating to them. They found peace of mind as a more meaningful reward, hence the expressed intent to do more beach clean-ups. Interestingly, volunteerism is another characteristic observed among members of Generation Z. They gladly volunteer to participate in sustainable activities, owing to their concern for the environment and worries about issues around climate change.

Further into our conversations, more evidence of family influence was observed in the participants' comments on their interpretive experience.

Jan: *Lalo na kapag may kids kasi parang net talaga siya, so feeling mo nagba-basketball ka lang. Kung may family, tapos kahit at least 15 minutes each guest nitong resort makapag-contribute magtapon doon, yung paunti-unti na iyon, dadami sya.*

(Especially when there are kids because it really looks like a net, so you feel like you're just playing basketball. If there is a family, then each resort guest spends at least 15 minutes to contribute and spend time there, little by little, the effort will be bigger.)

Berna: *Gusto ko yung informational video lalo na kapag cartoons. Kasi kung cartoons, isipin mo tina-target mo na yung kids, tina-target mo pa yung adults.*

(Berna: I like informational videos, especially cartoons. Because if it's cartoons, think about it, you're targeting kids, you're also targeting adults.)

Ari: *Ang maganda kasi doon, kumbaga marketing perspective, magtutug ka doon sa bata. Bata yung una among kukunin ang loob. Tapos sasabihin nung bata sa magulang, "Ma, look at this, we shouldn't be throwing trash by the beach." Mahihiya na ngayon yung adults na "ay yung bata aware siya at alam niya kung anong gagawin."*

(Ari: The good thing is that, from a marketing perspective, you will target the child. The child is the first one we will take heart from. Then the child will say to the parent, "Ma, look at this, we shouldn't be throwing trash by the beach." The adults would feel ashamed upon realizing that the child is more aware and knows what to do.)

Janina: *Dapat maging good example pala siya.*

(Janina: So they should be a good example.)

These comments and suggestions show how Filipino Gen Zers uphold strong family ties, a characteristic that defines many Filipino families. The scenarios that the participants came up with involved interactions between family members, and their vision of how family members' interpretive experience at the beach could be enhanced. This exemplifies Filipino Gen Zers' strong consideration for family and how they would like to see their family members enjoy interpretive experience at the beach, like they did at Playa La Caleta.

In the preceding exchange among Berna, Ari, and Janina, they cited an important concept—*hiya*. Lasquety-Reyes (2016) defines *hiya* as “an active and sacrificial self-control of one’s individual wants for the sake of the other people.” It is a unique Filipino concept that has no exact English translation but is sometimes related to the words “shame” or “embarrassment.” Based on the hypothetical situation that the participants described, *hiya* could serve as a leverage to encourage pro-environmental behavior among beach goers. In the Filipino context, it would be “nakakahiya” (embarrassing) if an adult would be called out by a child on proper waste disposal, more so if there are other people witnessing the exchange. Similarly, it would also be “nakakahiya” (shameful) to find out a child knows better than an adult, as described in the participants' hypothetical situation. As such, the adults would tend to control themselves (i.e., sacrifice the convenience of just leaving trash anywhere) and behave in a manner that would make them good examples to children.

Going beyond the beach

As I reviewed the recording and transcription of our focus group discussion, I realized that our discussion has gone beyond observing pro-environmental behaviors at the beach. The beach clean-up experience elicited various reactions and emotions among the participants. Ari and Jan, for example, expressed disappointment towards those who left trash at the beach. Their words and the tone of their voice were evidently out of annoyance.

Ari: Kasi nung nag-beach clean-up, nakakuha kami ng diaper! Parang mapapaisip ka, maiinis ka sa mga tao na, 'ano bang ginawa ninyo dito?' Bakit ang daming plastic cups, basyo ng candies, straw, puro plastic.' Mapapaisip ka, sobrang hirap ba sa kanila na yung ganoon kaliit na plastic ng candy, hindi na lang muna nila ibulsa? Kailangan doon pa talaga nila itapon? Nakakainis... nakakadiri eh. Nasaan yung modo ng mga tao para magtapon na lang?

(When we did the beach clean-up, we got diapers! It will make you think, 'what did you do here?' Why are there so many plastic cups, candy wrappers, straw, they're all plastics! Is it too difficult to pocket a small piece of candy wrapper? Do they really need to throw it there? It's annoying... it's disgusting. What were these people thinking to just litter here?)

Jan: Kailangan ng discipline. Bakit sa ibang bansa or sa ibang place kaya nilang magtapon sa basurahan pero kung dito lang sa Philippines, hindi nila gagawin? Pag tayo dalhin sa Singapore, we know very well that strict sila. Bawal magtapon ng chewing gum or something. That's what's lacking sa ating Filipino culture. Mas marami yung taong hindi disiplinado. Yung mga foreigners, kung sa country nila hindi sila nagtatapon basta ng trash, pero pag pumunta ng Boracay, naa-adapt din kung anong nakikita nila sa Pilipino na basta na lang tapon diyan.

(Discipline is needed. When people are in other countries or other places they throw trash in bins, but here in the Philippines, they won't do it. When we are brought to Singapore, we know very well that they are strict. Throwing chewing gum or anything is not allowed. That's what's lacking in our Filipino culture. There are many people who are not disciplined. Foreigners are disciplined when they are in their country; they don't just throw away trash. But when they go to Boracay, they also adapt what they see in Filipinos who just throw trash anywhere.)

Ciana, on the other hand, offered a different thought about the experience.

Ciana: ...more on the positive side kasi parang na-realize ko na, wow, may mga tao pa rin pala na ano... kasi kaunti lang yung napulot natin eh. Kasi mas maganda na yung kaunti yung napulot mo kaysa marami. Kasi ibig sabihin marami rin yung naglilinis besides us. Maraming nakaka-appreciate sa beauty, gusto nilang ma-preserve, gusto nilang ma-maintain yung beauty ng paligid. I'm so thankful na may ibang tao pa rin na nakaka-appreciate sa environment tulad ng beach.

(...more on the positive side because I realized, wow, there are still people who... because we only picked up a few trash. It's better that you picked little than many, because that means there are other people cleaning the beach besides us. There are many people who appreciate the beauty of the beach. They want to preserve it; they want to maintain the beauty of the surroundings. I'm so thankful that there are still other people who appreciate the environment like the beach.)

These comments manifest the role of the participants' early exposure to the beach environment and the observed heightened environmental awareness among members of Generation Z. They have seen similar situations before, when they went to different beaches in the past with their respective families, but perhaps couldn't do much as they were young children back then. The participants did say that they've always wanted to do beach clean-ups, but this was their first time. Now that they had done it, while there was a sense of fulfillment and satisfaction, there was also annoyance on other people's behavior. These reactions prompted the participants to think about our culture and the need to rewire it. Jan's comments indicate that if Filipinos can adjust to different cultures and practices when they are in different countries, then perhaps a rewiring of the Filipino culture towards the environment could also be aimed for.

Additionally, the preceding discussion brought the participants to think about the source of the trash and how they could practice pro-environmental behavior even when they are not at the beach.

Berna: Parang, it's basic na lang na kalat ko 'to, ako magtatabi nito.

(Berna: It's like, it's just basic—this is my mess, then I'll clean it up.)

Jan and Janina: Claygo!

(Jan and Janina: Claygo! [clean as you go])

Raia: Yung tipong nasa mall ka tapos wala kang mahanap na basurahan, ikaw na mismo yung mahiya, dalhin mo na sa bahay mo yung basura mo.

(Raia: It's like when you are at the mall and can't find a trash can, be ashamed, take your trash home.)

Ari: Kung may bag ka naman, eh di i-bag mo muna. Hindi yung magtatapon ka lang basta thinking na may magpupulot naman niyan. Hindi tayo uunlad kapag ganon eh.

(Ari: If you have a bag, put your trash there. It's not that you just throw it away thinking that someone will pick it up. We will not progress if this is how we behave.)

Janina: Ibulsa mo!

(Janina: Put it in your pocket!)

Ari: Hindi lang po talaga siya sa beach eh, everyday occurrence siya na makakakita ka yung jeepney driver nagtapon ng kung ano sa kalsada. Hindi lang po sa beach, talagang makikita mo rin siya sa city.

(Ari: It's not just when we're at the beach, it's an everyday occurrence that you'll see the jeepney driver throw something on the road. Not only on the beach, you can actually see this practice in the city as well.)

Berna: Galing sa city tapos mapupunta sa beach kasi wala ring proper disposal yung iba (na place). Hindi talaga siya mas-stop hangga't walang bigger and better... (laughs). It's a cycle.

(Berna: It comes from the city and then goes to the beach because there's no proper disposal practices in other places either. It will not really stop until there is bigger and better... (laughs). It's a cycle.)

Arlene: It's a cycle, it's a system...

Jan: Yes, exactly.

Arlene: Na dapat may mabago.

(Arlene: That needs to change.)

Berna: May mag break.

(Berna: That we need to break.)

At some point during our discussion, the participants highlighted the need to start from the source and reduce the use of plastics. According to them, if less plastic materials are used, then there is a higher probability of lessening plastic wastes that end up in beaches. The participants cited examples of more environment-friendly options of things that have traditionally been made of plastics.

Ari: *Bring your own straws.*

Janina: *Yung bayong...*

(Janina: The baskets...)

Ciana: *Hindi lang 'yun eh, actually ngayon compared before mas naa-adapt na natin yung pag conserve ng environment. Marami na yung mga paper straws, wooden spoons, 'di ba? Wala na masyado yung mga styro.*

(Ciana: Not just that, compared to previous practices, we have adapted to practices that conserve the environment. It's more common now to use paper straws and wooden spoons, right? Styros and not used that much anymore.)

Ari: *At saka mga reusables.*

(Ari: Reusables, too).

Ciana: *Mostly ganon na eh kaya it's another step towards the goal that we aim.*

(Ciana: We mostly use them now, so it's another step towards the goal that we aim.)

Ari: *Kaya ito naturo ko (insulated water bottle), ang dami kasi nating nakuha na plastic cups. Bring your own tumbler, guys!*

(Ari: That's why I was pointing to this insulated water bottle, because we got a lot of plastic cups [from the beach clean-up]. Bring your own tumbler, guys!)

Raia: *Kaya rin nauso yung mga tumbler tumbler na ganyan eh.*

(Raia: That's why those tumblers have become a trend.)

Berna: *Kesa bibili 'yan sila ng tubig sa labas, so another plastic pa 'yon.*

(Berna: Instead of buying bottled water, because that's another plastic.)

Ciana: *At saka parang worth it din pala yung mga budol. Yung mga budol na ganito, reusable na straw.*

(Ciana: Also, “budol” is sometimes a worthy cause. Such as this, a reusable straw.)

Raia: *Makakatulong din naman siya eh.*

(Raia: It can also be helpful.)

Berna: *Hindi lang sa’yo, pati sa iba na rin.*

(Berna: Not just for you, but for others as well.)

Jan: *Siguro tita, ayon may chips, so siguro hanggang reduce lang ‘yung magagawa natin as mga “normal” na tao. We cannot really eliminate yung plastic. But, siguro kung halimbawa yung mga companies ngayon, yung mga factories na ‘yan mag shift sila na imbes na plastic, yung mga lalagyan ng chips na ‘yan, pwede naman ‘di ba yung mga paper... Kaya nga naimbento na yung paper source(?) ganyan. So hindi rin lang basta talaga sa part natin eh. Kasi mare-reduce yung mga kalat sa ganyan, kasi kung papel lang mas madali matutunaw nga lang din yun basta-basta eh. Pero kung mag pa-participate ‘yung mga ‘yan at magpo-produce sila ng mga eco-friendly talaga, tayo mismo madadalian sa pag consume natin ng products.*

(Jan: In my opinion, as regular consumers, we can only do so much. We cannot really eliminate the use of plastics. But if companies or factories consider shifting to more environment-friendly packaging materials, for those chips as an example, maybe they could use something that is paper-based so it’s easier to decompose. So it’s not just us who have a part here. If producers would opt for eco-friendly materials, it would be easier for us consumers to patronize their products.)

It seemed to me that these proactive thoughts are related to the importance of peace of mind to members of Generation Z when going to the beach. The interpretive experience at Playa La Caleta prompted the participants to analyze the solid waste problem in beaches and think proactively about protecting the beach environment not only when they are at the beach, but also when they are going about their respective daily activities. The extent of our discussions demonstrates the research participants’ strong desire to keep beaches clean so that they can keep enjoying the peace of mind that clean beaches give to them. These exchanges also show how members of

Generation Z value sustainability. According to Henry (2024), this generation is “deeply concerned about social and environmental issues. They hold companies accountable for their ethical practices and sustainability efforts.” However, as for the participants’ sustained behavior after their interpretive experience at Playa La Caleta, I am unable to ascertain whether the participants were able to start and/or sustain these expressed pro-environmental behaviors due to the limited time for data gathering for this research.

The preceding discussions and analyses brought me to the realization that indeed, Tilden’s philosophy on interpretation still stands true to this day. For members of Generation Z, the interpretive activities and signages guided them to understand the beach environment—that it needs to be kept clean so that in turn, the beach can give them the peace of mind that Gen Zers want to get when they go to beaches. However, it is important to note that while the components of Tilden’s philosophy (interpretation, understanding, appreciation, protection) remain observable in the participants’ interpretive experience, they occurred in a different sequence in this research. Interpretation was followed by protection, then appreciation, then understanding. There may be different factors that affected this change of sequence, such as the following.

Participants’ awareness. Before the data gathering, participants were briefed on the objectives of the research and were given an overview of the interpretive experience that awaits them at Playa La Caleta. Their awareness of this information may have influenced them to immediately take actions towards protecting the beach environment. After all, the interpretive experiences involved inviting resort guests to take environment-friendly actions.

Additionally, it has been previously noted that members of Generation Z, being digital natives, have easy access to a wealth of information thus have heightened awareness especially on societal and environmental issues (ETC, 2020). Being aware of the state of beaches in the Philippines, because of online resources and/or their previous beach trips with their families, may have prompted the participants to immediately act (pick up trash) to help protect the beach environment without the need for discussions or further information to understand the situation. It seemed that they already knew what they were dealing with.

Generational difference. Freeman Tilden's book "Interpreting our Heritage" came out in 1957. In this book, Tilden established the principles and theories of park interpretation that many interpreters worldwide abide by. This book also contained Tilden's famous quote, "*through interpretation, understanding; through understanding, appreciation; through appreciation, protection.*" During that time, environmental activism was just beginning to accelerate due to the growing concern on the effects of continued industrialization, urbanization, and other economic activities to natural resources and public health. Various advocate groups' movements focused on raising awareness about environmental issues (University of Michigan, n.d.).

On the other hand, and as previously noted, members of Generation Z are already aware of our environmental issues and are concerned about this, hence the tendency to immediately act towards protecting the environment. There was no need to provide them with information; they are already informed. Neither did they need to be convinced; they are more than convinced, they are concerned.

Research design. The sequence of activities during data gathering may have also affected the participants' interpretive experience. As the interpretive activities involved picking up trash from the beach, they already conducted "protection" actions

at the early part of the experience. Afterwards, they were given time to hang out at the beach, during which they demonstrated their “appreciation.” The last activity was our focus group discussion where “understanding” was prominent. Interestingly, the participants’ understanding of the environmental issues transcended beyond the beach. Coming from a generation for whom sustainability is valued, the participants’ interpretive experience led them to analyze the sources of the problem—lack of discipline and poor environmental culture and practices, among others.

Perhaps if this stage of “understanding” is followed through, maybe Tilden’s philosophy could be observed again in its original sequence. In fact, the participants have expressed related “appreciation” during our discussion and in the individual questionnaires that they were requested to answer, as cited earlier. Most of them shared their realizations about how their usual day-to-day actions could be contributing to the accumulation of solid waste in the city that may eventually end up in beaches. They expressed plans towards “protection,” i.e., to engage in more sustainable practices to better protect the environment.

Recommendations to enhance the interpretive experience

For the research participants, the free coffee, beach clean-up, and the Score for the Sea signage were the most significant experiences they had during our trip. Their description of the experience and subsequent explanation of what made those experiences significant to them demonstrated the importance of rewards, in tangible and intangible forms, in motivating pro-environmental behavior. It was like having an exchange deal with nature—the participants helped clean the beach by picking up trash, and they got something in return (free coffee, clean beach to hangout on, and most importantly, peace of mind).

As such, environmental interpretation initiatives in beach resorts or destinations may leverage on rewards as motivators of pro-environmental behavior among beach goers. Especially for intangible rewards, appropriate messaging is important to encourage sustainable pro-environmental behaviors. A suggestion from the participants surfaced during our focus group discussion. The participants and I had an engaging conversation around this topic, as follows.

Jan: *Pwede rin po tita, kasi 'yung mga sign puro "shoot your bottles here" or "free coffee," siguro kulang pa 'yung awareness like yung straw. Tayo kasi since nagi-internet tayo ganyan or mas proactive let's say, alam natin na kaya nag-shift yung paggamit ng straw kasi it's to save the turtles, more than the plastic siya. Kasi nga harmful siya sa ating mga turtles and other creatures. So kung magdadagdag pa ng sign siguro more on ano ba talaga yung impact nito? Like how much carbon dioxide if ever, ilan yung namamatay, kasi kapag ganoon mas naa-appreciate nila i-put into action yung nakikita nilang signages na "you put your trash here" and "shoot your plastic bottles." Kasi madaling makita "shoot niyo dito" parang basurahan di ba lagi nilang nakikita, hindi pa rin maisip na itapon. Pero kung yung may malaking sign diyan na "o, alam mo ba ito yan, patay 'yung mga turtles" ganyan.*

(Jan: We can consider, too, because the signs are just "shoot your bottles here" or "free coffee," maybe the awareness is still lacking. Consider the straw as an example. Since we always use the internet, we can make more proactive messages, like why the use of straws has shifted because it's to save the turtles, it's more than the plastic. Because plastics are harmful to our turtles and other creatures. So if were to add signage, maybe more on, what is the real impact of this? Like how much carbon dioxide if ever, or how many could die, because that's when they appreciate more and put into action the signages they see than just say "you put your trash here" and "shoot your plastic bottles." Because it's easy to see the "shoot here" signage, but if it's like a trash can that they don't always see, people would still not think of properly throwing their trash away. But if there is a big sign there that says "oh, did you know that, the turtles could die," or something like that.)

Ari: *Tug at the heart.*

Ciana: *Mostly sa mga living animals talaga, yung may life. Pag may naaapektuhan yung life na kunyari mga turtles mga ganyan, fishes, mas nau-urge sila tumulong kasi may soft spot sa mga living creatures.*

(Ciana: Mostly it's really the living animals. If life is affected, like turtles and fishes, people feel more urged to help because there's a soft spot for living creatures.)

Jan: *Kaya lang, nalilimutan lalo pag vacation mode tita.*

(Jan: But people tend to forget especially when they're on vacation mode.)

Arlene: *Exactly!*

Jan: *So kung makita nila yung signages, "ay oo nga pala bawal magtapon ng ganito kasi may mamamatay"*

(Jan: So if they see those signages, they'd remember "oh, yes, it's prohibited to throw this away because creatures could die.")

Ciana: *Hindi lang naman tao yung nakatira sa mundo eh.*

(Ciana: We're not the only living creatures on Earth.)

Everyone: *Yes!*

Raia: *Mag si-swimming sila tapos makikita nila may patay na pagong.*

(Raia: They'll swim, then they'd see a dead turtle.)

Ciana: *Mostly kasi ang nakikita lang ng tao is yung nasa land. Nakakalimutan nila yung nasa sea.*

(Ciana: Mostly people only see what's on land. They forget about those living in the sea.)

Janina: *Yung mga nasa ilalim na.*

(Janina: Those that are beneath the waters.)

Arlene: *Kasi nga out of sight, out of mind.*

(Arlene: It's because out of sight, out of mind.)

To further support this messaging, the participants noted the need to increase resort staff's interpersonal interaction with guests specifically to emphasize and/or demonstrate the resort's environmental advocacy. This topic also generated an interesting exchange among the participants:

Ciana: *Sa akin tita may naisip ako. 'Yung hindi lang puro signages, yung mismong staff ng PLC magsasabi. Parang "we are a clean resort.."*

(Ciana: I just thought of something. Aside from the signages, PLC staff should also say it. Something like, “we are a clean resort...”)

Berna: *Pag nagl-lunch ‘di ba? “Uy around 3 PM magpupulot kami ng basura sa beach baka gusto niyong mag-join.”*

(Berna: While having lunch, right? They could say, “hey, we’re doing beach clean-up at 3 PM, you might want to join us.”)

Ciana: *Oo, ‘yung ganon. ‘Yung mismong staff, sa kanila mismo manggagaling.*

(Ciana: Yes, something like that. The message should come from the staff themselves.)

Raia: *Okay rin yung may security na nagpapatrol na “uy may tinapon ka (sa beach) ‘di ba?” Pero in a good way, in a respectful way na “may trash can po doon baka pwede pong pakitapon na lang doon.” Yung mga ganoon. I mean, magandang impact ‘yun imaginin mo mahihiya na rin sila (na magtapon), hindi na nila uulitin.*

(Raia: It may also be good to have a security guard who patrols the area and remind guests in a good and respectful way that “there’s a trash can over there, could you please throw your trash there.” Something like that. I mean, it could have a good impact. Imagine, guests could feel embarrassed to be called out, so they won’t do it again.)

Janina: *Pupulutin na nila.*

(Janina: They will then pick it up.)

Ciana: *Kasi pag signages parang “okay, tapos?” Hindi na nila pagsasabihan ka talaga eh.*

(Ciana: Because with the signages, it’s like “okay, so?”. Then they won’t bother. It’s different when someone tells you directly.)

Raia: *Parang every two hours, may naglalakad dyan para mahuli nila. Ikaw na mahihiya noon na ay oo nga, hindi ko na uulitin. Parang tatatak na rin sa kanila iyon, so ayaw na nila maulit.*

(Raia: Every two hours, there could be someone walking around to catch those who throw trash at the beach. You’d then feel embarrassed, so you won’t do it again. It would make a mark on them, and they wouldn’t want to be embarrassed again.)

Ciana: *Napuna na kasi sila.*

(Ciana: Because they’ve already been called out.)

An interpreter's role is pivotal in environmental or nature-based interpretation. According to Munro et al (2008), along with the importance of the message being conveyed to tourists, the use of interpersonal communication is crucial in evoking emotion as a catalyst to encourage pro-environmental behavior. Additionally, certain characteristics of the interpreter, in particular their confidence, passion, sincerity, and charisma, are strongly correlated with positive visitor outcome (Stern and Powell, 2013). Playa La Caleta's staff could benefit from appropriate training to develop these characteristics and make the resort's interpretive activities more meaningful and impactful to their guests.

In the preceding conversation, the participants cited again the concept of *hiya* as a leverage to encourage pro-environmental behavior among beach goers. For example, reminders of good waste disposal practices, when conveyed in a respectful manner by resort staff to guests, could cause guests to feel *hiya* and prompt them to abide by the reminders.

Another suggestion from the participants is the creation of informational videos that promote pro-environmental behavior. These videos may be played upon arrival of guests to welcome them to the resort and provide guidance on the resort's policies. Additionally, such videos may be played during movie nights by the beach (this is a free activity every night). Similar to when watching movies in cinemas where an informational video on cinema etiquette is usually played before the movie, Playa La Caleta could consider producing an animated video focusing on encouraging pro-environmental behavior among guests. The participants' discussion went like this:

Berna: *I think, kasi 'di ba nago-offer sila ng bonfire tapos movie? If ever man na maraming guests tapos syempre nandoon sila for the movie, siguro a video na infomative enough na parang bago sila manuod ng movie or after nila manuod ng movie...*

(Berna: Since they're offering bonfire and movie, if there are many guests and they go to the beach for the movie, perhaps they could show a good informative video before or after playing the movie.)

Janina: Or commercial.

Berna: Oo or commercial na ganon, kasi parang papanoorin yan bibigyan ng atensyon eh. Kahit hindi binigyan ng isa ng atensyon, may ibang nakatingin (nagbigay atensyon) noon tapos habang nandoon sila, parang "nandito ako sa beach tapos ganon (naglilinis) 'yung ginagawa nila" parang may kick-start na may initiative na gawin ko nga ito bukas na parang ganoon yung papasok sa isip nila.

(Yes, or a commercial. Because if they're watching it, they would give attention to it. Even if one doesn't give attention, there are others who will. While watching, they could think "since they do beach clean-ups, might as well check it out tomorrow while I'm here at the beach." It could kick-start their initiative.)

Arlene: So parang, if I understood it correctly, parang informational video?

(Arlene: So like, if I understood it correctly, an informational video?)

Everyone: Yes.

Janina: Parang sa sine, bago ka manuod ng movie.

(Janina: Just like in cinemas, before you watch a movie.)

Berna: Yeah... Gusto ko yung informational video lalo na kapag cartoons. Doon kasi ako mahilig.

(Berna: Yeah, I love cartoon informational videos. I'm fond of them.)

Janina: Mas bibigyan nila ng attention.

(Janina: They would give more attention to that.)

Berna: Kasi kung cartoons, isipin mo tinatarget mo na yung kids, tinatarget mo pa yung adults.

(Berna: Because if it's cartoons, think about it, you're targeting kids, you're also targeting adults.)

Ari: Ang maganda kasi doon, kumbaga marketing perspective, mag tutug ka doon sa bata. Bata yung una mong kukunin ang loob. Tapos sasabihin nung bata sa magulang "Ma look at this oh, we shouldn't be throwing trash (at the beach)" mahihiya na ngayon yung adults na "ay yung bata aware siya at alam niya kung anong gagawin."

(Ari: The good thing is that, from a marketing perspective, you will target the child. The child is the first one we will take heart from. Then the child will say to the parent, "Ma, look at this, we shouldn't be throwing trash by the beach." The adults would feel ashamed upon realizing that the child is more aware and knows what to do.)

Janina: *Dapat maging good example pala siya.*

(Janina: So they should be a good example.)

Drawing again from the influence of *hiya*, audiovisual material may be a good support to beach goers' interpretive experience to promote pro-environmental behavior. It has been observed that when tourists are on vacation, their pro-environmental behavior seems to be on a break, too. Informational videos shown to beach resort guests at the beginning and during their vacation could serve as reminders to "activate" their pro-environmental behaviors.

Finally, it is important to remember Filipinos' strong family ties, as the participants demonstrated before and during data gathering for this research. Interpretive experiences in beach settings should consider family-friendly strategies, designs, and messaging to attract beach goers' buy-in and influence their pro-environmental behaviors.

Chapter V

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

Summary

This research was initiated as a reaction to the growing solid waste problems in beaches in the Philippines. Recognizing the unique characteristics observed among members of Generation Z, especially their concern over climate change and interest for sustainable activities, this research aimed to determine the perspectives of members of Generation Z of an interpretive experience in a beach setting. Using the phenomenological tradition of communication, the research sought to understand how these perspectives are demonstrated in Gen Zers' behaviors towards the beach environment.

Six Gen Zer research participants joined an overnight trip to a beach resort in Morong, Bataan to experience various interpretive initiatives and help meet the objectives of this qualitative research.

Guided by the Interpretative Phenomenological Analysis framework, this research revealed that members of Generation Z view beach environments as a source of their peace of mind. Mental health and well-being are important to Gen Zers, therefore it is important for them to maintain cleanliness in beach environments to, in turn, achieve the peace that they expect to experience at the beach.

Maintaining cleanliness in beach environments to keep their peace of mind is so important to the Gen Zer research participants that their thoughts have gone beyond just keeping the beach clean. They considered their daily waste management practices as they believe mismanaged trash in the city usually ends up on the coasts.

Conclusion

This research revealed an interesting communication process between members of Generation Z and the beach environment through an interpretive experience. A negotiation-like dialogue came out of the experience and the observed behaviors of the participants were consistent with other studies that describe the common Gen Z behaviors. These include, among others, their heightened awareness, prioritization of mental health and well-being, their fondness of rewards and incentives, and preference for sustainable activities and actions. For Filipino Gen Zers, strong family ties and the importance of *hiya* are held with utmost importance.

With reference to the questions that guided this research, we found the following answers.

How does the communication process between the beach and the Gen Z beach goers shape Gen Zers' behavior towards the beach environment?

After experiencing various environmental interpretation activities, the research participants' communication process with the beach environment revealed a negotiation-like dialogue involving the reward each one can offer to the other. *Keep me clean and I'll give you peace of mind.* That was the deal. This dialogue highlights tangible and intangible rewards that beach goers could get when they keep the beach environment clean. While tangible rewards are appreciated, the research participants demonstrated that Gen Zers like them give more importance to intrinsic rewards—those that give them a sense of happiness and fulfillment; those that give them peace of mind, the reward from the beach that they value the most. In return, maintaining a clean beach environment favors the marine ecosystem as it enhances a healthy life in the seas and oceans.

How do Generation Z beach goers view environmental interpretation in a beach setting?

The Gen Z participants of this research found the value and potential of environmental interpretation in promoting pro-environmental behaviors among beach goers. The signages, for example, serve as prompts or reminders to beach goers to dispose of their trash properly, i.e., avoid littering on beaches. The beach clean-up, being the most significant experience for them, provoked them to be more analytical of the solid waste problem in beaches and think of creative and sustainable ways to address the issue. Some of their ideas included promoting the use of reusable materials instead of plastics, producing informational and family-friendly communication materials that leverage on the Filipino concept of *hiya*, and increasing resort staff's interpersonal communication with beach goers to reinforce the resort's environmental advocacies.

How do their views define their behavior towards the beach environment?

The Gen Zer participants' views of their interpretive experience brought them to reflecting on their daily waste management practices in the city that may eventually affect the beach environment. They expressed interest in maintaining pro-environmental behaviors that they already do—because as Gen Zers, their environmental awareness has previously prompted them to take sustainable actions such as purchasing reusable materials like insulated water bottles. They also conveyed their intent to change some practices like keeping small trash in one's own pocket or bag until there's a trash bin where these could be properly thrown, a practice that they could do not just on beaches but anywhere they may be. They plan to encourage their respective families and friends to do the same.

Recommendations

This research revealed an interesting outcome in terms of applying Tilden's philosophy on the interpretive experience of members of Generation Z. The change of sequence (interpretation to understanding to appreciation to protection) on the participants' experience (interpretation to protection to appreciation to understanding) could be explored further to determine if this observation would hold true with other Gen Zers. This new study, if to be pursued, may consider a combination of quantitative and qualitative designs to find out if the results of the current research would also apply to a larger number of Gen Zers while still benefiting from in-depth focus group discussions and one-on-one interviews with select participants. The new study could also consider having a longer timeframe for data gathering so that any actual and sustained behavior change that may occur as a result of the interpretive experience may be considered in data analysis.

The Gen Zer research participants provided various recommendations for Playa La Caleta's consideration to enhance their environmental interpretation initiatives. Among them are increased interpersonal communication initiated by resort staff to reinforce the resort's environmental advocacies, additional informational materials (signages and informational videos) with thoughtfully crafted messages that are family-friendly and better highlight rewards or incentives for keeping the beach clean, and initiatives that leverage on evoking *hiya* among resort guests.

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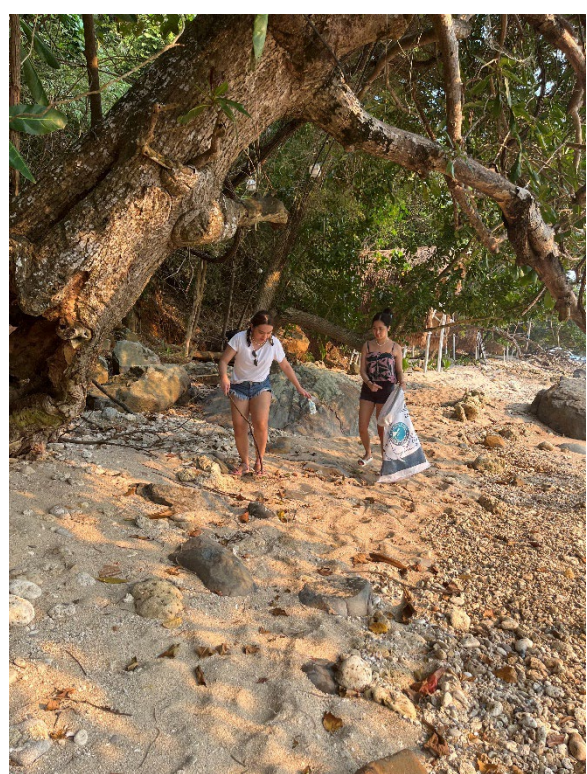
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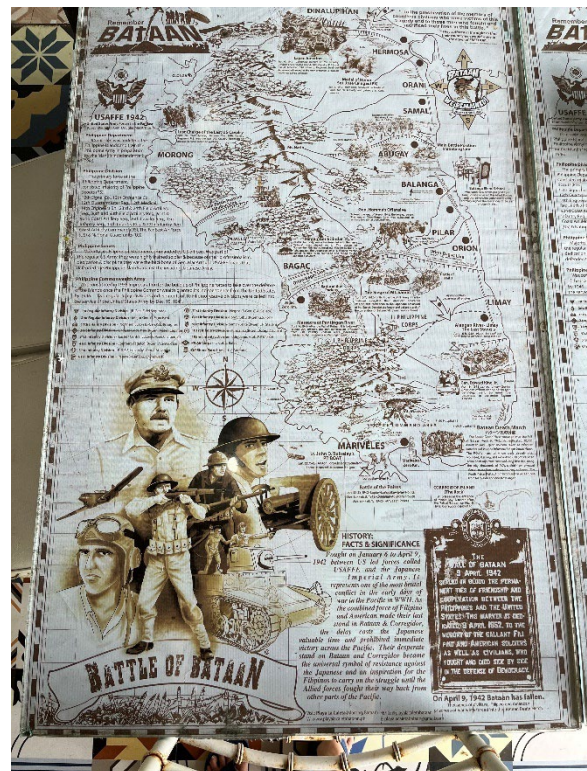
Appendix 1: Photos of Participants' Interpretive Activities at Playa La Caleta







Appendix 2: Photos of Interpretive Signages at Playa La Caleta





LAWIN (Brahminy Kite Eagle) *Haliastur indus*

Description The brahminy kite is a medium-sized bird of prey and are found in Southeast Asia. They are found mainly on the coast where they feed on fish and other smaller birds. Adults have a reddish-brown body plumage contrasting with their white head and breast which make them easy to distinguish. Their nests are constructed of small branches and sticks with a bowl inside and lined with leaves, and are located in trees. It is primarily a scavenger, feeding mainly on fish, but occasionally hunts live prey such as smaller birds.



PAWIKAN (Green Sea Turtle) *Chelonia mydas*

The green sea turtle is a species of large sea turtle. Its range extends throughout tropical and subtropical seas around the world, with two distinct populations in the Atlantic and Pacific Oceans. Like other sea turtles, green sea turtles migrate long distances between feeding grounds and hatching beaches. Their body fat turns green because of the consumed vegetation. Females crawl out on beaches, dig nests, and lay eggs during the night. Later, hatchlings emerge, and scramble into the water. After 30 years they come back to where they were born and lay their own eggs. Those that reach maturity may live to 80 years in the wild. It is listed as endangered by the IUCN and CITES and is protected from exploitation in most countries. Plastic Pollution harms turtles and is



TAKLOBO (Giant Clam) *Tridacna gigas*

The giant clams are the largest living bi-valve mollusks. They have two valves, one is for water intake, and the other releases the water after filtering. *Tridacna gigas* is one of the most endangered clam species, as listed by CITES. The giant clam lives in flat coral sand or broken coral and can be found at depths of as much as 5-20 meters. They can live to 100 years old and have a width of 1-1.5 meters. Its rapid growth rate is due to its ability to cultivate algae in its body tissue. The creature's mantle tissues act as a habitat for the symbiotic single-celled algae from which the adult clams get most of their nutrition. By day, the clam opens its shell and extends its mantle tissue so that the algae receive the sunlight they need to photosynthesize. *Tridacna gigas* reproduce sexually and are hermaphrodites (producing both eggs and sperm). Giant clams help build coral reef systems and provide food and shelter for marine animals.



Appendix 3: Photos During the Informational Talk by Playa La Caleta Staff



Appendix 4: Transcript of Recorded Focus Group Discussion

The focus group discussion was held on 20 June 2023 at Playa La Caleta, Morong, Bataan among the following individuals:

Researcher: Arlene
Participants: Jan, Berna, Janina, Raia, Ciana, Ari

Note: Participants' names are fictitious.

Arlene: Thank you muna sa inyong lahat for participating. Day 2 na tayo, pauwi na tayo. But before we go, ito na yung pinakaimportanteng part ng research ko. So, no right or wrong answer. Feel free to share kung ano yung naisip nyo, ano yung naramdaman nyo. This is a phenomenological study, meaning I'm after understanding your experience. Describe it and yun nga, kung ano yung mga natutunan nyo, naisip nyo, naramdaman nyo during this experience. As you know, the topic is about environmental interpretation. Meaning... interpretation is how you interpret your experience habang nandito tayo and with focus on environmental conservation lalo na mas naka-focus ako sa beach area. So...for purposes of our recording could each one please introduce yourself? Say your name, age, course niyo, how often do you go to the beach, ano yung mga favorite beach activities niyo and anything you would like to say about yourself.

Jan: Ako po si (Jan), 22 years old. Mahilig po talaga ako mag beach kasi yung family ko mahilig sa staycation. We love travelling and yung mom ko kahit senior na siya, kahit operada siya she would go flying fish yung mga ganyan na extreme pa. Helmet diving kakagaling lang niya sa operation sa eyes ata nalimutan niya bawal mabigat eh ang bigat! So ganun kaano yung family ko. Though homebody yung tatay ko pero kami pong siblings kahit nga takot, okay lang. Pero kasi diba yung iba po rather na bibili sila ng luxurious items, kami po mas gusto namin yung experience kasi marami siyang benefit. Family bonding, you connect to other people, yung distress niya kasi lalo ang toxic na po lalo ngayon lalo sa cities, tapos iba po talaga yung experience eh. When you learn about the experience, the environment, the culture kung saan ka napupunta, iba po yung upbringing noon lalo na sa bata. Mas nagiging open-minded tayo, aware sa paligid.

Berna: I am (Berna), 21 years old. Yung family ko naman more on nature talaga, hindi lang beach. Farm, ganyan. Tapos sa beach naman siguro at least twice a year kailangan makapag beach kami. Hindi ako mahilig mag swimming sa beach pero gusto ko yung nandon lang ako like, upo lang. Tingin tingin, picture picture, absorb talaga na andon ako at this time ganyan. Presentness.

Janina: Hi po I'm (Janina). You can call me (Janina). 23 years old po. Yung family ko mahilig din mag beach. Actually parang same sa kanila na every year hindi mawawala yung beach sa amin, unless nung nag pandemic syempre. Tapos mas nadagdagan siya sa family ng boyfriend ko na sobrang mas madalas po silang lumabas and lagi lang ako hinahatak ganon. And ayun po tita, ako hindi po ako kasi magantong...medyo maarte po kasi talaga ako lalo po sa mga insects yung mga frog ganyan. Sanay po kasi kami yung talagang hotel room ganon.

Raia: I'm (Raia), kahit ano na lang itawag niyo sa akin. I'm 22. Kami sa family namin hindi talaga kami ma-beach pero sabihin na nating seasonal. Or kung sino lang may gustong mag

celebrate doon na mag-beach pero ako personally gustong gusto ko pumupuntang beach kahit ayaw ako payagan. Pinilit ko lang 'tong beach trip na 'to kasi gustong gusto ko talagang sumama kasi gustong gusto kong nakakakita ng bago sa mata ko. Sobra kong naa-appreciate yung nature. Ang ganda tignan kasi ang green, nakaka-refresh siya ng utak. Kaya naeenjoy ko yung nandito ako. Gusto gusto ko pong mag j-jetski.

Ciana: I'm next? Hi! My name is (Ciana), you can call me (Ciana). I'm 22 years old from Antipolo City. Yung sa family ko, hindi po... homebodies po talaga both parents, tapos yung brother ko po kasi is working so wala siyang time to go to the beach or mag travel. I remember yung last travel namin... kasi nga yung parents ko po ay old, senior citizen na po, mahirap gumalaw tapos... ako po personally, nature person. Mas ma-bundok, and lately po hindi po kami napupunta sa beach, mostly falls ganon. And ano ako feeling ako I'm an extreme person. Ayun, (inaudible)...new adventures, mga extreme activities. And minsan lang ako pumunta ng beach kaya talagang sinusulit ko yung mga nakikita ko sa paligid, lalo na ngayon lang tayo parang...sa atin lang yung (place), solo natin. Sinusulit ko talaga yung view.

Ari: My name is (Ari), I'm 22 years old. I would say our family, mga once or twice a year mag beach. And tulad ni (Janina), maarte rin ako sa paligid. Pero takot ako talaga sa dagat, hindi ako yung mag snorkeling ganyan or mag dive. Ano lang ako, happy to be here. Tapos, pinaka-favorite ko talaga kapag nasa dagat nanunuod ng sunrise or sunset. Yun lang, ayun lang talaga happy to be here.

Janina: Wala masyado activities, chill lang...

Ari: (in agreement to Janina) Taking it in...

Ciana: Kasi fast paced yung generation natin. Na parang lahat ng makita natin na nature, absorb talaga.

Ari: Lalo na kasi nag pandemic eh. So, lalo na ngayon kasi ilang taon kang nakakulong lang sa (bahay). So pag lumabas ka breather talaga.

Raia: Kasi pag lumabas ka ng bahay niyo, puro (inaudible).

Ari: Oo, sa city. Kaya yung simoy ng dagat...

Raia: Fresh air...

Janina: The sound of the waves...

Ari: Pag naamoy mo, ang relaxing.

Arlene: Actually itatanong ko nga eh. When you say absorb, kasi parang ilang beses ko na rin narinig yun eh, "absorb." When you say absorb, how does that feel like? How does that look like? What are you absorbing when you say absorb?

Janina: The peace...

Berna: ...of mind...

Ciana: That we cannot get in the city.

Janina: Na binibigay ng nature na hindi natin nakukuha sa (inaudible).

Ari: ...sa city...

Arlene: Okay, sige... Salamat sa introduction. So before we actually start, may questions kayo regarding sa gagawin natin?

Raia: Wala naman po.

Arlene: Wala naman, okay. Eto na... Which part of your beach experience here in PLC yung masasabi niyong pinaka significant para sa inyo and describe what happened in that experience.

Raia: Actually tita, yung pinaka na-amaze talaga ako is yung pagkarating natin, nung natapat tayo sa trash can na may nakalagay “free coffee for everyone who will fill the bucket with trash from the beach.” So parang ako, as a coffee lover, mas ginanahan ako. “Gusto ko magpulot ng ganito, pupunuin natin ito.” Hindi lang naman siya mag bebenefit sa akin, mag bebenefit din siya sa beach at sa mga taong nandon kasi na-enjoy mo na yung coffee, na-enjoy mo na yung beach na malinis, nakatulong ka pa. So parang, “ay sige, ibigay niyo lahat ng bucket sa akin,” walang problema sa akin ‘yon as long as makakatulong ako, mag be-benefit ako, magbe-benefit yung nature, yung beach, okay lang sa akin. Sobrang na-appreciate ko kung gaano sila naging creative para sa resort nila.

Ari: To add doon sa kay (Raia), beach clean-up din po yung tumatak sa akin. Kasi dati ko pa siyang gustong gawin. Kasi nga diba, once or twice ako nag b-beach each year. Kapag may nakikita akong mga plastic plastic parang iniisip ko, “gusto ko yung may panungkit ako” yung sipit... Gusto ko talaga siyang gawin, so ngayon nagawa ko na siya. Fulfilling siya sa part ko. Pero, at the same time habang nandoon ka...Kasi kahapon, nung nag beach clean-up, sino ba yung kasama ko? Nakakuha kami ng diaper! So parang mapapaisip ka, maiinis ka sa mga tao na “ano bang ginawa niyo dito? Ba’t ang daming basyo ng plastic cups, ang daming basyo ng candies, straw, puro plastic.” Mapapaisip ka, sobrang hirap ba sakanila na yung ganoong kaliit na plastic ng candy hindi na lang muna nila ibulsa? Kailangan doon pa talaga nila itapon? So nakakainis lalo na nung nakakita rin talaga ako ng diaper. Sa totoo lang po nakakadiri eh. Kasi dagat, lalanguyan mo yan eh. Tapos biglang makakita ka ng diaper? Mapapaisip ka, nasaan yung modo ng mga tao para mag-tapon na lang?

Ciana: Same din sa kanila, yung beach clean-up natin pero more on the positive side kasi parang na-realize ko na “wow, may mga tao pa rin pala na ano...” kasi kaunti lang yung napulot natin eh. Kasi mas maganda na yung kaunti ‘yung napulot mo kaysa marami, kasi ibig sabihin marami rin yung naglilinis besides us. Maraming nakaka-appreciate sa beauty, gusto nilang ma-preserve, gusto nilang ma-maintain yung beauty ng paligid. Kaya ayon, I’m so thankful na may ibang tao pa rin na nakaka-appreciate sa environment, sa beach ganyan.

Berna: I think for me, siguro suggestion like, hindi lang dito sa beach na ito but to all other beaches... Kasi parang, oo you came here for a vacation pero ano yung one hour of beach clean-up? I mean, it can go a long way.

Everyone: It makes a difference...

Berna: Talaga, it makes a difference. So, katulad kahapon parang halos one hour lang din tayo pero ang dami na rin nating nakuha, paano kung yung ilang tao na 'yon na kahit one hour lang makakuha ng ganoon, so parang tuloy-tuloy siya. Kumbaga, nandoon ka pa rin eh to have fun, pero kasi iba yung gumagawa ka ng something para sa nagpapasaya sa'yo.

Everyone: (agrees)

Janina: Can I?

Arlene: Sige!

Janina: Ako, syempre sa beach clean-up din. Kasi yun yung pinaka ginawa nating activity kahapon. Personally kasi pag naghahanap (ng beach)...lalo na nung nagbeach kami with friends last April, chinecheck ko po talaga yung beach if malinis ba siya or marumi. Titignan ko talaga yung reviews. Syempre personally ayoko yung dagat na sobrang dumi. Ba't ka lalangoy sa ganong dagat 'di ba? Kaya kahapon yung ginawa natin, first time ko yung gawin. So, ang saya lang kasi... talagang nagtulong tulong tayong kumuha ng ano (trash)... Kasi kadiri talaga siya. (laughs) Kahapon nagtititili ako kasi parang may something na galing sa dagat. Pero kinuha pa rin namin kasi nga wala namang may gusto na lumangoy sa maruming dagat.

Arlene: Oo... Very good...

Jan: Sa akin po mahilig po kasi ako mag lakad. So sa beach, tapos nadagdagan pa nung clean up. So parang nakaka-light lang din po kasi ng katawan, tapos marami po yung impact nun. Sa environment, sa akin. (inaudible) Tapos na-appreciate ko yung signs po nila kasi environmental awareness nga po yun. 'Di ba kanina may bitbit pa akong bote kasi ang saya-saya parang...

Ari: Mag shoot shoot

Jan: Lalo na pag may kids kasi parang net talaga siya, so feeling mo nagba-basketball ka lang eh. So kung may family talaga tapos idagdag mo pa, kung idadagdag nila yung kahit at least 15 minutes each guest nitong ano (resort) na makapag-contribute magtapon doon, mag beach clean-up, talagang yung paunti-unti na 'yun, dadami siya.

Arlene: Next ko sanang tanong, "What thoughts came to mind while you were there or habang ginagawa niyo yung activity na yun..." pero na-share niyo na but kung meron pa kayong idadagdag...

Ari: Ako siguro more on consciousness. Kasi minsan hindi na natin mapapansin yung mga maliliit na (trash)... Siguro ganoon yung nangyari sa kanila kasi nga maliliit lang na mga basura so hindi na nila napansin siguro na, giving them the benefit of the doubt. Hindi na siguro nila napansin na nahulog pala. So para sa akin siguro, gusto kong... Personally gusto kong maging mas conscious sa waste ko. Yung kahit maliliit lang, kahit tissue lang yan ganyan or maliit na plastic, gusto kong i-practice, to make sure na natatapon ko siya sa tamang tapunan. Hindi siya yung makadagdag pa doon sa dumi na nakita natin.

Arlene: Insights ka na agad eh... Next question ko pa dapat 'yan eh...

Everyone: (laughs)

Arlene: Hindi kasi ang ano eh...Medyo fast-paced yung naging discussion natin kasi isa ko rin sanang itatanong, ano sa tingin niyo yung factors na nakatulong para maging significant yung experience...yung beach clean-up sa inyo? What made it significant for you or yun nga ano yung factors na naka-contribute at na-appreciate niyo yung...

Berna: I think tita, kasi parang lahat kami first time gawin 'to. So parang kailangan naming ma-experience 'yon at some point and since na-experience na namin na nag-start dito, parang gugustuhin pa namin ulit-ulitin sa ibang beaches ganyan na pupuntahan namin.

Ari: Tsaka gusto ko po yung sinabi ni (Berna) na you keep it clean, the place that makes you happy. I think that's motivation enough para sipagin ka pa, kahit hindi lang dito sa PLC, kahit yung next na... ayang magdadagat sa Batangas next week. Kapag may nakita kang trash, ay pupulutin ko.

Arlene: So ano 'yung likelihood na mangyayari nga 'yon sa tingin ninyo? Depending on how you know yourself na yung lessons na natutunan niyo from here, dadalhin niyo siya the next time na magbi-beach kayo. Yung hindi na kayo nagpa-participate sa study or anything.

Janina: Kusa mo na lang...

Raia: Personally tita ako, kahit hindi ako pumunta ng mga beach, applicable din naman siya sa household eh. Lalo na sa mga frontyard, of course sino bang may gusto na makikita mo yung tapat ng bahay niyo sobrang kalat. So I think it would be applicable sa mga household or kaya sa mga napupuntahan mo kung saan-saan. Of course with the permission na "pwede po ba akong mag linis?" I mean magandang thought na rin 'yon, ma-appreciate din po nila. Hindi lang dito yung pwedeng gawin natin, I mean gawin din at our home(?) po.

Ari: Ako I believe, hindi lang kasi siya yung pupunta ka doon para mag beach clean-up. Yung tipong tumatambay ka lang po tapos makakakita ako ng plastic ganyan, dadamputin ko na. Prior to this trip, kusa na siya sa akin. So, itutuloy and kung magkaroon ulit ng chance na mag participate talaga...

Arlene: Yung organized clean-up...

Ari: Yung project talaga na beach clean-up, gusto ko yung may sipit.

Janina: Para hindi kinakamay.

Berna: Oo, tsaka gloves.

Ari: Oo pwede din naka gloves.

Arlene: Anything else? Ano yung likelihood na maco-continue yung mga natutunan natin dito?

Ciana: Sa akin tita, most likely po mangyayari, mauulit talaga yun. Kasi ito na yung start ng practice ko para...'Yun nga para ma-practice ko na talaga yung paglilinis. Kasi minsan to be honest minsan yung mga candy hindi na mapapansin alam mo 'yun yung mga tissue, yung sa straw, yung cover ng straw pag nag Starbucks tayo kahit saan lang ganyan. So parang eye-opener siya na ay oo nga, mali nga pala 'yon, dapat nga talaga kahit yung maliit na bagay na ganon dapat hindi ko binabaliwala.

Jan: For me naman po, discipline. Kumbaga hindi lang dito, tama sila, sa household din. Nag apartment ako so nakita ko yung iba na parang kababaeng tao parang ang baboy sa bahay kasi wala yung discipline. And the Filipino culture itself, bakit sa ibang bansa or sa ibang place kaya nilang magtapon sa basurahan pero kung dito lang sa Philippines, hindi nila gagawin. Why? Because people adapt. So if our culture is like that... So pag tayo dalhin tayo sa Singapore, we know very well that strict sila. Bawal magtapon ng chewing gum or something, that's what's lacking sa ating Filipino culture. And kahit disciplined tayo enough, mas marami yung taong hindi disiplinado. Kaya Maganda, halimbawa kapag ito maki-keep up nila yung ganito po, nag-start sila ng ganito... Kasi nagiging aware tayo eh, makita natin yung mga signs, mamotivate tayo na oh, may bote. Shoot (doon sa net). Or may free coffee, tapon ka dyan. So magiging better po yung place, mundo, yung environment, male-lesser natin ang iyak ni mother earth. So discipline po talaga sa akin. Adaptation sa culture.

Ari: Dapat isipin nila si Nemo, kawawa. Mawawalan ng bahay.

Ciana: Si Ariel..

Everyone: (laughs)

Arlene: Curious question... Kasi bago natin nakita lahat ng mga trash na 'yun kahapon, na-wash up na lang sila ashore eh. What do you think about 'yung pag-iwas ng gamit ng plastic in the first place? Ano yung practices, kayo as beach goers, ano sa tingin niyo yung practices na pwede niyong magawa para mabawasan yung use ng plastics?

Ari: Bring your own straws.

Janina: Yung bayong...

Ciana: Hindi lang 'yun eh, actually ngayon compared before mas naa-adapt na natin yung pag conserve ng environment. Marami na yung mga paper straws, wooden spoons, 'di ba? Wala na masyado yung mga styro.

Ari: Tsaka mga reusables.

Ciana: Mostly ganon na eh kaya it's another step towards the goal that we aim.

Ari: Kaya ito naturo ko (insulated water bottle), ang dami kasi nating nakuha na plastic cups. Bring your own tumbler, guys.

Everyone: (agrees)

Raia: Kaya rin nauso yung mga tumbler tumbler na ganyan eh.

Ari: Insulated naman na yung mga tumbler na 'yan.

Berna: Bibili 'yan sila ng tubig sa labas so another plastic pa 'yon.

Ciana: Pero parang naging ano rin yung pandemic eh. Diba, parang, since nag pandemic nagkaroon ng sariling ganito, sariling ganyan.

Janina: Mas naging conscious yung mga tao

Ciana: Naging parang...

Berna: Mas malinis?

Ciana: Parang naging hygenic sila. Parang good thing din na nagka-pandemic kasi parang na-realize natin 'yung mga ganong maliliit na bagay. Hanggang ngayon naa-adapt na rin natin.

Berna: Mag alcohol every day.

Janina: Yeah, kada oras.

Berna: Tapos iisipin natin nung first time parang hay ang dumi pala. (laughs)

Everyone: (agrees)

Janina: Yung mga hindi natin ginagawa dati 'no?

Ciana: Tsaka parang worth it din pala yung mga budol. Yung mga budol na ganito, reusable na straw.

Raia: Makakatulong din naman siya eh.

Berna: Hindi lang sa'yo, pati sa iba na rin.

Arlene: Anything else na gusto niyong ma-share?

Jan: Siguro tita, ayon may chips, so siguro hanggang reduce lang 'yung magagawa natin as mga "normal" na tao. We cannot really eliminate yung plastic.

Janina: It's hard...

Ari: Yes...

Jan: But, siguro kung halimbawa yung mga companies ngayon, yung mga factories na 'yan mag shift sila na imbes na plastic, yung mga lalagyan ng chips na 'yan, pwede naman 'di ba yung mga paper... Kaya nga naimbento na yung paper source(?) ganyan. So hindi rin lang basta talaga sa part natin eh. Kasi mare-reduce yung mga kalat sa ganyan, kasi kung papel lang mas madali matutunaw nga lang din yun basta-basta eh. Pero kung mag pa-participate 'yung mga 'yan at magpo-produce sila ng mga eco-friendly talaga, tayo mismo madadalian sa pag consume natin ng products.

Ciana: Start sa source.

Jan: Yes...

Janina: And the bigger...

Berna: Companies na nag lalabas...

Ciana: Sige matamaan kayo (companies)

Everyone: (laughs)

Janina: Nagpatama? (laughs)

Ari: Actually may idadagdag pa ako... Ano lang siya, wishful thinking na parang sana hindi lang tayo yung ganito na nakaka-realize, nakaka-appreciate nung pagtulong sa environment. Sana mas maraming tao yung maging aware and hindi lang aware eh. Being aware is one thing, putting action into it is another. So be aware and put action into it. Kung ano yung pinresent sa'yo na fact, for example madumi yung beach, anong gagawin mo? Take part in the betterment of the environment. So wishful thinking siya na, ayun nga, sabi ni (Jan), sa culture, Filipino culture, sana magbago siya. Kasi may chance pa naman eh.

Jan: Oo kasi, tita, yung mga foreigners actually malilinis sila eh. Kung sa country nila hindi (sila mag tatapon basta ng trash) pero pag pumunta kang Boracay, minsan naa-adapt din nila, nakikita kasi nila sa Filipino na basta na lang tapon diyan. Tapos lalo na pag wala namang... Hindi naman highly encouraged, hindi bawa't ano may basurahan... So kung Filipino pa lang ganon, tapos yung mga tourist ganon, kasi nga sa culture.

Ari: Tsaka sana, hindi nila maging mindset 'yung "oh may magbi-beach clean-up naman dyan eh, okay lang 'yan. May mga mag pupulot naman diyan."

Jan: Problema kasi sa mga Filipino, masyado silang dependent. Kapag may kasambahay, pag alam nilang nasa hotel sila, pag nasa restaurant, hindi na nagki-clean up. Ano ba naman 'yung ilang second na pag patung-patungin mo?

Berna: Tsaka ikaw kasi yung gumamit. Parang, it's a basic manner na lang na kalat ko 'to, ako mag tatabi nito.

Jan/Janina: Claygo!

Raia: Yung tipong nasa mall ka tapos wala kang mahanap na basurahan, ikaw na mismo yung mahiya, dalhin mo na sa bahay mo yung basura mo.

Ari: Kung may bag ka naman, eh di i-bag mo muna. Hindi yung magtatapon ka lang basta thinking na may magpupulot naman niyan. Hindi tayo uunlad kapag ganon eh.

Janina: Ibulsa mo!

Raia: Nagagalit ako lalo na sa yung mga upos.

Janina: Ayon marami.

Berna: Ang baboy kasi eh.

Raia: Oo! Nakakairita yung mga ganon eh.

Janina: As a bunso na laging naglilinis.

Ari: Hindi lang po talaga siya sa beach eh, everyday occurrence siya na makakakita ka yung jeepney driver nagtapon ng kung ano sa kalsada. Hindi lang po sa beach, talagang makikita mo rin siya sa city.

Berna: Galing sa city tapos mapupunta sa beach kasi wala ring proper disposal yung iba. Hindi talaga siya ma-stop hangga't walang bigger and better (laughs)

Arlene: Ano siya 'no, what I'm hearing is..

Berna: It's a cycle.

Arlene: It's a cycle, it's a system...

Jan: Yes, exactly.

Arlene: Na dapat may mabago.

Berna: May mag break.

Ciana: Yung reseach na 'yun ni tita.

Arlene: Actually, my final question would be, sa tingin niyo... In quick yes or no, do you think may na-change ba or mac-change ba yung actions ninyo sa beach because of this experience?

Everyone: Yes.

Raia: Sa nakita pa lang namin tita eh.

Ari: Tulad nga nung nabanggit ko kanina, gusto kong maging mas conscious kapag lumalabas. Hindi lang po sa beach eh. Kahit sa mall, yung simpleng mga labas labas, maging mas aware tayo. Yung candy, dito (sa bag/bulsa) muna yung balat kasi wala kang mahanap na basurahan.

Jan: Tapos yung fulfillment na may naidulot ka, na may silbi ka sa earth, mga tao, sa marine.

Janina: May natulong ka

Ciana: Hindi ka isa sa mga taong...

Ciana/Janina/Ari: Pabigat...

Janina: at pasaway.

Ari: Mag-ambag tayo guys.

Everyone: (agrees)

Raia: Kahapon nga lang po tita habang naglalakad tayo ang saya ko na kasi ang linis eh.

Everyone: (agrees)

Ciana: Yun nga yung sinasabi ko na parang mas mas konti yung kalat na nakikita.

Raia: Ang ganda tignan. Imaginine mo naglalakad ka sa ganon kaganda na beach tapos pag tingin mo ang daming kalat.

Janina: Panira 'no?

Raia: Nasira na 'yung mood mo, nasira mo pa 'yung environment. Eh di mas maganda na may ginagawa ka habang tinitignan mo, naa-appreciate mo yung nature 'di ba? So kahit nagpupulot ako ng kaonting kalat doon, sobrang saya ko pa rin.

Janina: Ang dami mong nakikitang gumagapang (na hermit crabs)

Raia: Oo. Kasi parang nung nakita ko yung mga gumagapang, it's a sign na maganda yung tinitirahan nila doon

Ciana: May life. May buhay doon eh.

Raia: Ibig sabihin maganda yung pangangalaga sa kanila.

Berna: May is-share pala ako. Kasi noong senior high school ako, may friend ako na super nature lover talaga siya, tapos pinakatumatak sa amin until now na graduating na ako ng college, ang sabi niya lagi sa conservation about sa nature is... it's a question: Do you have a heart? Do you have a mind? Prove it. So if you have both of them, you'll know what to do. 'Di ba? Hindi ka lalagpas sa alam mong hindi tama at hindi makakaganda doon sa pinupuntahan mong nature na gusto mo. Kaya hanggang ngayon, naaalala ko pa rin.

Ari: Dapat kasi natural na lang 'yon sa mga tao eh. Na kapag nakita nila na may dumi, ay pulot. Dapat ganon sila. Dapat ganon tayo.

Arlene: But the reality is..

Ari: Sadly..

Berna: "Sige ako rin" (magtatapon na lang basta kasi sila rin ganoon)

Arlene: Sadly, mas marami yung hindi talaga...

Janina: Hindi talaga disiplinado...

Arlene: Oo... Sa nakita niyo ngayon, follow up lang ha? Sa nakita niyo ngayon dito sa area na 'to, ano 'yung na-aappreciate niyo... well, nabanggit kanina ni (Jan) yung mga signages tsaka ni (Raia) eh 'di ba? Na-appreciate nila. It offered something unique. Na-experience 'yung mag-shoot ka ng basura.

Janina: Yung creative ways nila.

Arlene: Pero ano sa tingin niyo yung pwede pa nilang ma-enhance para beyond yung sinasabi naman ni (Ari) na beyond awareness, 'yung can move people to actually do something?

Jan: 'Yung sabi niyo po kanina tita baka malimutan natin eh, 'yung nakahiwalay po, naka-separate (na basurahan), 'yun 'yung wala sila eh. So 'yung nabubulok, 'di-nabubulok, plastic

ganyan. Tapos sa enhancement po, 'yung pool, okay talaga 'yung idea na natural siya but, you see walang nagsi-swim kasi hindi nila nililinis. So aanhin nila 'yung ganyan, pinopromote nila na natural pool ito. Kasi kung kami go kami kahit night swim ang saya-saya eh walang araw 'di ba?

Ari: True!

Janina: Naka ready na nga yung damit ko eh!

Jan: Ang sarap na gumanon (tumalon) eh, ang laki sana niya eh ang laki ng space.

Janina: Kahit tig-isa pa tayo ng pool.

Ari: Kaya nga.

Jan: Pero kasi nakikita (na marumi)

Janina: Parang may crocodile.

Jan: Eh may nakita naman po ako sa tiktok na natural pool hindi naman ganon. Alam mong hala-halaman pero hindi lumot.

Berna: I think, kasi 'di ba nago-offer sila ng bonfire tapos movie? If ever man na maraming guests tapos syempre nandoon sila for the movie, siguro a video na infomative enough na parang bago sila manood ng movie or after nila manood ng movie...

Janina: Or commercial.

Berna: Oo or commercial na ganon, kasi parang papanoorin yan bibigyan ng atensyon eh. Kahit hindi binigyan ng isa ng atensyon, may ibang nakatingin noon tapos habang nandoon sila, parang "nandito ako sa beach tapos ganon (naglilinis) 'yung ginagawa nila" parang may kick-start na may initiative na gawin ko nga ito bukas na parang ganoon yung papasok sa isip nila.

Arlene: So parang, if I understood it correctly, parang informational video?

Everyone: Yes!

Janina: Parang sa sine, bago ka manood ng movie.

Arlene: Meron 'yung mga reminder. Bawal mag-iwan ng kalat, 'wag ka magtaas ng paa mo doon sa sandalan sa harapan mo.

Berna: Ayun tita wala rin pala silang ganon.

Ciana: Sa akin tita may naisip ako. 'Yung hindi lang puro signages, yung mismong tao (staff of PLC) magsasabi. Parang "we are a clean resort.."

Berna: Pag nagl-lunch 'di ba? "Uy around 3 PM magpupulot kami (ng basura sa beach) baka gusto niyong mag-join."

Ciana: Oo, 'yung ganon. 'Yung mismong staff, sa kanila mismo manggagaling.

Raia: Okay rin yung may security na nagpa-patrol na “uy may tinapon ka (sa beach) ‘di ba?” Pero in a good way, in a respectful way na “may trash can po doon baka pwede pong paki tapon na lang doon.” Yung mga ganon. I mean, magandang impact ‘yun imaginine mo mahihiya na rin sila (na magtapon), hindi na nila uulitin.

Janina: Pupilutin na nila.

Ciana: Kasi pag signages, “okay, tapos?” Hindi na nila papansinin. Iba ‘yung pagsasabihan ka talaga eh.

Raia: Parang every two hours, may naglalakad dyan para mahuli nila. Ikaw na mahihiya noon na ay oo nga, hindi ko na uulitin. Parang tatatak na rin sa kanila ‘yon, so ayaw na nila maulit.

Ciana: Napuna na kasi sila.

Jan: Pwede rin po tita, kasi ‘yung mga sign puro “shoot your bottles here” or “free coffee”, siguro kulang pa ‘yung awareness like ‘yung straw. Tayo kasi since nagi-internet tayo ganyan or mas proactive let’s say, alam natin na kaya nag-shift yung pag gamit ng straw kasi it’s to save the turtles ganyan, more than the plastic siya. Kasi nga harmful siya sa ating mga turtles and other creatures. So kung magdadagdag pa ng sign siguro more on ano ba talaga yung impact nito? Like how much carbon dioxide if ever, ilan yung namamatay, kasi kapag ganoon mas naa-appreciate nila i-put into action ‘yung nakikita nilang signages na “you put your trash here” and “shoot your plastic bottles.” Kasi madaling makita “shoot niyo dito” ‘parang basurahan ‘di ba lagi nilang nakikita, hindi pa rin maisip na itapon. Pero kung ‘yung may malaking sign diyan na “oh, alam mo ba ito yan, patay ‘yung mga turtles” ganyan.

Ari: Tug at the heart.

Ciana: Mostly sa mga living animals talaga, yung may life. Pag may naaapektuhan ‘yung life na kunyari mga turtles mga ganyan, fishes, mas nau-urge sila tumulong kasi may soft spot sa mga living creatures.

Jan: Kaya lang, nalilimutan lalo pag vacation mode tita.

Arlene: Exactly!

Jan: So kung makita nila yung signages, “ay oo nga pala bawal mag tapon ng ganito kasi may mamamatay”

Ciana: Hindi lang naman tao yung nakatira sa mundo eh.

Everyone: Yes!

Raia: Magsi-swimming sila tapos makikita nila may patay na pagong

Ciana: Mostly kasi ang nakikita lang ng tao is yung nasa land. Nakakalimutan nila yung nasa sea.

Janina: Yung mga nasa ilalim na.

Ciana: Oo ‘di ba? Yung mga hindi na nakikita...

Ari: Samantalang ako 'yun lagi iniisip ko.

Arlene: Kasi nga out of sight, out of mind.

Berna: Yeah... Gusto ko yung informational video lalo na kapag cartoons. Doon kasi ako mahilig.

Janina: Mas bibigyan nila ng attention.

Berna: Kasi kung cartoons, isipin mo tinatarget mo na yung kids, tinatarget mo pa yung adults.

Ari: Ang maganda kasi doon, kumbaga marketing perspective, magtu-tug ka doon sa bata. Bata yung una mong kukunin ang loob.

Ciana: Sasabihin ng magulang, "uy watch!"

Ari: Tapos sasabihin nung bata sa magulang "Ma, look at this oh, we shouldn't be throwing trash by the beach" mahihiya na ngayon yung adults na "ay yung bata aware siya at alam niya kung anong gagawin."

Berna: Buti pa yung bata.

Janina: Dapat maging good example pala siya.

Ari: Oo, tapos mapapaisip na "ako din". Ganyan kasi mang budol 'di ba? Marketing. Bata yung target mo para "Ma, you buy me this!"

Ciana: Ilagay yung pagkain sa baba sa reach ng bata. (laughs)

Arlene: Ang galing eh, ilang beses natin nabangit today yung "budol." Na pwede natin gamitin ang concept ng pambubudol in a positive way. Kasi lagi nating inaano, "shocks, nabudol ako" pero ngayon there's a positive twist to budol-ing.

Ciana: Buti na lang nabudol ako!

Berna: Kasi budol is just another term for marketing talaga.

Raia: Sasabihin lang nila "budol" pero masaya sila kasi nakuha na nila.

Berna: Ayun nga, it's a great budol.

Arlene: What is the greatest budol that you got from the two days?

Ciana: Tita yung budol na niyaya niyo ako.

Janina: Yung budol po na sinama mo po kami dito tita.

Berna: Yung experience.

Jan: Tsaka yung sa vlog tita, kaya rin ako nag shoot ng plastic bottle eh. 'Di joke lang!

Arlene: Okay guys, for today's video, tapos na.

Jan: Tita satisfied ka ba?

Arlene: Oo naman!

Appendix 5: Participants' Individual Responses to Follow-up Questions

From Janina

How would you describe your behavior or practices towards the environment before our visit to Playa La Caleta? Please cite some examples.

- Ever since naman po aware na ko about our environmental situation here in the Philippines and how people are the main reasons of pollution. My parents taught me to be mindful and to be caring for our Mother Earth/environment because tayo din naman ang maaapektuhan nito. That's why I always try my best na hindi na dumagdag pa sa pollution, and I also try my best in cleaning my surroundings. For example, In our house we also try to segregate our trash properly. Also, as a bunso na laging naiwan sa bahay, ako po talaga ang mahilig maglinis inside and outside of our house.

While at Playa La Caleta, what awareness-raising displays or activities were remarkable for you, if any? What made them remarkable?

- Actually ngayon po na ilang weeks na nakalipas, pinaka tumatak saken and hindi ko makalimutan is yung isshoot yung bottle sa recycling cage because I remembered my highschool days, meron din po kasi na same recycling cage sa school namin before and I really enjoyed picking up bottles and throwing them inside. For me, the recycling cage is remarkable because it encourages people to pick up bottles and I believe that mas mageenjoy yung mga kids na mag recycle pag may ganoong type of activity na included and that is important para while they are still young they know how to help in a small and simple way for our environment. Tulad po before in our school palagi ko napapansin na halos puno yung recycling cage, and that is a proof na it is effective.

Also, I really enjoyed yung beach clean-up since it was my first time and I felt so happy after seeing na madami kaming napulot. That's why halos nakapunta na kami sa dulo ni rachel kasi sobrang daming kalat talaga. I really felt na nakatulong ako in a small way for our environment.

What message/s did those displays/experiences give you?

- That a simple creativity can help encourage people to recycle because people give more attention to recycling when there is a creative way or activity included. Also, I believe that helping in a small way already has a great impact for our environment because it is better than nothing.

How has/have this/these message/s affected your behavior or practices towards the environment (if any)?

- I know that on my next beach trips, I would be more mindful and careful in throwing my trash, and also encourage my family and friends to help because everybody loves a clean beach. No one would want to swim on a dirty water and sit on the sand with dirty surroundings.

If given the opportunity, how would you enhance the displays and/or the activities in Playa La Caleta to make them more effective in affecting beach goers' pro-environment behavior?

- If given the opportunity, I would want the displays to be more interactive and informative so that people will give more attention to it. It is proven that it is more effective when more information is given. And I believe that it is important to give information, for example: show people how to properly dispose trash, how such behavior affects our environment and many more. So that this way, people will read, learn and will try to help more.

Please share any other thoughts, lessons learned, or ideas you may have that were not covered in the questions asked earlier.

- I learned and realized a lot on our trip and would love to do it again. I hope in the future I can participate or volunteer on such activities that would help our environment.

From Berna

How would you describe your behavior or practices towards the environment before our visit to Playa La Caleta? Please cite some examples.

- Before the visit to Playa La Caleta I have been practicing the “Basura mo, tapon mo” because for me it is just a common human decency that other people do not really consider.
- I think the one of the most wrong practices that I do before the visit is not segregating the trash properly dahil lang iyon ang kinagawian ng mga Filipino.
- Before the visit hindi ko na napapansin kung gaano kadami ang basura natin araw – araw at hindi naman lahat yon napupunta sa tamang tambakan just like what we saw in the beach side, there’s still a lot of trash.

While at Playa La Caleta, what awareness-raising displays or activities were remarkable for you, if any? What made them remarkable?

- The things that were memorable for me is the “shoot your trash” directly in the bins, “fill this bucket with trash” for a free coffee, and the activity we did which is the beach clean-up. These displays and activities were remarkable and fun to do. In my mind, I was enjoying while doing something to save nature most importantly the beach side.

What message/s did those displays/experiences give you?

- It gave me a sense of kusang-gawa and a reminder to be disciplined not only in the site but also in my own space when I go home or go to other places.

How has/have this/these message/s affected your behavior or practices towards the environment (if any)?

- Yes. It showed me how important it is to have a discipline sa sariling basura. It may be a small action; however, small action turns into small impact and if other people are also doing that the small impact when combined can turn into a big impact in the community. We may be in the smallest group who’s making a difference, but it will not make us stop to achieve more environmental change.

If given the opportunity, how would you enhance the displays and/or the activities in Playa La Caleta to make them more effective in affecting beach goers’ pro-environment behavior?

- From my perspective as a marketing student, there is still a lot of activities that we can offer the public especially the beach goers. Since there is a movie by the bonfire at night, I suggest doing a short animated film that tackles different behavior of the people that can turn the beach in to a not so great view if the

littering continuous. A great animation that can capture not only the kids' attention but also the adults.

Please share any other thoughts, lessons learned, or ideas you may have that were not covered in the questions asked earlier.

- Since social media nowadays is the most upfront platform and the easiest way to connect people and share a story, message, or even help. We need to prioritize it to convey what really is happening to the beach side or beaches in general. It is a call to action towards the people who loves to go the beaches.

From Jan

How would you describe your behavior or practices towards the environment before our visit to Playa La Caleta? Please cite some examples.

- Throughout my stay in Playa La Caleta, I felt aware of my surroundings and conscious about throwing my trash in the appropriate bins. The signs and creative corners/bins encouraged me to remind myself of being sustainable and maintaining it until I came back home and wherever I go.

While at Playa La Caleta, what awareness-raising displays or activities were remarkable for you, if any? What made them remarkable?

- There were two. First, the one in the dining hall where there's a bin on the floor that says free coffee whoever fills the bin with trash. The other one was by the beach which looks like a basketball ring where we can dump the plastic bottles we consumed or we picked up from the seashore.

What message/s did those displays/experiences give you?

- I even took a video of those signs to keep reminding myself of being a responsible consumer and to opt for sustainable options. It came to my mind that if signs and creative corner like those are everywhere, then there's a higher possibility of a more disciplined Filipino culture when it comes to usage and disposal.

How has/have this/these message/s affected your behavior or practices towards the environment (if any)?

- After my stay there, I learned to keep a small plastic in my bag every time I go out where I can temporarily put my trash when there's none near me just so I will not litter anywhere.

If given the opportunity, how would you enhance the displays and/or the activities in Playa La Caleta to make them more effective in affecting beach goers' pro-environment behavior?

- I highly suggest for them to provide some long garbage pickers to maintain a hygienic way of conducting the cleanup drive. It is just around 170 Pesos in Shopee. This is because we experienced picking up a used baby diaper.

Please share any other thoughts, lessons learned, or ideas you may have that were not covered in the questions asked earlier.

- It would be better if they have separate bins for biodegradable and non biodegradable garbage for easier segregation.

From Ciana

How would you describe your behavior or practices towards the environment before our visit to Playa La Caleta? Please cite some examples.

- Prior our visit to Playa La Caleta, I would describe my behavior and practices towards the environment as fairly average. I tried my best to be mindful of the environment by recycling and conserving energy at home, but I wasn't actively involved in any specific environmental initiatives or projects. However, I was excited to learn more about sustainability during our visit and see how I could make a positive impact moving forward.

While at Playa La Caleta, what awareness-raising displays or activities were remarkable for you, if any? What made them remarkable?

- One awareness-raising display that really caught my attention was the "Free coffee to any guest who fills a bucket of trash from the beach" display. It was truly remarkable because it not only encouraged people to keep the beach clean but also rewarded them for their efforts. It created a sense of motivation and positive reinforcement, making it a memorable experience.

What message/s did those displays/experiences give you?

- The message that the free coffee in exchange of beach trash gives is that it encourage me to keep the environment clean by incentivizing us with a free cup of coffee. It's a clever way to promote cleanliness and environmental responsibility while also rewarding individuals for their efforts. Though we didn't fill the bin with trash just means that there are only fewer trash left in the beach.

How has/have this/these message/s affected your behavior or practices towards the environment (if any)?

- Understanding the importance of environmental conservation and having an open-minded view can lead to positive changes in our behavior and practices towards the environment. It made me more conscious of my behaviors, such as how to dispose of something as basic as a candy wrapper, which may have a major impact on the environment.

If given the opportunity, how would you enhance the displays and/or the activities in Playa La Caleta to make them more effective in affecting beach goers' pro-environment behavior?

- Kudos to Playa La Caleta for making creative awareness-rising displays around the beach to encourage guests to prevent creating additional waste to the environment. However, I believe they should also urge their employees to personally inform their guests about environmental conservation, either

through a formal welcome speech or by casually reminding them when they run into guests.

Please share any other thoughts, lessons learned, or ideas you may have that were not covered in the questions asked earlier.

- Firstly, it's crucial to raise awareness about the importance of protecting our environment. Whether through educational campaigns, community events, or even social media, spreading the word can go a long way in inspiring others to take action. Also, supporting initiatives that promote sustainable practices is key. This could involve investing in renewable energy sources, reducing waste and recycling, or even choosing eco-friendly products and services. Every small effort counts. As for Playa La Caleta, implementing sustainable tourism practices would be beneficial. Like encouraging responsible behavior among tourists, such as avoiding littering or disturbing wildlife, can help protect the ecosystem of Playa La Caleta for future generations to enjoy. Overall, by prioritizing environmental conservation and sustainability in our actions and choices, we can make a positive impact on places like Playa La Caleta and contribute to a better environment.

From Ari

How would you describe your behavior or practices towards the environment before our visit to Playa La Caleta? Please cite some examples.

- Prior to our visit to Playa La Caleta, I've been throwing trash in its proper disposal and tried to keep my trash with me in my bag or my pocket when I don't see one, but that was the extent of it. I'd see small trash around me sometimes when I'm out but I didn't bother to pick up mostly because of hygiene concerns.

While at Playa La Caleta, what awareness-raising displays or activities were remarkable for you, if any? What made them remarkable?

- The most remarkable activity that we did at PLC was when we did the beach clean-up. It personally brought happiness to my heart knowing that what I was doing can help our environment, no matter how small that act may be. I've always wanted to participate in beach clean-ups, and I imagined what it must be like to do so, and now I no longer have to imagine as I now know how amazing it is. It's an experience that left a mark on me and I'd like to do it again in the future.

What message/s did those displays/experiences give you?

- The power of unity comes to mind thinking about the beach clean-up activity—how we can make a big positive change if we could all just become united and start caring for, not only the beaches, but our overall environment. Doing simple acts like picking up trash or throwing your trash in the proper disposal in the first place, may seem a small gesture, but that small gesture can make a “ripple effect” that if everyone starts doing it, in the long run our environment may start to heal and our surroundings would become healthier to live in, which favors us people.

How has/have this/these message/s affected your behavior or practices towards the environment (if any)?

- I find myself more conscious not just about my own litters but also with the waste around me. I try to pick up trash that I see as much as possible and just wash my hands or use alcohol to disinfect. I also remind my friends or family members to not leave trash anywhere so that we won't contribute to the waste in our environment. I also continue to bring my insulated water bottle with me wherever I go to reduce the use of plastic bottles. The experiences and insights we had when we were in PLC stayed with me and I try my best not to contribute any more waste in order to help save the planet and make our environment a better place to live in.

If given the opportunity, how would you enhance the displays and/or the activities in Playa La Caleta to make them more effective in affecting beach goers' pro-environment behavior?

- While I found the displays and activities in Playa La Caleta to help in cleaning up our surroundings interesting, I'd like to see more initiatives from the PLC staff themselves in leading the initiatives they have created within their community. I think it'd be better if they were to explain the importance of doing those activities and how it would help for the betterment of the environment, and how we would also be affected in the future if we don't act now. I think it would be nice if they actually engage themselves along with their guests in participating in such activities and exhibit camaraderie in such campaigns.

Please share any other thoughts, lessons learned, or ideas you may have that were not covered in the questions asked earlier.

- I think in the previous questions and during the FGD, we mostly focused on how waste can badly affect the sea creatures and other living things, but it also greatly affects our health with all the pollution and waste around us. The environmental problems and climate change we face today concerns everyone around the world, and we ought to do something about it now before it becomes too late. Each and every one of us can do something to prevent the downfall of our planet if only every people cared, paid attention and acted upon the situation. I hope that people would start caring and being more proactive so that the next generations could still enjoy what we enjoy today.

From Raia

How would you describe your behavior or practices towards the environment before our visit to Playa La Caleta? Please cite some examples.

- At first, I was not really into recycling. Although, I always see some signages of a recycling bin but I always ignore them. Before, di ako yung tipo ng tao na titingin pa ng signs kung saan ba nararapat yung hawak ko na trash so I could put them in the right bin. For me, as long lang na maitapon ko sya, ok na sya sa akin.

While at Playa La Caleta, what awareness-raising displays or activities were remarkable for you, if any? What made them remarkable?

- Like what I've mentioned in the interview, One of the remarkable awareness-raising displays that I've noticed while we were in Playa La Caleta is the display sign on the trash bin where it says that whoever fills up the trash bin gets a free coffee. As a coffee lover, na-caught nya attention ko kasi after I read that sign I was very eager to collect some trash from the surroundings of the beach. I also realize that it was a win-win situation. I get to help Playa La Caleta by cleaning up and also, I can enjoy the free coffee by doing that.

What message/s did those displays/experiences give you?

- Those displays and experiences gave me an impact on how we should act towards our surroundings. If we are demanding for a peaceful and clean beach or a place, we should be the one who would cause a great impact to the environment. Places such as the beach will not be clean by itself, we should put an effort to create something that would influence other people to prevent the worst that may happen.

How has/have this/these message/s affected your behavior or practices towards the environment (if any).

- Nakakahiya. One thing I knew that affected my behavior towards the environment, is nakakahiyang mapahiya. Imagine being in a place that is so peaceful and magical tapos gagawa ka ng something that will affect their environment. People like that don't even deserve to be at a place that is magical. That's why sobrang naka-affect yung mga ginagawa nila towards the environment.

If given the opportunity, how would you enhance the displays and/or the activities in Playa La Caleta to make them more effective in affecting beach goers' pro-environment behavior?

- Having an inside guard can't hurt. There should be somebody who will patrol around the beach for atleast an hour to check the surroundings. Checking if the guests are doing well and respecting the cleanliness and peace of the beach. And an info-cartoon commercial would also be great for the guests. An info-cartoon commercial that contains the history of Playa La Caleta, the do's and dont's, and fun activities that they may have experienced.

Please share any other thoughts, lessons learned, or ideas you may have that were not covered in the questions asked earlier.

- I learned that some people don't really care about their environment not until they experience the worst of it. Some people can say that they really care for the environment but in the end, it's just for a show. Some people don't realize what will happen to us if we continue not valuing the great effect of our environment. It is sad thinking that there are only a few people who put an effort to prevent the bad effects. Even though we are too late to fix some things that may be broken in our environment, It is still not too late to create a remarkable awareness that may help not only us, but to help our environment, our world.