

**COMMUNICATION AND OTHER FACTORS AFFECTING THE PRACTICE ON
ECOTOURISM OF STAKEHOLDERS IN
GUINOBATAN, ALBAY, PHILIPPINES**

Mark Harris R. Lim, LPT

**Faculty of Information and Communication Studies
UP OPEN UNIVERSITY
2019**



**UNIVERSITY OF THE
PHILIPPINES OPEN
UNIVERSITY**

MASTER OF DEVELOPMENT COMMUNICATION PROGRAM

MARK HARRIS REBERTA LIM

**COMMUNICATION AND OTHER FACTORS AFFECTING THE PRACTICE ON
ECOTOURISM OF STAKEHOLDERS IN GUINOBATAN ALBAY**

Thesis
Adviser

SERLIE B. JAMIAS, PhD
**Faculty of Information and Communication
Studies**

Date of
Submission
02 August
2019

Permission is given for the following people to have access to this thesis/dissertation:

Available to the general public	No
Available only after consultation with author/ thesis/ dissertation adviser	Yes
Available to those bound by confidentiality agreement	Yes

Student's signature:

Signature of Thesis/Dissertation Adviser:

**University Permission
Page**

I hereby grant the University of the Philippines a non-exclusive, worldwide, royalty-free license to reproduce, publish and publicly distribute copies of this thesis or dissertation in whatever form subject to the provisions of applicable laws, the provisions of the UP IPR policy and any contractual obligations, as well as more specific permission marking on the Title Page.

Specifically, I grant the following rights to the University:

- a) To upload a copy of the work in the theses database of the college/school/institute/department and in any other databases available on the public internet;*
- b) To publish the work in the college/school/institute/department journal, both in print and electronic or digital format and online; and*
- c) To give open access to above-mentioned work, thus allowing “fair use” of the work in accordance with the provisions of the Intellectual Property Code of the Philippines (Republic Act No. 8293), especially for teaching, scholarly and research purposes.*

Mark Harris Lim

Abstract

This study sought to answer the general question: what are the communication and other factors that promote the practice of ecotourism among stakeholders in Guinobatan, Albay. Guided by the Theory of Reasoned Action, 50 respondents were purposively selected to answer questionnaires and participate in focus group discussions from March 31- April 17, 2019.

The respondents were mostly 21-40 years old, male and female, grew up in Guinobatan, undergone trainings on ecotourism, and were members of ecotourism organizations or offices. They had general knowledge about ecotourism in Guinobatan, but some had wrong information about the Farm Tourism Act and the Tourism Code of the Municipality. Though majority had positive attitude towards ecotourism in Guinobatan, some had reservations in the preservation of cultural heritage, indigenous practices, ecotourism as an alternative source of income, and in the collection and use of users' fees. They sought and accessed information on ecotourism from various media platforms and shared information with others.

While the study did not use a statistical test, various communication and non-communication factors were related to their practice of advocating for ecotourism, visiting ecotourism sites, and spreading the ecotourism experiences. These included their socio-demographic profile (background and profession, ecotourism-related trainings, organizational affiliation); information-seeking behavior (mass media such as television and Internet); knowledge on the importance of and programs on ecotourism, positive attitude towards ecotourism especially on biodiversity conservation and protection, governance/policies, commercialization/marketing, and waste management.

While those working in ecotourism-related jobs felt that as part of the system, they were already practicing and advocating ecotourism, the community members said that they needed a communication plan for ecotourism.