



# The Batanes Islands: Resident perceptions of tourism-induced change

Mary Anne Ramos-Tumanan, PhD  
University of the Philippines - Department of Hotel,  
Restaurant and Institution Management

6th TWG Meeting- Batanes State College



# What I will be talking about

1. Survey objectives
2. Research approach
3. Key findings
4. Insights
5. Moving forward





## 1. Objectives

- **To create a baseline data of resident view on tourism impact, their notion of sustainability and place meaning to aid policy recommendations/adjustments for the Islands' long-term sustainability**
- **To contribute to the membership of the Batanes Observatory in the INSTO network under the auspices of UNWTO (UN Tourism).**

## 2. Research Approach

Pilot Study with 50 respondents in Basco from 26 August - 02 September 2021

Items identified were based on series of workshops conducted with TWG; interview with residents and local administrators and series of discussions with the UP research team prior to the design of the questionnaire.

Degrees of agreement with items regarding perceived impacts of tourism

Feelings and meanings of place

Self-assessment of the respondents' understanding of "sustainability"

Measures of **Carrying Capacity**

**Governance**

**Waste management practices**

0	1	2	3	4	5	6	7
No idea	Strongly Disagree	Disagree	Tend to mildly disagree	Neither Agree nor Disagree	Tend to mildly agree	Agree	Strongly Agree

Fieldwork dates:  
07 - 30 April 2022



Enumerators from Sabtang

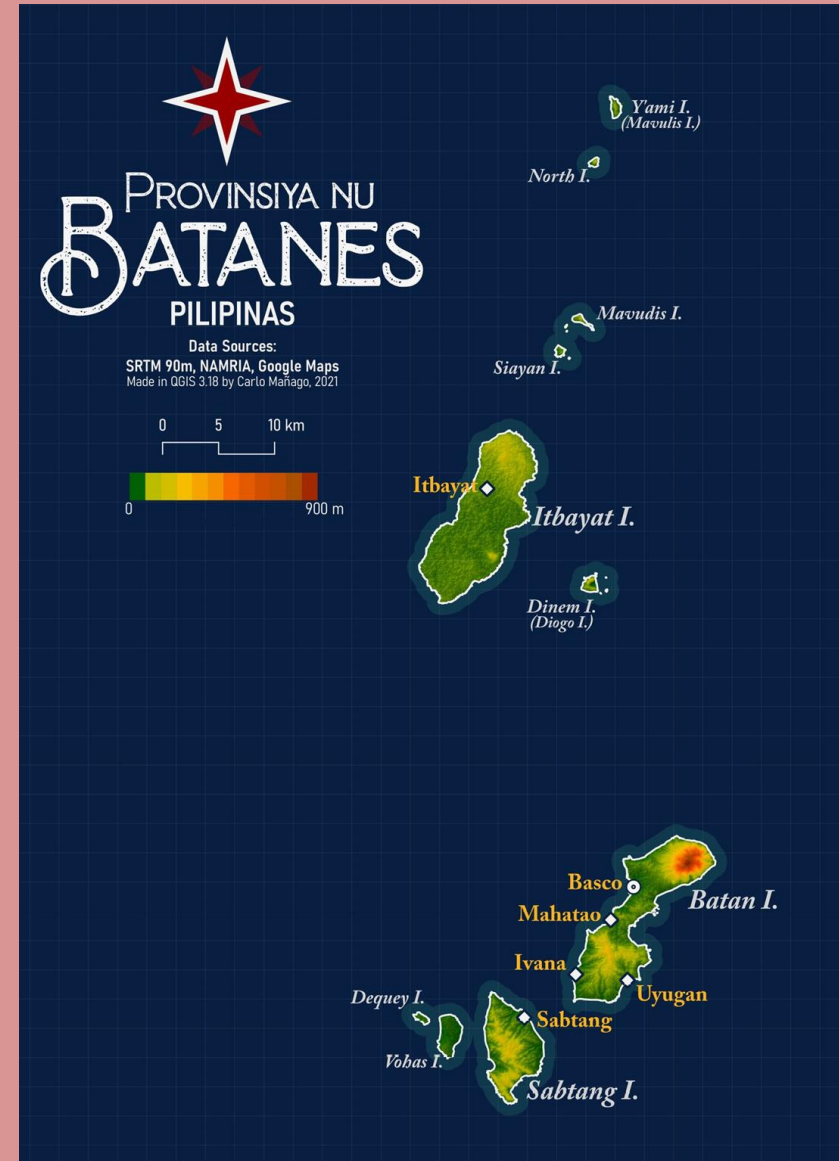
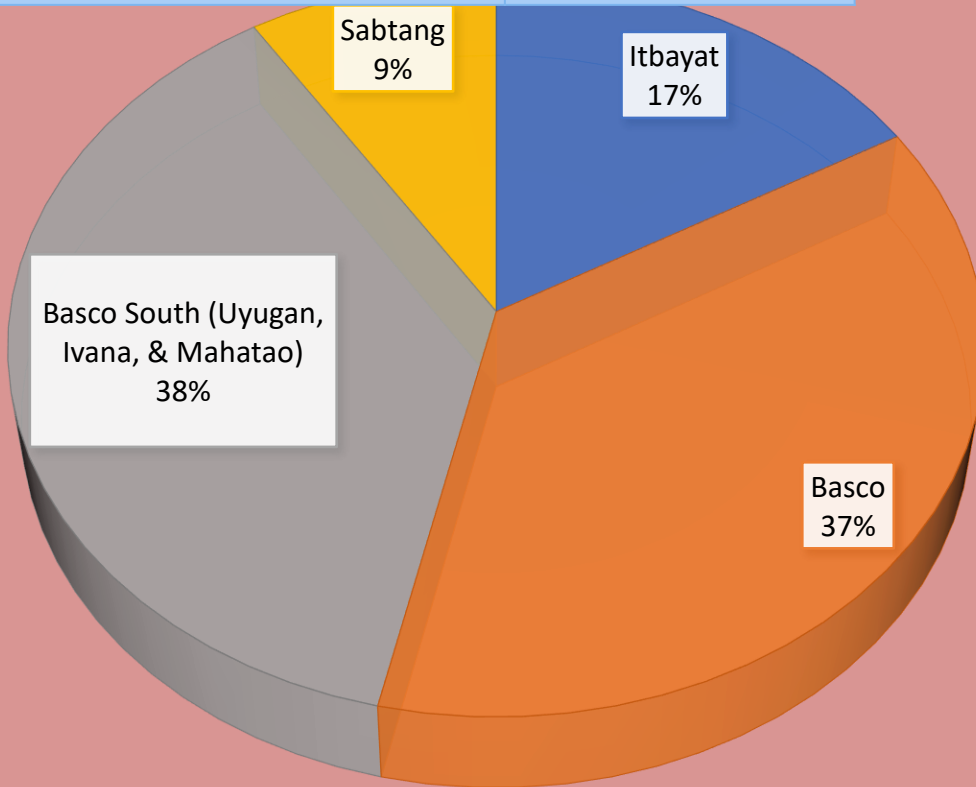


Orientation with BSC students



Enumerators from Itbayat

Islands	Count
Itbayat	174
Basco	389
Basco South (Uyugan, Ivana, & Mahatao)	398
Sabtang	95
<b>TOTAL</b>	<b>1056</b>



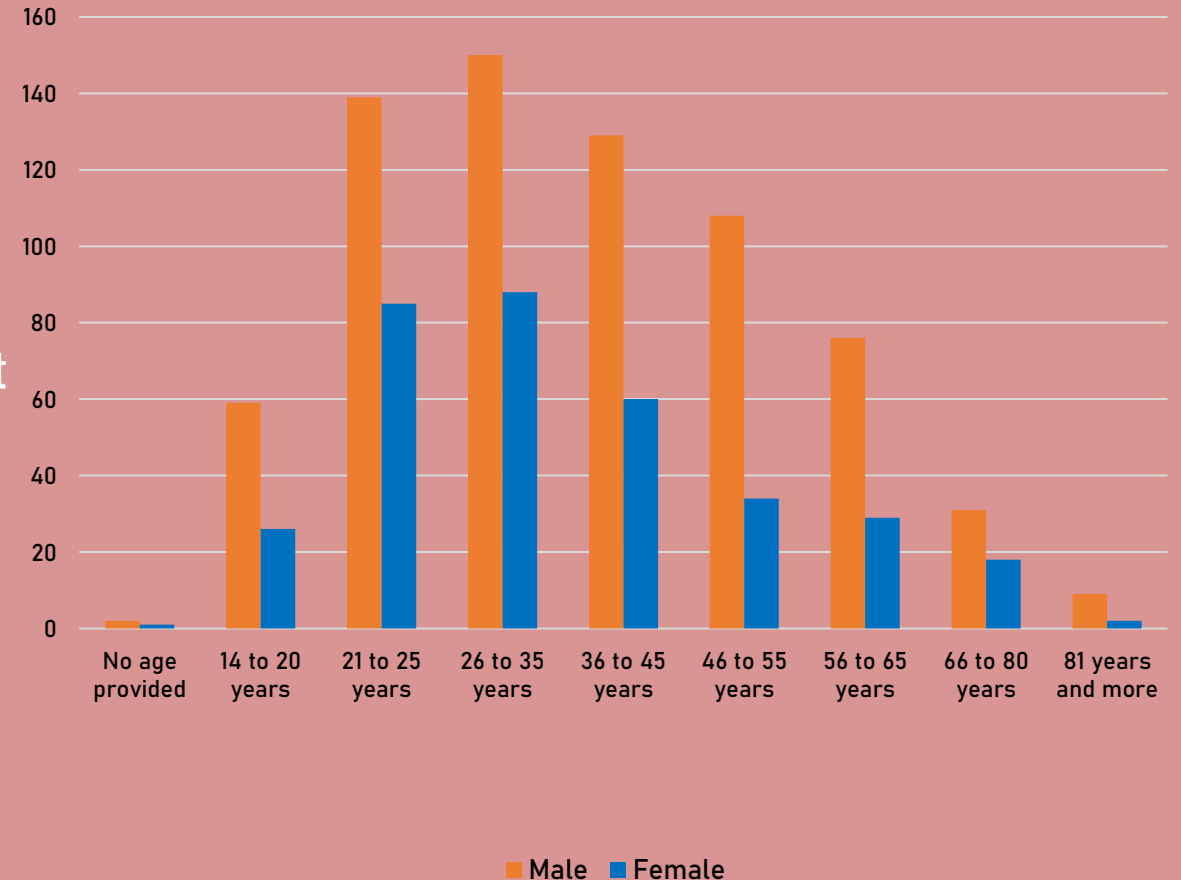


### 3. Key Findings



# Demographics

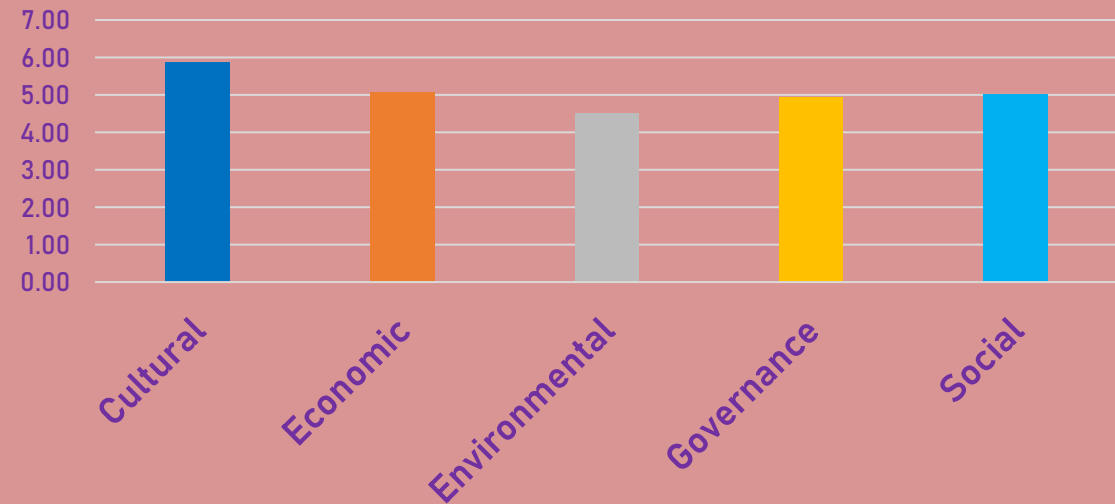
- A total of 224 young adults aged 21 to 25 years; 238 between the ages of 26 to 35 years
- There are 436 respondents representing 36 to 65 years - largest segment at 41.6% of the total sample
- In terms of those over the age of 80 years, the count was 60 in total.





# Levels of agreement on impact of tourism

Level of Agreement as to the Impacts of Tourism



## Economic benefits

- Increases cultural awareness and pride of place
- Aware of government recovery policies and programs
- Hopeful of tourism growth post pandemic

- Preserves Ivatans' cultural heritage and traditional values
- Adapt to the threats pose by the pandemic and other forms of disaster (i.e., climate change- typhoon Ki-ko)

# Levels of agreement on impact of tourism

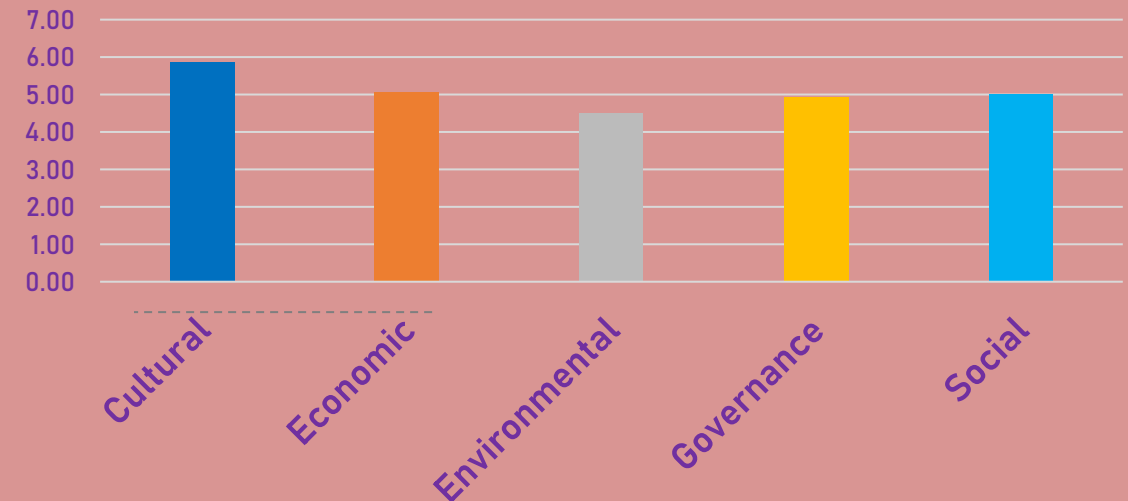
The scores indicate relatively strong belief in the role of tourism - economic benefit, but also as a means of supporting cultural preservations of heritage and built structures

“Tourism policies and strategies are confusing due to tension points on DENR/ IPRAINIPAS laws (i.e., Prohibition to cut down timber against restoration of traditional houses, especially those damaged by Typhoon Kiko)” Mean score 4.94

Moderate score (4.4) “There is an over-dependency on tourism in Batanes”

Presence of monitoring tourism (3.85), and equally that benefits are quite well distributed between Ipula and local people (3.77)

Level of Agreement as to the Impacts of Tourism



# Levels of agreement on impact of tourism

<b>Cultural</b>	<b>N</b>	<b>Mean</b>
Cultural awareness and pride of place	1044	5.98
Preservation Ivatan's cultural heritage and traditional values	1052	5.76

<b>Economic</b>	<b>N</b>	<b>Mean</b>
Economic benefits	1040	6.03
Hopefulness about tourism growth	1045	5.87
Need for private sector investment	995	5.56
Price inflation	1031	5.37
Ipula-owned businesses	1014	5.02
Modernization	1042	4.44
Over-dependency on tourism	1012	4.41
More jobs for Ipula	1020	3.77

<b>Environmental</b>	<b>N</b>	<b>Mean</b>
Pressure on natural environment and resources	1016	4.97
Exploitation of land and marine resources	1005	4.04



# Levels of agreement on impact of tourism

<b>Governance</b>	<b>N</b>	<b>Mean</b>
Disaster policies and programs awareness	1036	5.87
Existing government conservation programs awareness	1016	5.62
Incentive for the ancestral house restoration and conservation	1013	5.42
Involvement of residents	1012	5.35
Confusion on tourism policies and strategies	954	4.94
IT infrastructure	1020	4.27
Local administrators	982	4.23
No monitoring system for tourism impacts	963	3.85

<b>Social</b>	<b>N</b>	<b>Mean</b>
Household adaptations to threats	1034	5.75
Community participation	1002	5.47
Improvement of quality of life	1041	5.37
Increased accessibility to transportation	1039	5.36
Lack of attractiveness for tourism as career among youngsters	1007	4.80
Limited knowledge about tourism products	1035	4.35
Entrance fee	1020	3.94

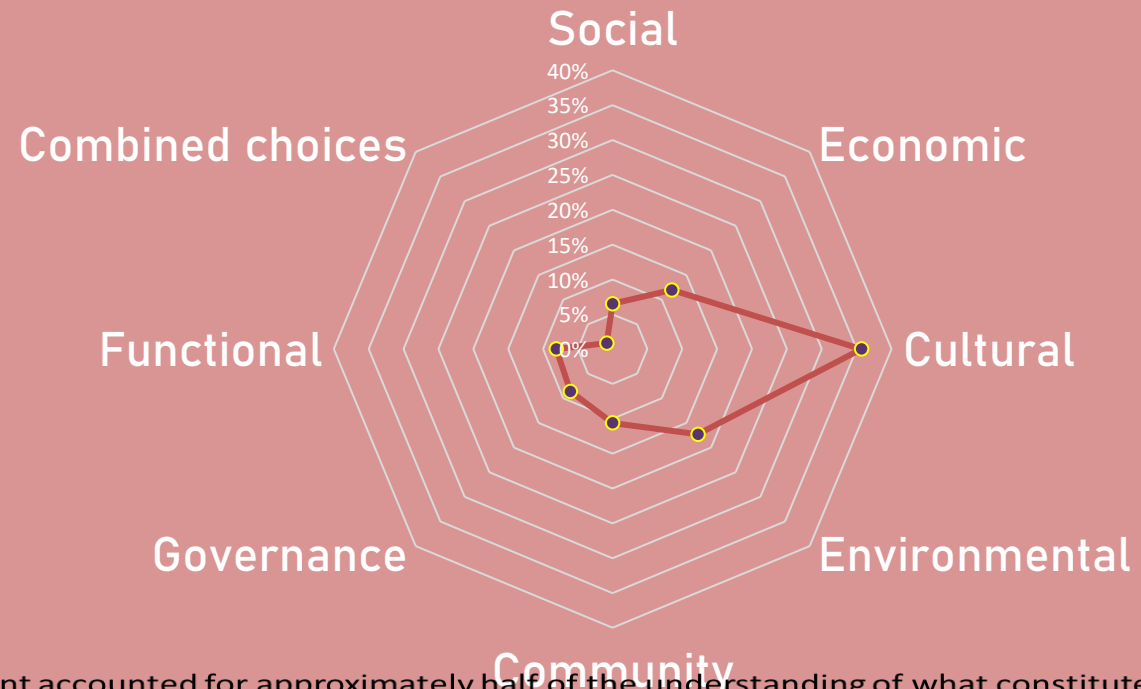
# Feelings and Place Meaning

The table provides a strong base measure for future assessments with most of the scores having values greater than “6”.

	<b>N</b>	<b>Mean</b>
Paradise of the North	1054	6.64
Family lives here	1052	6.32
Childhood memories	1037	6.24
Culinary heritage	1045	6.22
Community togetherness	1051	6.15
Sense of stewardship	1043	6.1
Ivatan's history and culture	1039	6.07
Spiritual presence of Ancestors	1052	6.06
Merely place of business	1046	5.77
Painful memories due to pandemic	1037	4.91

# Understanding Sustainability

Culture and Environment accounted for the majority's notion of what constitutes sustainability (53% of the respondents)



culture and environment accounted for approximately half of the understanding of what constitutes “sustainable” action.



# Understanding Sustainability

N				
	No.	Percent	Valid Percent	Cumulative Percent
Social action between tourists and Ivatans	68	6.4	6.5	6.5
Economic - creation of long-term economic operations	126	11.9	12.0	18.4
Cultural - conservation of built and living cultural heritage and traditional values	376	35.5	35.7	54.1
Environmental - minimization of negative environmental impacts to both coastal and land resources	182	17.2	17.3	71.4
Community - engagement of local communities in tourism planning and development activities	112	10.6	10.6	82.1
Governance - policy settings to resolve conflicting issues of use restrictions (i.e., DENR/ NCIP/IPRA Laws)	91	8.6	8.6	90.7
Functional - improvement of infrastructure, commercial and recreation services (i.e., transportation, digitalization)	85	8.0	8.1	98.8
Combined choices	13	1.2	1.2	100.0
Total	1053	99.3	100.0	
<b>Missing</b>	7	.7		
<b>Total</b>	1060	100.0		

# Understanding Sustainability based on Island differences

<b>Economic - creation of long term economic operations</b>	<b>Itbayat</b> <b>Basco</b> <b>Basco South</b> <b>Sabtang</b>	<b>25.3%</b> <b>8.5%</b> <b>9.9%</b> <b>11.8%</b>
Cultural - conservation of built and living cultural heritage and traditional values	Sabtang Basco South Basco Itbayat	49.5% 40% 35.6% 21.8%
Environmental - minimization of negative environmental impacts to both coastal and land resources	Basco Sabtang Basco South Itbayat	24.5 19.4 13.5 9.8%
Community - engagement of local communities in tourism planning and development activities	Basco South Itbayat Basco Sabtang	13.5 10.3% 9.8 4.3
Governance - policy settings to resolve conflicting issues of use restrictions (i.e. DENR/ NCIP/IPRA Laws)	Itbayat Basco South Basco Sabtang	11.5 11.2 6.2 4.3%
Functional - improvement of infrastructure, commercial and recreation services (i.e. transportation, digitalization)	Itbayat Basco Sabtang Basco South	15.% 9.8 5.4 3.9
Social - interaction among tourists and Ivatans	Basco South Itbayat and Basco Sabtang	8.1 5.7 5.4

## 4. Insights

The study shows that the resident favor tourism development consistent with the characteristic of Batanes as a protected area, and the culture and heritage of the islands.

Residents should be informed about tourism developments and their implications for policy, including the consequences of such policies on their daily life.

Residents should be afforded with avenue to express their thoughts and feelings to the Gouvernement or local administrators on a regular basis.





The need for a periodic monitoring of tourism performance and impact through agreed indicators of sustainability issues with two-way patterns communication.



# 5. Moving Forward

INDICATOR	Means of Verification	AGENCY RESPONSIBLE
1 Community Participation in Planning Process	a. Resident Non-Tourism Player – Meetings organized and attended by community organizations and members  b. Resident Tourism Player- Meetings organized and attended by community organizations and members	P/MLGU/ DENR
2 Attitude towards Visitors	Scientific random sampling survey	P/MLGU - /Tourism Office/DTI
3 Sufficiency of resources vis-à-vis residents use	No. houses converted to tourist accommodation  Resident Perception Survey  Number of vehicles/boats for public and tourist use	LTO
4 Intensity and limits on visitor use of resources	Number of visitors admitted in tourist sites	P/MLGU – Tourism Office/ DENR
5 Food Security	Production and consumption of vegetables, meat and other basic products	Provincial and Municipal Agriculture office
	Volume of food imported into the province	P-Agri
6 Overall- Satisfaction with tourism and pride of place	Resident perception survey	P/MLGU – Tourism Offices
7 Vulnerability to disasters	Survey on building community resiliency survey  FGDs and in-depth interviews  Disaster preparedness plan and information campaign	PAMB, DA, P/MLGU

# Additional insights by External Adviser

There is a need for more open sessions that provide feedback to avoid top-down design of issues

Such meetings with community representatives require not only asking what communities want from tourism, but also to WHAT IS NOT WANTED

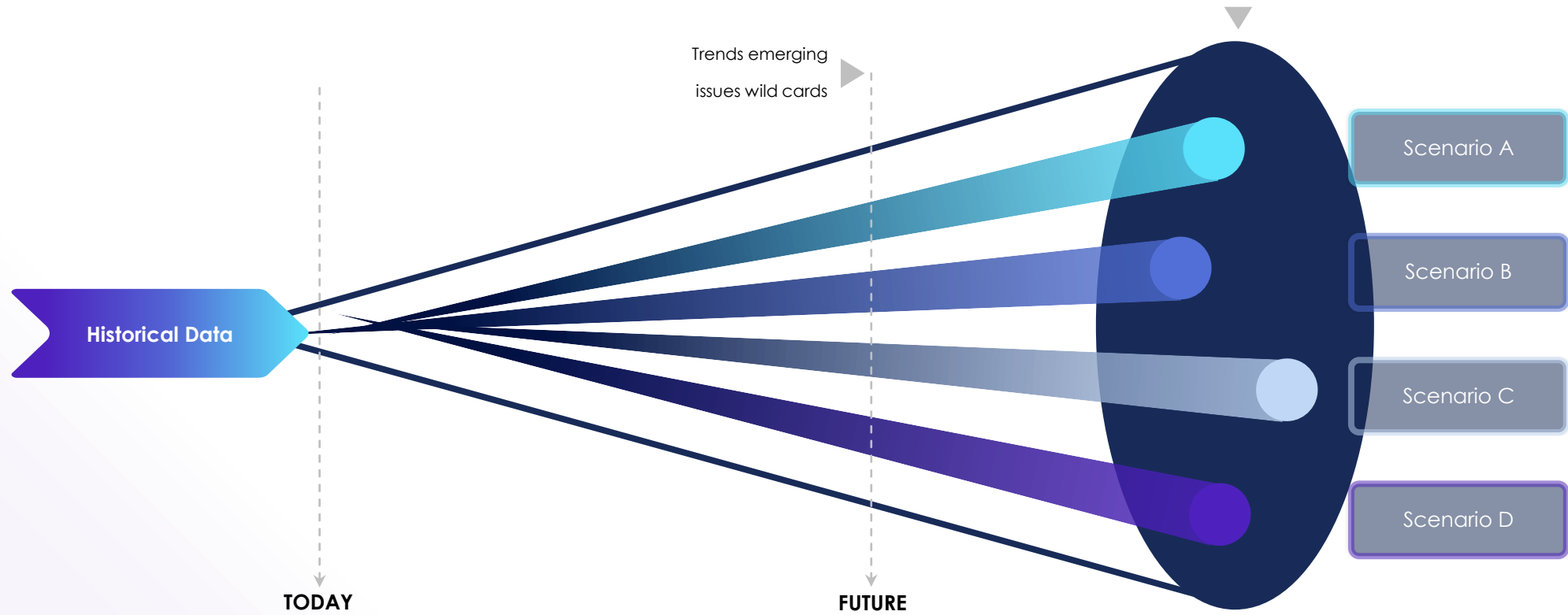
Equally, then ask, what are the consequences of WANTS and NOT WANTS

\* Consider investment needs of Wants and Losses associated with Not Wants

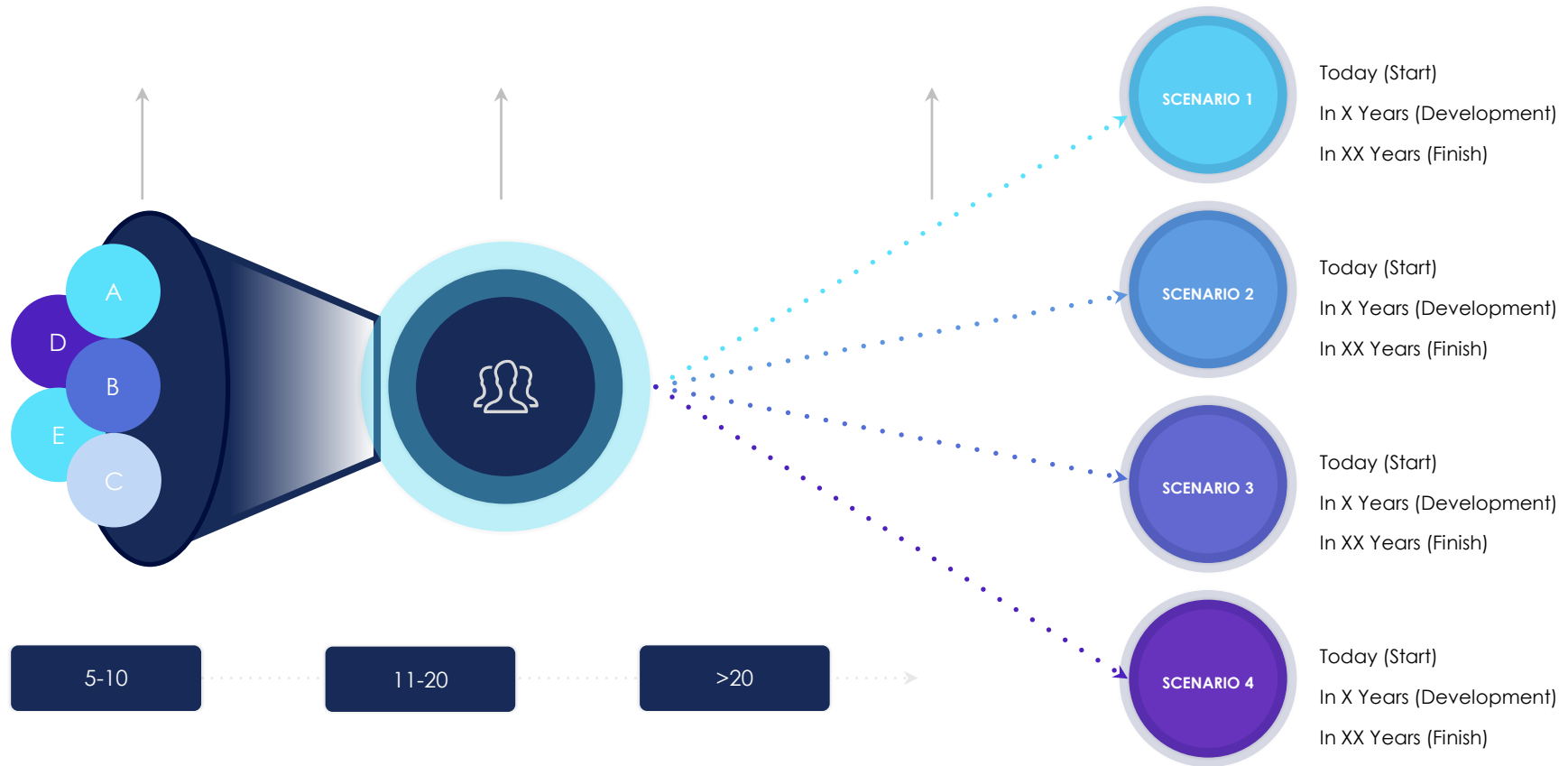
\* Using three-fold categories of low, medium and high can help e.g. high, medium, and low priority, high, medium and low cost, and also short, medium and long-term periods when creating classifications



# THE SCENARIO FUNNEL



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# Acknowledgment

1. Professor Chris Ryan, University of Waikato - External Adviser for BTHMC
2. Assistant Professor Princess Jill V. Meneses

## *Supplementary reading on scenario planning*

Page, S. J., Yeoman, I., Connell, J., & Greenwood, C. (2010). Scenario planning as a tool to understand uncertainty in tourism: the example of transport and tourism in Scotland in 2025. *Current Issues in Tourism*, 13(2), 99-137.  
<https://www.tandfonline.com/doi/abs/10.1080/13683500802613519>

Maraming salamat po.



## Batanes, THE PHILIPPINES

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