



ASSESSING THE CONTRIBUTION OF LOCAL GOVERNMENT TO TOURISM PROMOTION IN BALAYAN BATANGAS

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ABSTRACT

This study titled "Assessing the Contribution of Local Government to Tourism Promotion in Balayan, Batangas" investigates how the local government unit (LGU) contributes to the development and promotion of tourism in the municipality. The research aimed to determine the effectiveness of government initiatives in sustaining tourism growth, community participation, and economic development. Using a quantitative-descriptive research design, the study gathered data from 117 respondents, including local officials, business owners, and residents engaged in tourism activities. A structured survey measured their perceptions of the LGU's strategies such as organizing festivals and events, collaborating with private sectors and tourism councils, promoting tourism through digital platforms, maintaining tourist attractions, and implementing environmental projects.

Findings revealed that the LGU plays a significant role in promoting Balayan's tourism industry. Respondents generally agreed that programs like the Parada ng Lechon festival, partnerships with private organizations, and online promotions positively affect tourist awareness, local business growth, and community pride. The study also identified challenges such as limited funding and coordination gaps that need to be addressed for sustainable tourism. It concludes that strengthening partnerships, enhancing infrastructure, and

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INSTABRIGHT e-GAZETTE

ISSN: 2704-3010

Volume VII, Issue II

October 2025

Available online at <https://www.instabrightgazette.com>



integrating sustainability in tourism policies are essential for further improving Balayan's
tourism sector and preserving its cultural identity.

Keywords: *tourism promotion, local government, Balayan Batangas, community participation, sustainability, public-private partnership, tourism development*



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