



SUSTAINABLE TOURISM PRACTICES OF SHORE-BASED RESORTS AND THEIR INFLUENCE ON TOURIST PERCEPTIONS IN BAGONG SILANG, CALATAGAN, BATANGAS

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ABSTRACT

This study, titled "Sustainable Tourism Practices of Shore-Based Resorts and Their Influence on Tourist Perceptions in Bagong Silang, Calatagan, Batangas," aimed to examine the extent of sustainable tourism practices and determine their relationship with tourist perception in terms of Natural Environment, Quality of Accommodation, Service Quality, Safety and Security, Activities and Accessibility, and Value of Money. The research focused on five key dimensions of sustainable practices: Waste Management and Reduction, Water Conservation, Energy Efficiency and Renewable Energy Use, Ecosystem and Biodiversity Protection, and Community Engagement and Local Sourcing. Using a quantitative descriptive-correlational research design, data were gathered through a validated survey questionnaire distributed to resort owners/managers and employees in Bagong Silang, Calatagan, Batangas, selected through census sampling. The data were analyzed using mean distribution and the Pearson Product-Moment Correlation Coefficient (PPMCC).

The results revealed that the level of sustainable tourism practices was generally interpreted as "Highly Sustained" across all indicators, demonstrating the resorts' proactive

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commitment to minimizing their environmental impact and maximizing socio-economic benefits. The level of tourist perception was rated highly, with the Natural Environment and Quality of Accommodation aspects verbally interpreted as "Highly Sustained," and other aspects interpreted as "Sustained." These findings indicate that tourists strongly value the conservation efforts and the quality of services provided by resorts. The Pearson Product-Moment Correlation analysis revealed a strong positive and significant relationship between the level of sustainable practices and tourist perception, indicating that as the implementation of sustainable practices improves, tourists' overall perception and satisfaction also strengthen significantly. Based on these findings, a Sustainable Tourism Practices Manual was developed. This practical tool is intended to further enhance the implementation and documentation of environmental and social responsibility measures, contributing to the long-term sustainable growth and competitive advantage of shorebased resorts in Bagong Silang, Calatagan, Batangas.

Keywords: *Sustainable Tourism, Sustainable Tourism Practices, Tourist Perception, Shore-Based Resorts, Calatagan, Batangas*

Sustainability by the Shore: A Manual for Greener Resorts

Sustainability by the Shore: A Manual for Greener Resorts is a Sustainable Tourism Practices Manual developed from research findings to provide a practical guide for shore-based resorts in implementing environmentally responsible and sustainable operations. The manual combines best practices in waste management, water and energy conservation, ecosystem

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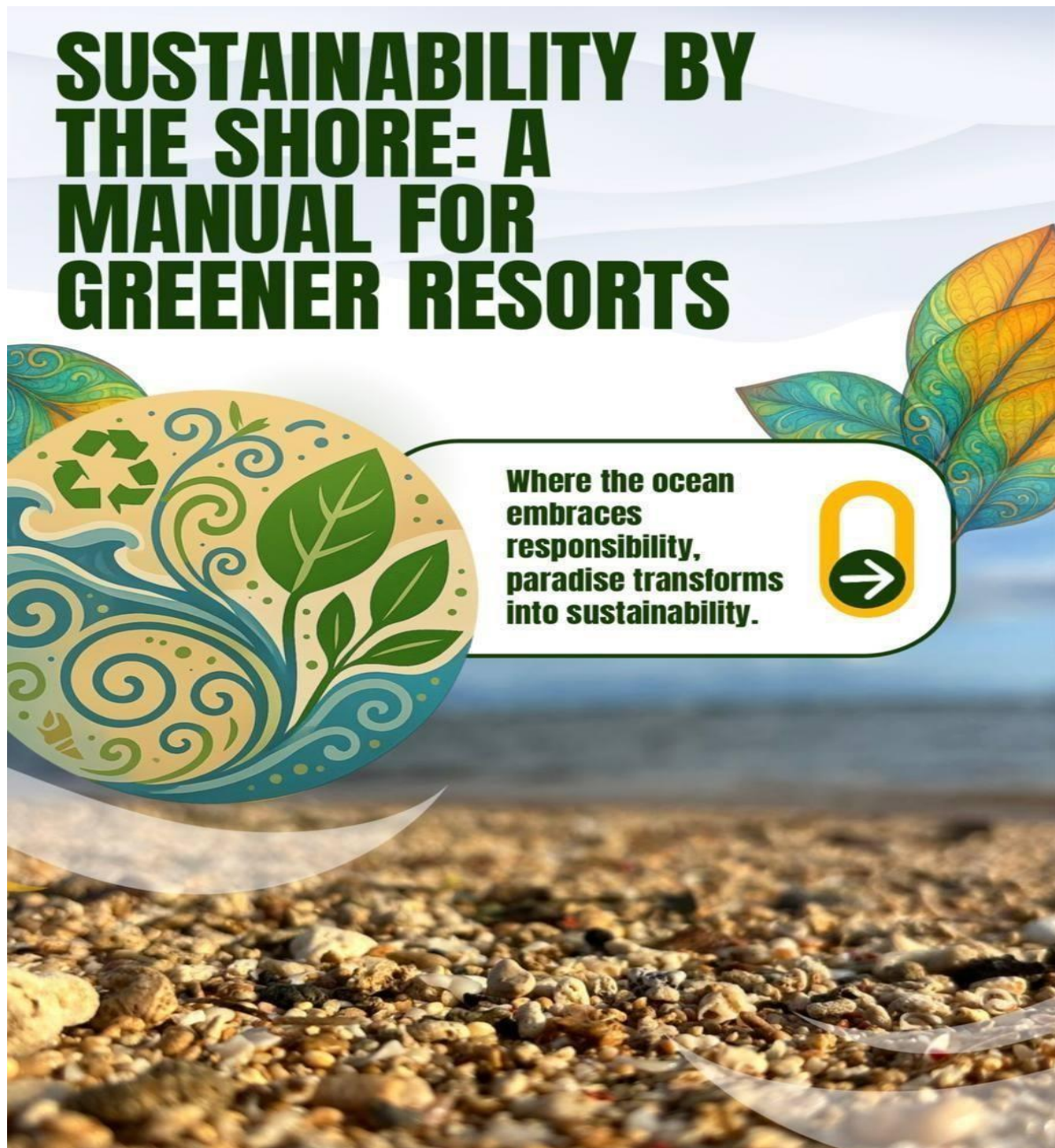
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protection, community engagement, and eco-friendly guest experiences. Made specifically for Bagong Silang, Calatagan, Batangas, it helps resort managers, owners, and stakeholders include sustainability in their everyday work.



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Welcome to Sustainability by the Shore a practical, inspiring, and visually engaging manual created for shore-based resorts that aspire to turn eco-conscious vision into daily action. Designed for resort owners, managers, and staff, this guide shows that sustainability is not only a responsibility but also an opportunity to build a more resilient and rewarding tourism experience.

In Bagong Silang, Calatagan, Batangas, embracing sustainable tourism means balancing progress with preservation. Through mindful development and community cooperation, this coastal gem can thrive while keeping its natural beauty and cultural soul alive for the future.

Sustainability ensures that Bagong Silang's coastal beauty remains vibrant for generations. With each small, mindful step, your resort becomes a champion of green innovation and local empowerment.

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SECTION 1: WASTE WISE, BEACH BEAUTIFUL

Goal: Achieve zero waste— one bag, one bin, one habitat a time.

Core Practices

Segregate and Celebrate

Place color-coded bins (green for biodegradable, yellow for recyclables, red for residual waste) in all guest and staff areas.

Compost the Coast

Collaborate with local artisans to repurpose bottles, shells, and wood into creative resort decor.

Plastic-Free Paradise

Eliminate single-use plastics and offer bamboo straws, glass bottles, and refill stations.

Community Upcycling

Transform kitchen and garden waste into compost for landscaping or mangrove.

Creative Spark

Host a Clean Shore Challenge
A monthly beach cleanup festival with eco-prizes, music, and local food stalls.

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SECTION 2: SAVE WATER, LOVE THE SEA

Goal: Protect every drop as clean water sustains both life and leisure.

Core Practices

- Eco-Tech Toilets and Celebrate**
Use low-flow showerheads, sensor faucets, and dual-flush toilets.
- Smart Laundry Days**
Wash linens only on request. Encourage towel reuse through guest notes.
- Harvest the Sky**
Collect and reuse rainwater for cleaning and irrigation.
- Water-Wise Gardens**
Plant native coastal species that thrive without heavy watering.

Creative Spark
Display a “Blue Barometer Board”
Show how daily water savings achieved by staff and guests to inspire friendly competition.

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SECTION 3: POWERED BY NATURE

Goal: Turn sunlight and breeze into sources of life and light.

Core Practices

- Solar Smart**
Install solar panels for lighting and heating systems.
- Energy Guardians**
Empower staff to switch off unused appliances and monitor energy use.
- Natural Cooling**
Use large windows, cross-ventilation, and native trees to reduce air conditioning.
- LED Revolution**
Switch all lighting to energy-efficient LED bulbs

Creative Spark
Host "Eco Hour"
Turn off non-essential lights for one hour each evening for stargazing and storytelling

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SECTION 4: PROTECTING PARADISE

Goal: Preserve the ecosystems that make the shore a sanctuary.

Core Practices

Adopt a Mangrove Program

Support reforestation and coral restoration projects.

No Touch, No Take

Promote eco-education for responsible snorkeling and diving.

Eco-Tours

Offer nature walks and cultural storytelling guided by trained locals.

Wastewater Wisdom

Maintain proper filtration and treatment before discharge.

Creative Spark

Launch a "Guardians of the Coast" Wall of Fame recognizing staff and guests contributing to conservation efforts.

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CHAPTER 5: COMMUNITY AT THE CORE

Goal: Empower locals and nurture shared prosperity.

Core Practices

- Local First Policy**
Prioritize local farmers, fishermen, and artisans for resort needs.
- Cultural Connection**
Feature local cooking, weaving, or musical workshops for guests.
- Shared Prosperity**
Create livelihood programs and prioritize community employment.
- Education Exchange**
Partner with local schools for youth eco-awareness programs.

Creative Spark

Celebrate a "Resort Day for the Bay"
A yearly event showcasing local culture, cuisine, and conservation

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CHAPTER 6: THE GREEN EXPERIENCE

Goal: Transform sustainability into a memorable part of the guest journey.

Core Practices

- Eco Welcome Kits**
Provide reusable bottles, reef-safe sunscreen, and eco-tips.
- Green Ambassadors**
Train staff to inspire guests through sustainable hospitality.
- Transparent Reporting**
Display your resort's sustainability achievements publicly
- Feedback for the Future**
Gather guest insights on eco-practices and act on them.

Creative Spark

Offer a "Sustainability Passport"
Where guests earn stamps for eco-actions like towel reuse, tree planting, or attending eco-tours.

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SUSTAINABILITY AS A LEGACY



This manual is more than a guide, it's a call to action. Every wave carries a story, and every resort has the power to make it one of balance, respect, and renewal. By applying these practices, Bagong Silang's resorts can rise as models of harmony between nature, culture, and hospitality.



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