Status of the Cultural Heritage Sites and Structures in Camalig, Province of Albay, Philippines: Basis for Sustainable Tourism Framework

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ABSTRACT

Cultural heritage is the legacy of physical artifacts, and intangible attributes of a group or club that are inherited from past generations kept up in the present and preserved for the welfare of future generations. It aimed to determine the natural and human-made attractions, its status along preservations, promotions, and Local Government unit contributions, the problems encountered and solutions recommended. The study used the descriptive-correlational method of research by employing questionnaires, interviews and documentation of the structures and site to the 5 facilitators, 24 residents and 31 tourists in the community with 60 respondents and used the frequency distributions, percent count, weighted mean and the coefficient of concordance W. Data revealed that the heritage sites and structures were in the form of Natural Attractions and Man-Made attractions and presently considered much preserved, very much promoted with LGU Contribution as much effect, while, there was no significant

agreement between the three groups of respondents along the status, and the null hypothesis was rejected. The problems encountered were much pressing, and solutions recommended as very much urgent. Thus, this research will provide to the understanding of the factors associating to the sustainability of the Heritage Site and Structure of a particular locality that can lead to goal fulfillment and, subsequently, impact tourism choice.

Keywords — Social Science, Cultural Heritage Sites, Structures, descriptive-correlational design, Philippines

INTRODUCTION

Cultural heritage (Ashworth and Hartmann, 2005) is one of the most important and ubiquitous tourism resources in the world, and heritage tourism is one of the most famous forms of tourism today. To be considered as World Heritage sites, criteria for the selection must have an "outstanding value" and meet at least one among the criteria such as: human creative genius, interchange of values, testimony to cultural tradition, significance in human history, traditional human settlement, Heritage associated with events of universal significance, natural phenomena or beauty, major stages of Earth's history, significant ecological and biological processes and significant natural habitat for biodiversity. (National Geographic, 2015). Many places look to the built environment or other types of heritage for their socioeconomic development through tourism. Heritage (Welch, 2014) is the past made present. It is anything valued by people today that was also appreciated by previous generations. It is also what we have accepted as gifts from those who came before us, our inheritance of land, language, ecosystems, knowledge, and culture. Every place has a heritage, (Timothy, 2011) although not all heritage resources appeal to tourists, even if they are essential to residents. The status of Cultural Heritage in Nepal, (Shailesh, 2001) has not been an easy year, since it witnessed much turmoil, suffering from an absolute tragedy and also from the enormous political problem, is suffering in these times. Every year Nepal is losing a significant portion of its incredibly rich and diverse cultural heritage. The dangerous condition of the most important sites - and countless equally precious places that are afforded far less protection - give cause for grave worry. The dismantling and scarring of historical buildings are regrettably common. Several important buildings and memorials that were not under the aegis of the UNESCO World Heritage list have been dismantled or destroyed through lack of care. In their stead, the desire to establish rapidly or

more all economically is creating an advanced design that is specially appointed and clamorous, described by the inadequately built solid column structures that are so harming to the material of the noteworthy territories - and an expanding smudge upon the delightful Nepalese scene. Despite the fact that these dangers to the nation's social legacy are bound to private property, a significant number of the loftier national destinations and landmarks are additionally in peril. Uncontrolled new buildings and roads at many historical sites - yet in the midst of some of the most significant ancient sites - are springing up rapidly. Nor are some UNESCO listed sites left untouched by such developments. Factors deteriorating the cultural heritage of a country day by day at a very high rate were caused by the following: Carelessness of the people towards its harmful effects, Ignorance of the people, Out of reach of concerned department, Various international languages, especially English has influenced the Nepali language, the influence of foreign culture among the youngsters, selfishness of the people, which leads them to steal our valuable cultural assets of the country like idols, artistic things, etc. They then sell it for a high price in a foreign country. This makes the future generation unknown about our culture, and they will be forced to visit international museums for the knowledge of our culture.

A culturally rich and diverse region in Southeast Asia that is counting numerous sites classified by the UNESCO in the World Heritage of Humanity, having notable sites like Angkor Wat in Cambodia or Ha Long Bay in Vietnam, Southeast Asia is home to 37 beautiful places that stand out for their natural or ethnic worth. More than 1000 historical and natural sites in the universe have been registered in the United Nations Educational, Scientific and Cultural Organization - UNESCO, having 37 sites listed were submitted for review, culture, histories, and landscapes in Southeast Asia and were acknowledged for their unique value to humanity. Tourism industry professional, tourists, media, artistic, cultural or scientific organizations and businesses of Southeast Asia to name a few, the UNESCO World Heritage Sites represent the obvious, symbolic importance of the cultural relevance of Southeast Asia. Titled UNESCO World Heritage Sites in Southeast Asia were: 2 World Heritage Sites in Cambodia, 8 World Heritage Sites in Indonesia, 2 World Heritage Sites in Laos, 4 World Heritage Sites in Malaysia, 1 World Heritage Site in Myanmar, 6 World Heritage Sites in the Philippines, 1 World Heritage Site in Singapore, 5 World Heritage Sites in Thailand, 8 World Heritage Sites in Vietnam.

In the Philippines, the Heritage Conservation Society (Montenegro, Filart and Santos, 2013) on "preserving what is left" in an article by Rappler, pointed out no less than ten (10) churches that were damaged during the quake. Among

them were Cebu's Basilica Minore del Santo Niño, the oldest Roman Catholic church in the country, and Bohol's Church of San Pedro Apostol, the second oldest in the province. Among them were Cebu's Basilica Minore del Santo Niño, the oldest Roman Catholic church in the country, and Bohol's Church of San Pedro Apostol, the second oldest in the province. Baybayon, Bautista, Mendez, & Ticong study on "Loss Of Loboc's Cultural Heritage Site: Impact and support Assessment" on October 15, 2013, a magnitude 7.2 quake struck the Province of Bohol, damaging more than 73,000 social organizations. Several damaged structures were church and bell tower situated in the Municipality of Loboc, Bohol, both of which are declared cultural heritage websites. The buildings were privately owned properties by the Roman Catholic Church, but as declared Heritage Sites, they are also under the supervision of the National Historical Commission. This research tried to specify the steps considered in the rebuilding and conservation of the damaged historical sites by the stakeholders and agencies (LGU, Church and National Historical Commission). This intends to conclude the impact of the damage to the municipality and its citizens. And lastly, it aspires to make recommendations affecting the preservation or possible restoration of the damaged sites. It disclosed that at the forefront of the efforts to conserve the site is the National Historical Commission, with the assistance of parishioners who headed sectoral groups exerting many attempts in advancing finances. With its new tourism opportunities, the then tourism stagnation returned to its normal levels. The negative impact of tourism and the economy is minimal. The National Historical Commission (NHC) likewise indicated that it would be more practical to rebuild and restore the old church rather than repair it due to safety and cost concerns. The loss of the sites was especially demoralizing and dispiriting to the inhabitants of Loboc. The results corroborated with Cruz (2017) Vigan's development framework were anchored on cultural heritage conservation leading to people emancipation as local guardians of cultural heritage resulting to direct and indirect economic benefits. If such frame can be duplicated in the revitalization of Escolta, Manila, the Queen of Streets of Manila will rise back, pronouncing once more that cultural heritage can be the driver of economic growth and that cultural heritage conservation is not always an obstacle to urban growth in the Philippines. Whilst, the study of Ayo (2015) along the cultural heritage sites all over the City of Legazpi, looked into identifying the various historical landmarks, plotted the actual sites, narrated the beginning, identification of the significant and relevant details of historical landmarks, and developed a session plan reflecting the integration of historical narratives in teaching history in grade 3. Data were

derived from secondary sources. The determinations of the study revealing that the City of Legazpi, Philippines has eight (8) existing monuments symbolizing the historical roots of the citizenry, such as the: (1) Battle of Legazpi Trylon, (2) Jose Ignacio Paua, (3) Legazpi-Albay Gulf Landing, (4) Headless Monument, (5) Miguel Lopez de Legazpi, (6) Penaranda Monument, (7) Liberty Bell and (8) Simeon A. Ola. These gravestones are symbols either by a person whose contribution in the throes and victory of the Legazpenos against the colonizers or depiction of the past events with historical significance. Taking in the tangible heritage, this served as reminders of the rich ancient past of both the masses and places of the city. The identified historic landmarks are located in the center of the City of Legazpi. The historical narratives include the significant chronological events involving personages, places, and events which were deemed necessary in the past of the City of Legazpi. The chronology of events as captured in narratives are considered to be as critical instruments for the people of the present Legazpi City know their roots more in-depth and better thus, creating an appreciation of what and how to be a Legaspeňos.

OBJECTIVES OF THE STUDY

As far as tourism is concerned, the researcher was challenged to (1) determine the heritage sites, and structures in Camalig, Albay regarding natural attractions and human-made attractions, (2) examine the present status of heritage sites regarding preservations, promotions and LGU contributions, and (3) evaluate the significant agreement on the rank order of the condition, the problems encountered to consider a framework leading to sustainability, goal fulfillment, and subsequently, impact tourism choice.

FRAMEWORK

In the contexture of sustainable development, stated in the work of Javier and Elazigue (2011) that the local governments have a strong influence on the success of its local tourism industry, and the safeguarding of its advantages. Supportable the travel industry improvement alludes to the administration of all assets that addresses the issues of vacationers and host districts while ensuring the open doors for the future, so that financial, social and stylish needs can be satisfied, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems (Tourism Act of 2009). This approach with the full

range of stakeholders and the community collaboration are vital in arranging and basic leadership to decide the network's long haul intrigue. On this premise, the government can affect the neighborhood the travel industry and has an impact in moderating the specific resource on which its future depends.

For organizational improvement, there must shed light in its directions. So, for the municipality's operations to be improved, its instructions must be defined, documented, and communicated for its policies, standards, processes, procedures, training, and tools to be utilized.

Operations framework is a philosophy and decision-making model intended to provide a guide and develop expectations for how the Camalig, Albay will work towards achieving its goals, and "relentlessly pursue municipal effectiveness." Based on the idea or article of Magloff (2018) this operational framework will serve as a structure how the municipal government will govern and the hierarchy of its division.

The operational plan does present highly detailed information specific to direct people to perform the day-to-day tasks required in running the organization at the (Isaac, 2018) municipal level, it constituted the stages such as plan, decision-making, implementation (instrumentation), and feedback mechanism, going to the Sustainability of the Heritage Sites and Structure of the municipality of Camalig, will lead to goal fulfillment to ensure meaningful and satisfactory tourist experience, effect political leadership and stakeholder engagement, and, subsequently, impact tourism choice.

The concept of the flow to work effectively, beforehand planning is essential, and it considers the 1) problem determination- a collaborative effort of the different stakeholders (LGU, Tourism Officer, Community, and Stakeholders), 2) Municipal Capacity – this is responding to a tourism challenge by the municipality into which several considerations must determine if a new plans and programs will be adopted. This refers to the municipality to respond to the requirements needed out of the ideas and programs. 3) Formulation of goals and objectives – a general statement which will serve as a guide by the municipality in considering the desired outcomes.
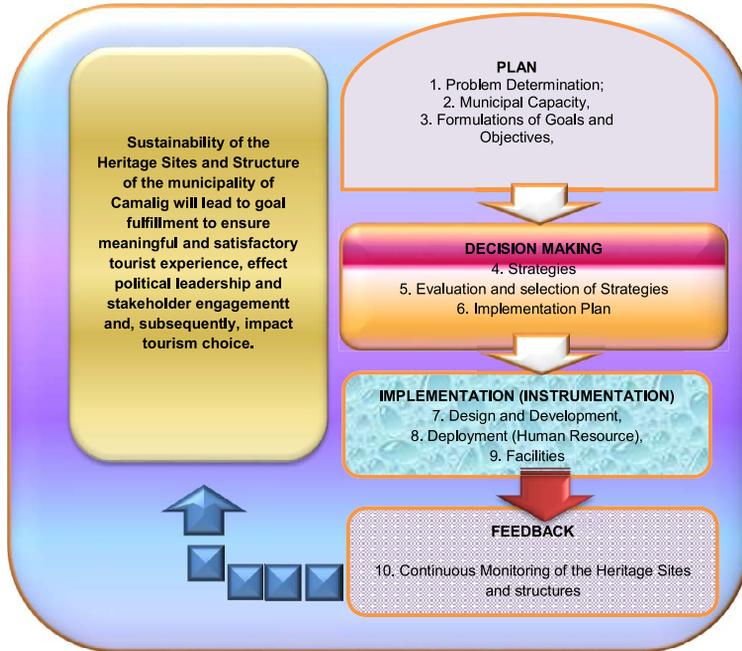
Figure 1. Municipal Framework

Decision making is the sine qua non to administer because a municipality is a decision-making structure (Hoy and Miskel, 2001) Decisions are based on the beliefs, values and previous experiences of individuals. Leaders must know themselves, know why they choose particular paths, know whom to involve, and know which specific decision-making model to use.

Decision making will be a collaborative effort by followers who deserve to be involved, and that input and collaboration result in better decisions. And decision making of the municipality is: 1) to Strategies – this includes the different activities that will be used in order for the framework be expertly formulated., Evaluation and selection of strategies - the significance of strategy evaluation lies in its capacity to coordinate the task performed by managers, groups, departments, etc., through control of performance (Juneja, 2018)

Strategies in the determination of the locality primarily must be anchored to the desired outcome by the goal and objectives. 3) Implementation of the plan – this is the detailed listing of activities, cost, expected difficulties, and schedules that are required to achieve the objectives of the strategic plans (Business Dictionary).

METHODOLOGY

Research Design

A descriptive – correlational type of research was employed in this study as a comprehensive and accurate medium for gathering information needed to come up with an efficient outcome of the present study.

Research Site

In Camalig, one of the oldest-founded towns in Bicol Region is cabecera or the mission outpost from which most mission settlements in Albay evolved. In confirmation, Camalig is rich of heritage sites and structures with historical significance and cultural value that bear a strong influence on Hispanic civilizations located in the Pueblo or town center such as the old-century St. John the Baptist Church, clusters of Spanish-American Colonial Houses. Languages spoken in Camalig include East Miraya (Camaligueños), Bicol, Tagalog, and English.

Transit runs a major supporting part in the social and economic growth of a neighborhood that supplies the means by which people and goods can circulate to and from any direction. The local government unit is mandated under Republic Act 7160 otherwise known as the Local Government Code of 1991 to undertake measures to enhance its transportation system. The municipality of Camalig possesses a transportation system which holds its present functional role, particularly of economic evolution. According to the 2010 census, it contains a population of 63,585 people in households. It has a total land area of 130.9 Square Kilometers. Camalig is politically subdivided into 50 barangays.

The municipality has distinct tourist attractions which draw a regular annual number of day-visitors ranging from as low as 5,000 to a maximum of 50,000 day-visitors for each tourist attraction. These real tourist attractions were classified as Natural and Man-Made attractions, a few of which are the Hoyop-Hoyopan Cave in Barangay Cotmon, the Quituinan Hills World War II Japanese Camp in Barangay Tinago and Ilawod all with minimal facilities for tourism activities.

Annually, 10,000 days-tourists coming from the different culinary schools nationwide avails the Pinangat culinary demonstration and other product demos. An estimate of 120,000 guests yearly dines in the different restaurants that offer Camalig's native cuisines. Camalig offers various tourism products such as Cabecera de Camalig Heritage Tour Packages, Cave Hopping, Tunnel Hopping, and Pinangat Culinary Product Demos. Tourists may enjoy several activities such as spelunking, mountaineering, rock climbing, downhill biking, camping,

tunnel hopping, horseback riding, educational/familiarization tours, culinary or cooking demos, product demos, the conduct of sports/recreational activities and conduct of special events like the yearly Pinangat Festival. Also, there is an increase annually on the establishment/development of tourism support facilities such as restaurants, bars, transportation facilities, communications, medical, tour operators, accommodations, souvenir shops, pasalubong center in the tourism service area, the Poblacion.

Camalig was named by the Provincial Government of Albay as "THE HERITAGE TOWN" for tourism enacted through the approval of Sangguniang Panlalawigan Resolution number 0039-2014 and was awarded to the Municipal Officials witnessed by Camaligueños on June 10, 2014.

Camalig as a heritage prosperous town and fast-growing tourist-friendly destination proactively engaged in social and economic transformation prom-ised to contribute 30,000 day-tourist arrivals annually in the province of Albay. As such, vibrant tourism industry in Camalig will establish strong linkage thus creates more job opportunities, entrepreneurship and better image of the municipality compelled to the town's tourism branding: The Heritage Town of Albay!
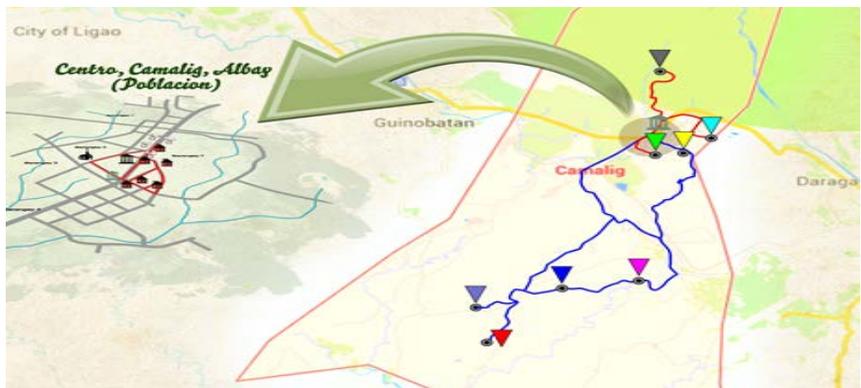

Figure 2. Map of Camalig, Albay shows the Natural and Man-made attractions

Participants

Sixty (60) respondents composed of 5 facilitators, 24 residents, and 31 tourists were identified and notified in Camalig, Albay, to shed light in the inquiry, to justify the needed information about the research being conducted.

The participants were selected according to their participation in the research study. As to the facilitators, they are the officers and staff of the LGU, residents are those living nearby the sites and structures, and for the tour participants, they are selected conveniently. The researcher before the study was conducted, seek the approval of the respondents before the instruments were distributed.

Instrumentation

The instrument used in gathering the data underwent several revisions before it finally undergoes a proposal. The researcher, distributed the questionnaire to the facilitator/tour guide, residents and to the tourists, both local and international who visited the heritage sites and structures. The frequency distributions, percentage, weighted mean and Kendall coefficient of concordance W were utilized to interpret the data.

RESULTS AND DISCUSSIONS

The heritage sites and structures in Camalig, Albay, considered as Natural attraction and Man-made attraction. The municipality having this attraction must be sustained to introduce changes or practices by the locals, the municipality and the tourists who are visiting the locality. This study was supported by the Heritage Theory to recommend holistic, integrated and multidisciplinary management of resources to overcome the dichotomy of conservation and development.

For the Preservation and Promotion, St. John the Baptist Church, Ancestral Houses, Quituinan Hills, World War II Japanese Tunnel and Hoyop-hoyopan Cave was much preserved and very much promoted while LGU Contributions as much effectiveness. However, the ancestral houses were only interpreted as protected. This is because the ancestral homes were not open to the public/tourist for viewing. According to McKercher (2002) finding ways to manage assets in a genuinely sustainable manner is clearly in the best interests of the asset, those who control it, and the potential uses for heritage, placing higher pressure on tourism and Cultural Heritage Management (CHM stakeholders to collaborate for their mutual benefit. Ultimately, the better understanding each has of the other's philosophical framework and requirements, the better the partnership will be.

Table 3 reveals the significant agreement on the rank order of the Status along preservations, promotions, and Local Government Unit noted that the sum of the squared deviation ranged for preservation was 0.19, promotions

were 0.73 and 0.63 for LGU contributions. The coefficient of concordance W for preservation was 0.19, promotions were 0.73, and for LGU contributions, it was 0.63. The X^2 was computed to determine the significance of agreement along the status as evaluated by the group of respondents. The computed X^2 for preservations was 2.28 (p>0.05) for promotions resulted in 8.76 (p>0.05) and for LGU contributions it resulted in 7.56 (p>0.05). Therefore, failed to reach the tabular X^2 value at 0.05 level of significance with their corresponding degree of freedom, which means that the group of respondents does not significantly agree about the status of the heritage sites and structures. These findings indicate that for the three groups of respondents agreement on how the heritage sites and structures will be preserved, promoted, and with LGU contributions is to initiate spearheading the sustainability of Tourism activity in Camalig, which based from R.A no. 9593, Section 3. Objectives J stating "Strengthen the role of tourism councils and encourage the participation of non-government organizations (NGOs), people's organizations (POs) and the private sector in initiating programs for tourism development and environmental protection."

Based on Silberberg (1995) that Cultural tourism represents an area of significant economic benefit to museums and heritage websites. Changing economic challenges, do require the cultural and heritage facilities to conduct studies to increase attendance and self-generated revenues and to curb operations expenses. In so doing, the stakeholders must be looked carefully on their operating policies and practices focusing on issues such as client service, partnerships, and packaging opportunities and to be let out to entrepreneurial approaches while continuing to carry on their heritage preservation and training mandates.

Table 1. The Significance of Agreement on the Rank of the Status along Preservation, Promotions, and LGU Contributions

Indicator	Preservations	Promotions	Lgu Contributions
Summation of Squared Deviation from the Mean Difference	0.19	0.73	0.63
No. of Groups	3	3	3
No. of Activities	5	5	5
Coefficient of Concordance W	0.19	0.73	0.63
Computed X2	2.28	8.76	7.56
Degree of Freedom	5	5	5
Tab. X2 Value			
0.05	11.07	11.07	11.07
0.025	12.83	12.83	12.83
0.01	15.09	15.09	15.09
0.005	16.75	16.75	16.75
The Significance of Agreement	Not Significant	Not Significant	Not Significant
Decision on H1	Rejected	Rejected	Rejected

The problems encountered by the respondents from the heritage sites and structures and considered as much dangerous. Table 4 noted that all indicators were interpreted as much serious showing a general average WX of 3.73. These were presented according to highest to lowest, "Proper Waste Disposal" (4.13), followed by "Promotion" (3.97), "Lack of funds" (3.94), "Provision of foods" (3.85), "Accessibility" (3.83), "Protection of area, and Safety and Security of Tourist"(3.80), "Less entertainment and activities for tourist" (3.76), followed by "Signage's and Street Lights" (3.73), "Produces trash on the ground created by tourist" (3.66), "Causes environmental pollutions"(3.66), while indicators being interpreted as serious were "Destruction of Natural Resources" ,3.54, followed by "Road Widening and Parking lots", 3.47, and the least was "Produces noise" with the average of 3.18. It shows that the majority of the problems encountered by the respondents were Proper Waste Disposal. This may be because waste is an indication of overconsumption and saturation of touring and that material is not

being disposed of properly and eventually, that can damage the environment. The tourist ignorí neither signage. And promotion was considered a problem due to lack of funds, based from the book by Mckercher and Du Cros (2012) on "Cultural Tourism the Partnership Between Tourism and Cultural Heritage, the failure to appreciate the nexus between cultural heritage management and tourism results in the suboptimal delivery of cultural tourism products and the continued unsustainable development of this sector. The failure to accept that tourism is a legitimate user result in the inability to develop and present cultural assets in a manner that is amenable to the needs of the tourist. The consequence may mean lowered visitation levels and decreased satisfaction, threatening the commercial viability of the asset. Worse still, the result may mean continued high levels of visitation without signaling how the asset is to be used, resulting in tourist defining the experience themselves, at the peril of the asset.

CONCLUSIONS

Camalig, Albay has such heritage sites and structures as natural and human-made attractions that were considered as determinants of income generating tourism activities by the municipality. The present status along preservations and promotions were preserved and much preserved; in the sense that it was very much promoted, adequately supervised by the Local Government Unit, which the municipal tourism officer had given some attention as to how these attractions will be polished according to the demand for tourist visiting the municipality. Along with the status, the three groups of respondents should agree about their assessment of the attractions, through the concerted effort of the authority. The Proper Waste Disposal was not adequately managed by the people in charge of the site and structures because disposal management system is not imminent. In the end in view, a framework was devised based on the findings of the study that will serve as a guide in the formulation of the strategies that will be utilized by the municipality.

TRANSLATIONAL RESEARCH

The study is best translated through benchmarking by the municipality as to analyze the best practices from the other known tourist destination areas so improvement is effected in the municipality and more so the translation of the framework strategically to create a policy structure to guide the stakeholder.

And finally, this study is translated into a journal, newsletters, and an article for publication to expand and be disseminated to tourism stakeholders for future policy/strategic formulation.

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