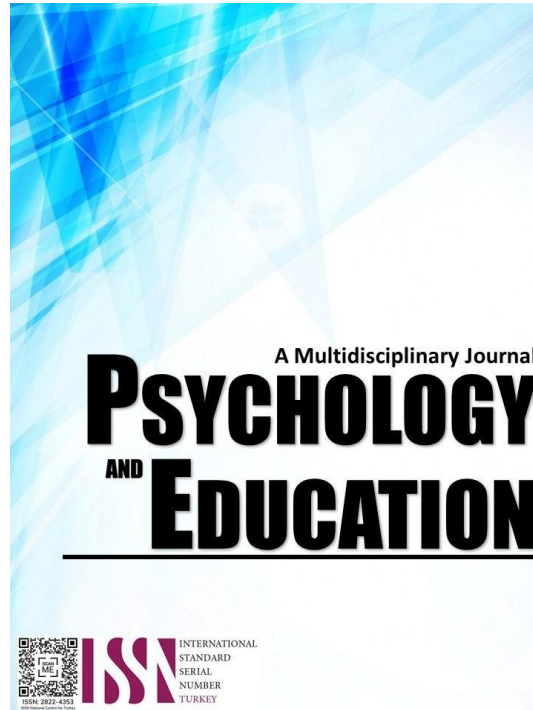


ASSESSING THE ECONOMIC IMPACTS OF LUPAC BEACH ON COASTAL TOURISM DEVELOPMENT IN GUMACA, QUEZON



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Assessing the Economic Impacts of Lupac Beach on Coastal Tourism Development in Gumaca, Quezon

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Abstract

This study determined the economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon. It determined the profile of the respondents in terms of age, sex and address. It also looked into economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon. In terms of development of local business, infrastructure, and employment opportunities. The researcher used descriptive method of research. This study employed simple random sampling design. Under this procedure, the researcher considered using one hundred (100) selected residents in barangays in Gumaca, Quezon to get the 100 % of the respondents. This study determined most of the respondents are ages 21-25 years old which account of 32% of the total respondents. It revealed that majority of the respondents are males which account for 51% of the total respondents. There is an even number of respondents from different barangays which indicated that most of the respondents agreed on the economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon. In terms of development of local business, Likewise, the average mean of 4.11 % interpreted as "Agree", indicated that most of the respondents agreed on the economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon. in terms of infrastructure. The average mean of 4.08 interpreted as "Agree", indicated that most of the respondents agreed on the economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon. in terms of employment opportunities. The average mean is 4.09 interpreted as "Agree" Based from the results of the Kruskal Wallis H - Test the null hypothesis of age, sex are accepted however when grouped according to address the null hypothesis is rejected there is no significant and difference on the perception of the respondents as to age and sex on the perceived economic impact of Lupac Beach coastal tourism development. However when grouped according to address there is a significant difference in the responses of the respondents from different address towards the perceived economic impacts of Lupac Beach on coastal tourism development in Gumaca Quezon. From the result of this study the following were recommended; To the Community, they may prioritized more local residents for jobs measuring local hiring would further improve community this raise incomes and enhance the economic benefits of tourism in the area. To the Barangay Officials, they may improve public facilities to better support tourism. To the Youth, they may participate actively in promoting the Lupac Beach by sharing their experiences through the use of social media. and for the future researchers, They may conduct a similar study using other variables with bigger population samples for more accurate and viable results.

Keywords: *assessing, development of local business, economic, employment opportunities, infrastructure*

Introduction

Lupac Beach can enhance coastal tourism by providing landscapes water-based activities and opportunities for cultural experiences. Tourists often seek diverse attractions, and a Lupac Beach can contribute appeal, fostering economic growth and supporting local businesses. Additionally, the ecosystem around the beach can offer flora and fauna, attracting nature enthusiasts. Sustainable development and conservation efforts and crucial to balance tourism benefits with environmental preservation. About 80% of all tourism is concentrated in coastal areas, beach holidays and activities like diving, sports fishing, and cruising make up a significant part of the blue economy worldwide.

The economic significance of coastal tourism is undeniable, particularly for regions endowed with natural attractions such as pristine beaches. Beach, renowned for its scenic beauty and biodiversity, stands as a pivotal site within its locale. As we move into 2024, understanding the economic impact of Lupac Beach on coastal tourism becomes imperative for stakeholders, including policymakers, business owners, and the local community. This assessment focuses on quantifying the financial contributions of tourism activities associated with Lupac Beach, considering direct, indirect, and induced effects. Direct impacts include expenditures by tourists on lodging, dining, entertainment, and transportation. Indirect impacts cover the subsequent spending by businesses to procure goods and services required to support tourism activities. Lupac Beach, known for its stunning landscapes and diverse marine life, plays a crucial role in attracting tourists and driving economic activities. As we look ahead to 2024, assessing the economic impact of Lupac Beach on coastal tourism is essential to understand its contributions and to inform strategic planning.

According to Drius et al. (2024), while it is undeniable that tourism is important for economic development, it is also obvious that its continued rise will place growing stress on coastal zone environmental resources. In order to control the pressures and plan the development of tourism in an area, a beach quality assessment is essential. Beach quality is defined in terms of environmental quality as "the state of the beach as a socio-natural system in a certain time, concerning its ecosystem functionality and satisfaction of human needs.

One of these services is related to the cultural use of beaches, mainly for leisure and recreation. Beaches are chosen as an area for individuals to relax and meditate, making them a key destination for coastal tourism (Li et al. 2023). This assessment will serve as a critical tool for strategic planning, helping to maximize the economic benefits of coastal tourism while preserving the natural and cultural assets that make Lupac Beach a unique destination.

Research Questions

This study determined the economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon. Specifically, it sought to answer the following questions;

1. What is the profile of the respondents in terms of;
 - 1.1 age;
 - 1.2 sex; and
 - 1.3 address?
2. What are the economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon terms of;
 - 2.1 development of local business;
 - 2.2 infrastructure; and
 - 2.3 employment opportunities?
3. Is there any significant difference on the perceived economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon when the respondents are grouped according to profile?

Methodology

Research Design

This study used descriptive survey method to collect data for the economic impacts of Lupac beach on coastal tourism development in Gumaca, Guezon. The researcher used researcher made-questionnaire as an instrument. Based on the results the researcher was able to determine the details of the study.

According to Hitesh Bhasin (2023), fusing aspects of qualitative and quantitative research, descriptive research offers a thorough account of a population or phenomenon. This kind of research is perfect for identifying patterns or occurrence frequency in a certain subject, and is especially helpful when primary material is needed to create a hypothesis. It concentrates on the "what" of a study rather than the "why/when/how." Descriptive research is a useful option for a variety of research goals since this page offers a thorough grasp of its traits, procedures, examples, benefits, and drawbacks.

Respondents

The researcher selected one hundred (100) respondents through simple random sampling who are the residents in Gumaca, Quezon. According to Omid Tajik & Golzar Jawad (2022), One popular sampling technique used in quantitative research using survey instruments is simple random sampling. It is claimed that among populations that have been uniformly selected and are homogeneous, simple random sampling is advantageous. With this method of selection, everyone has an equal chance to take part in the study, and the selection procedure is solely dependent on chance. There are advantages and disadvantages to basic random sampling. While it guarantees impartial, representative, and equal probability of the population, it can also be difficult in situations where the population is heterogeneous and dispersed, and it is rarely supported by an easily accessible list of the people. On the other hand, the unselected pupils were automatically belonging to the controlled group.

Instrument

The researcher used a researcher-made questionnaire as a research instrument. The survey questionnaire have two parts. Part I covered the general information of the students including the age, sex, and address. Part II included the economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon. The questionnaire is a likert scale of, 5 – Very Much Agree (VMA), 4 – Agree (A), 3 – Moderately Agree (MA), 2 – Disagree (DA), 1 – Strongly disagree (SDA) for economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon.

The researcher- made questionnaire were validated by two experts. A pilot testing using Cronbach's Alpha was conducted to twelve (12) respondents from a barangay which is not the target of the study. This will determine the internal consistency of the research instrument. If the result is 0.70 and above it is acceptable.

Procedure

After pilot testing. prior to the conduct of the study, the researcher sent a letter to the Barangay officials. Upon approval, the researcher administered the instrument to the target respondents.

The survey questionnaires were distributed to the respondents of this study. After the distribution of the survey questionnaires, the retrieval collection and gathering process followed for the purpose of analysis and interpretation of the gathered data.

The descriptive research design method using likert scale will be used in order to rate the economic impacts of Lupac Beach on coastal tourism development in Gumaca, Quezon. Data were gathered through “Simple Random Sampling” both male and female residents in Gumaca, Quezon were selected to fill the questionnaire. Data were gathered through face-to-face survey following the safety health protocols to prevent the spread of the virus.

Data Analysis

In this study, the researcher used statistical measures to treat the collected data. All the data were carefully read and examined for analysis. They were tallied and entered into a master list of the data collection sheet. Percentage and Frequency were used to interpret the profile of the respondents.

The computed mean were interpreted based on Likert Scale.

To test the significant difference of three or more means, the researcher used the Kruskal-Wallis for non-parametric test.

Results and Discussion

This section shows the presentation, analysis, and interpretation of the gathered data from the respondents. The data were presented in the tabular form followed by its descriptive analysis. The interpretation of the data were also provided to elaborate the data from the table.

Table 1. *Frequency and Percentage Distribution of the Respondents According Age*

Age	Frequency	Percentage (%)	Rank
16-20 years old	21	21	3
21-25 years old	32	32	1
26-30 years old	26	26	2
31- 35 years old	15	15	4
36 years old & above	6	6	5
Total	100	100	

Table 1 shows the distribution of respondents according to age. Of the total respondents, 21 individuals or 21% were 16-20 years old, 32 individuals or 32% were 21- 25 years old, 26 individuals or 26% were 26-30 years old, 15 individuals or 15% were 31-35 years old, 6 or 6% were 36 years old & above. It can be inferred that most of the visitors to Lupac beach are 21-25 years old based on the highest frequency and percentage of respondents in this age range.

Guni Refinda (2017) revealed that coastal tourism development is often based on the preferences of younger visitors, offering lively experiences and amenities that appeal to them. This trend is relevant to Lupac Beach, where most visitors are aged 21-25, likely attracted by recreational activities suited to their interests.

Table 2. *Frequency and Percentage Distribution of the Respondents According to Sex*

Sex	Frequency	Percentage (%)	Rank
Male	51	51	1
Female	49	49	2
Total	100	100	

Table 2 exhibits the distribution of respondents according to sex. Male respondents had a frequency of 51, which accounts for 51%, while female respondents had a frequency of 49, which accounts for 49%. It can be concluded that most of the respondents are male.

Unhaduta Sussaangana (2021) examines how tourism affects communities at Cha-am Beach in Thailand and finds that both men and women influence tourism trends. This suggests that local tourism patterns can be influenced by visitors’ preferences and the activities offered at a destination.

Table 3. *Frequency & Percentage Distribution of the Respondents According Address*

Address	Frequency	Percentage (%)	Rank
Brgy. Bamban	20	20	3
Brgy. Binambang	20	20	3
Brgy Hagakhakin	20	20	3
Brgy Panikihan	20	20	3
Brgy. San Vicente	20	20	3
Total	100	100	

Table 4 displays the distribution of respondents according to their address. The data revealed that 20 or 20% of respondents are living in Brgy Bamban, 20 or 20% are living in Brgy Binambang, 20 or 20% are living in Brgy Hagakhakin, 20 or 20% are living in Brgy

Panikihant and 20 or 20% are living in Brgy. San Vicente. Thus, it is evident that there is an even number of respondents from different barangay.

Casiwan-Launio et al. emphasize that involving the local community and understanding their specific needs are key in managing resources and creating jobs. In their study on marine protected areas (MPAs) in the Philippines, they found that residents' willingness to participate in local projects depends on where they live and their economic situations. These factors can also shape how people view job opportunities in different barangays.

Table 4. *Respondents Assessment on the Perceived Economic Impacts of Lupac Beach on Coastal Tourism Development in Gumaca Quezon in terms of Development of Local Business*

Indicators	Mean	Verbal Interpretation	Rank
1. The promotion of Lupac beach as a tourist destination has raised the profile of local business.	4.09	Agree	3
2. Local accommodations such as cabin rooms and cottages have seen Increased-booking because of Lupac beach.	4.04	Agree	5
3. Sari sari store and other food vendors have experienced growth due to the increased of visitors to Lupac beach.	4.08	Agree	4
4. The success of Lupac beach has motivated local entrepreneurs to start new ventures.	4.23	Strongly Agree	1
5. The development of Lupac has created new job opportunities within the local community.	4.11	Agree	2
AVERAGE MEAN	4.11	Agree	

Legend: Strongly Disagree (1.0-1.80), Disagree (1.81-2.60), Moderately Agree (2.61-3.40), Agree (3.41-4.20), Very Much Agree (4.21-5.0)

Table 4 presents the perceived economic impacts of Lupac beach on coastal tourism development in Gumaca Quezon in terms of development of local business. The respondents very much agree that the success of Lupac beach has motivated local entrepreneurs to start new ventures evidenced by the highest mean of 4.23. However, the respondents agree that local accommodations such as cabin rooms and cottages have seen increased-booking because of Lupac beach evidenced by the lowest mean of 4.04. The average mean is 4.11, interpreted as "agree".

Lupac Beach has boosted the local economy by encouraging new businesses in Gumaca, Quezon. While the beach brings in more visitors, the accommodation, like cabin rooms and cottages, could improve to meet demand better. Enhancing these facilities could further increase tourism's positive impact on the local economy.

Radzi et al. (2017) found that small business success in Malaysia is influenced by internal factors, like strategic planning and leadership. This insight is relevant for Gumaca's local businesses, as improving these areas could enhance their ability to serve the growing tourist population.

Table 5. *Respondents Assessment on the Perceived Economic Impacts of Lupac Beach on Coastal Tourism Development in Gumaca Quezon in terms of Infrastructure*

Indicators	Mean	Verbal Interpretation	Rank
1. Lupac beach has spurred improvements in local infrastructure.	4.02	Agree	4
2. Presence of Lupac resort has led to the expansion or improvement of transportation services in the area.	4.28	Very Much Agree	2
3. Development of Lupac beach has encouraged the government to invest in enhancing infrastructure in the area.	4.06	Agree	3
4. Lupac beach development has led up grades in public amenities.	4.33	Very Much Agree	1
5. Additional buildings cater the needs of the tourists day.	3.72	Agree	5
AVERAGE MEAN	4.08	Agree	

Legend: Strongly Disagree (1.0-1.80), Disagree (1.81-2.60), Moderately Agree (2.61-3.40), Agree (3.41-4.20), Very Much Agree (4.21-5.0)

Table 5 exhibits the perceived economic impacts of Lupac beach on coastal tourism development in Gumaca Quezon in terms of infrastructure. The respondents very much agree that Lupac beach development has led up grades in public amenities shown by the highest mean of 4.33. Meanwhile, the respondents agree that additional buildings cater the needs of the tourist's day shown by the lowest mean of 3.72. The average mean is 4.08, interpreted as "agree".

The findings show that Lupac Beach has positive impacts on local infrastructure, emphasizing public amenity upgrades. This suggests that tourism has encouraged investments that will benefit both visitors and the community. However, some respondents felt that additional buildings for day-use needs were still inadequate. Enhancing these facilities could enhance the tourist experience, encourage repeat visits, and enhance Gumaca, Quezon's local economy even more.

Guni Refinda (2017) stresses the importance of infrastructure for sustainable coastal tourism, as well-developed facilities not only enhance the visitor experience but also support environmental and economic sustainability. Like Lupac Beach, strategic infrastructure

expansion could optimize tourism benefits while maintaining environmental integrity.

Table 6. *Respondents Assessment on the Perceived Economic Impacts of Lupac Beach on Coastal Tourism Development in Gumaca Quezon in terms of Employment Opportunities*

Indicators	Mean	Verbal Interpretation	Rank
1.It has provided job opportunities for local residents.	4.17	Agree	2
2.Because Lupac beach resort employments opportunities have contributed to reducing unemployment rates in the area.	4.21	Very Much Agree	1
3.Its employment opportunities have led to skills development and training for local workers.	4.05	Agree	4
4. Lupac beach resort has stimulated entrepreneurship and small business development in the surrounding area.	4.07	Agree	3
5.Lupac beach resort prioritizes hiring local residents for its staff position.	3.97	Agree	5
AVERAGE MEAN	4.09	Agree	

Legend: Strongly Disagree (1.0-1.80), Disagree (1.81-2.60), Moderately Agree (2.61-3.40), Agree (3.41-4.20), Very Much Agree (4.21-5.0)

Table 6 demonstrates the perceived economics impacts of Lupac beach on coastal tourism development in Gumaca, Quezon in terms of employment opportunities. The respondents very much agree that because Lupac beach resort employments opportunities have contributed to reducing unemployment rates in the area evidenced by the highest mean of 4.21. Furthermore, the respondents agree that Lupac beach resort prioritizes hiring local residents for its staff position evidenced by the lowest mean of 3.97. The average mean is 4.09, interpreted as “agree”.

The findings suggest that Lupac beach has a positive impact on employment in Gumaca, Quezon by reducing the unemployment rate. Most respondents agree that the resort provides jobs that benefit the local economy, however, for local hiring indicates there is a need to prioritize more residents for jobs. Increasing local hiring could further improve community ties, raise incomes, and enhance the economic benefits of tourism in the area.

Duffy and Norman (2017) emphasize those sustainable practices, such as culinary tourism and local aquaculture, help coastal areas grow tourism while protecting the environment and involving the community. They explain that hiring local people in tourism jobs boosts economic and cultural benefits for both residents and visitors, similar to Lupac Beach's approach to creating local job opportunities.

Table 7. *Summary Table on the Perceived Economic Impacts of Lupac Beach on Coastal Tourism Development in Gumaca Quezon*

Perceived Economic Impacts Of Lupac Beach On Coastal Tourism Development	Average Mean	Verbal Interpretation	Rank
Development of Local Business	4.11	Agree	1
Infrastructures	4.08	Agree	3
Employment Opportunities	4.09	Agree	2
AVERAGE MEAN	4.09		

Legend: Strongly Disagree (1.0-1.80), Disagree (1.81-2.60), Moderately Agree (2.61-3.40), Agree (3.41-4.20), Very Much Agree (4.21-5.0)

Table 7 presents the summary table on the perceived economic impacts of Lupac beach on coastal tourism development in Gumaca Quezon. The data indicates that the respondents agree that Lupac beach has the most impact on the development of local businesses, evidenced by the highest average mean of 4.11. Meanwhile, the respondents also agree that Lupac beach has the least impact on infrastructure evidenced by the lowest mean of 4.08.

The findings show that Lupac Beach is helping the local economy by supporting local businesses. However, in terms of infrastructure, it suggests that there is a need to improve public facilities to better support tourism. Improving infrastructure could help local businesses even more and enhance the experience for tourists, leading to more visitors and longer stays, which would benefit the economy of Gumaca, Quezon.

Mason and Cheyne (2018) researched how coastal tourism affects local communities in the Philippines. They found that beaches and other coastal attractions help local businesses grow by attracting more tourists who spend money on shops and restaurants. The study showed a clear link between tourism and the success of small businesses, especially when local governments promote these areas.

Table 8. *Significant Difference in the Perceived Economic Impact of Lupac Beach on Coastal Tourism Development in Gumaca Quezon when Respondents are Grouped According to Age*

Groups	N	Median	df	H value	Critical Value	Significant Level	P-value	Decision
16-20 y/old	21	4.20						
21-25 y/old	32	4.07						
26-30 y/old	26	4.07	4	2.006	9.488	0.05	0.735	Accept Ho
31-35 y/old	15	4.27						
36 y/old & above	6	4.17						

Table 8 shows the significant differences on the perceived economic impact of Lupac Beach on coastal tourism development in Gumaca Quezon when respondents are grouped according to age. Since the H value of 2.006 is lower than the critical value of 9.488 and the p-value of 0.735 is greater than 0.05 level of significance, it failed to reject the null hypothesis. This suggests that there is no significant difference in the responses of different age groups toward the perceived economic impact of Lupac Beach on coastal tourism development in Gumaca Quezon.

The findings demonstrate that people of different ages view the economic impact of Lupac Beach on tourism in Gumaca, Quezon in a similar way. Since age does not affect their views, it suggests that the economic benefits of the beach are clear to everyone. This is beneficial for local leaders and planners, as it means that they can anticipate support from all age groups.

Duffy and Norman (2016) found that in promoting aquaculture tourism, tourists' participation was more influenced by their knowledge and attitudes than by their age or other demographics. This study supports the promotion of Lupac Beach in Gumaca, Quezon, to all age groups promoting its economic benefits.

Table 9. *Significant Difference in the Perceived Economic Impact of Lupac Beach on Coastal Tourism Development in Gumaca Quezon when Respondents are Grouped According to Sex*

Groups	N	Median	df	H value	Critical Value	Significant Level	P- value	Decision
Male	51	4.07	1	0.882	3.841	0.05	0.348	Accept Ho
Female	49	4.20						

Table 9 determines the significant differences on the perceived economic impact of Lupac Beach on coastal tourism development in Gumaca Quezon when respondents are grouped according to sex. Since the H value of 0.882 is lower than the critical value of 3.841 and the p-value of 0.348 is greater than 0.05 level of significance, it failed to reject the null hypothesis. This suggests that there is no significant difference in the responses of male and female respondents toward the perceived economic impact of Lupac Beach on coastal tourism development in Gumaca Quezon.

The findings suggest that sex does not affect how people perceive the economic impact of Lupac Beach on tourism in Gumaca, Quezon. Both men and women share similar opinions, indicating that tourism programs can expect support from everyone. This also allows planners to utilize the same strategies for all genders without requiring distinct approaches.

Phillips (2016) stated that protecting coastal resources is essential for tourism and is important for both men and women. This means that tourism planning can use the same approach for everyone, without needing to adjust based on gender. This supports the findings of Lupac Beach, indicating that a unified approach can be beneficial for both male and females.

Table 10. *Significant Difference in the Perceived Economic Impact of Lupac Beach on Coastal Tourism Development in Gumaca Quezon when Respondents are Grouped According to their Address*

Groups	N	Median	df	H value	Critical Value	Significant Level	P- value	Decision
Bamban	20	4.30	4	12.432	9.488	0.05	0.014	Reject Ho
Binambang	20	4.13						
Hagakhakin	20	4.17						
Panikihan	20	4.20						
San Vicente	20	3.90						

Table 10 establishes the significant differences on the perceived economic impact of Lupac Beach on coastal tourism development in Gumaca Quezon when respondents are grouped according to their address. Since the H value of 12.432 is greater than the critical value of 9.488 and the p-value of 0.014 is less than 0.05 level of significance, the null hypothesis is rejected. This suggests that there is a significant difference in the responses of respondents from different address toward the perceived economic impact of Lupac Beach on coastal tourism development in Gumaca Quezon.

The results show that people's views on the economic impact of Lupac Beach differ based on where they live. Since the null hypothesis was rejected, it means that respondents from different areas see the beach's economic effect differently. For local leaders, this means that development and marketing plans may need to be adjusted to meet the unique needs and interests of residents in each area. By customizing their programs, policymakers can increase support and engagement from the community across various locations.

The Integrated Coastal Management (ICM) Sustainability Project (2015) examined the impact of tourism on different communities. The study concluded that tourism could have both positive effects, such as improving access and compliance, and negative effects, such as harming local quality of life and sustainability. This indicates that strategies for managing tourism should be designed to the specific needs and conditions of each individual community, as the effects can vary widely.

Conclusions

Based on the findings discussed in this research, the following conclusion were drawn:

Most of the respondents are twenty one to twenty-five years old. When it comes to sex, the majority of respondents are Male.

The perception of the respondents when grouped by age and sex on the economic impacts of Lupac Beach to coastal tourism does not vary. Respondents from different areas all the beach's economic effect differently. Respondents view on the economic impacts of Lupac Beach differ based on where they live.

Based on the findings and conclusion in this study, the recommendation of the researcher-made help the following.

To the Community, they may prioritized more local residents for jobs measuring local hiring would further improve community this raise incomes and enhance the economic benefits of tourism in the area.

To the Barangay Officials, they may improve public facilities to better support tourism.

To the Youth, they may participate actively in promoting the Lupac Beach by sharing their experiences through the use of social media. and for the future researchers,

To the Future Researcher, They may conduct a similar study using other variables with bigger population samples for more accurate and viable results.

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