



Community-Based Tourism Assessment Through Community Capital Framework (CCF): Tool for Empowering Indigenous Community

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INTRODUCTION



COMMUNITY-BASED TOURISM (CBT)

- Basis for sustainable tourism by using essential natural resources that can profit the community
- Helps to save cultural heritage and development of local economy .



COMMUNITY CAPITAL FRAMEWORKS (CCF)

- A tool with strong applicability to tourism research that examines and evaluates movements, programs, or industries within a community or region.
- This framework situates community resources/assets into the following categories of capital: *natural, cultural, human, social, political, financial, and built capital*.



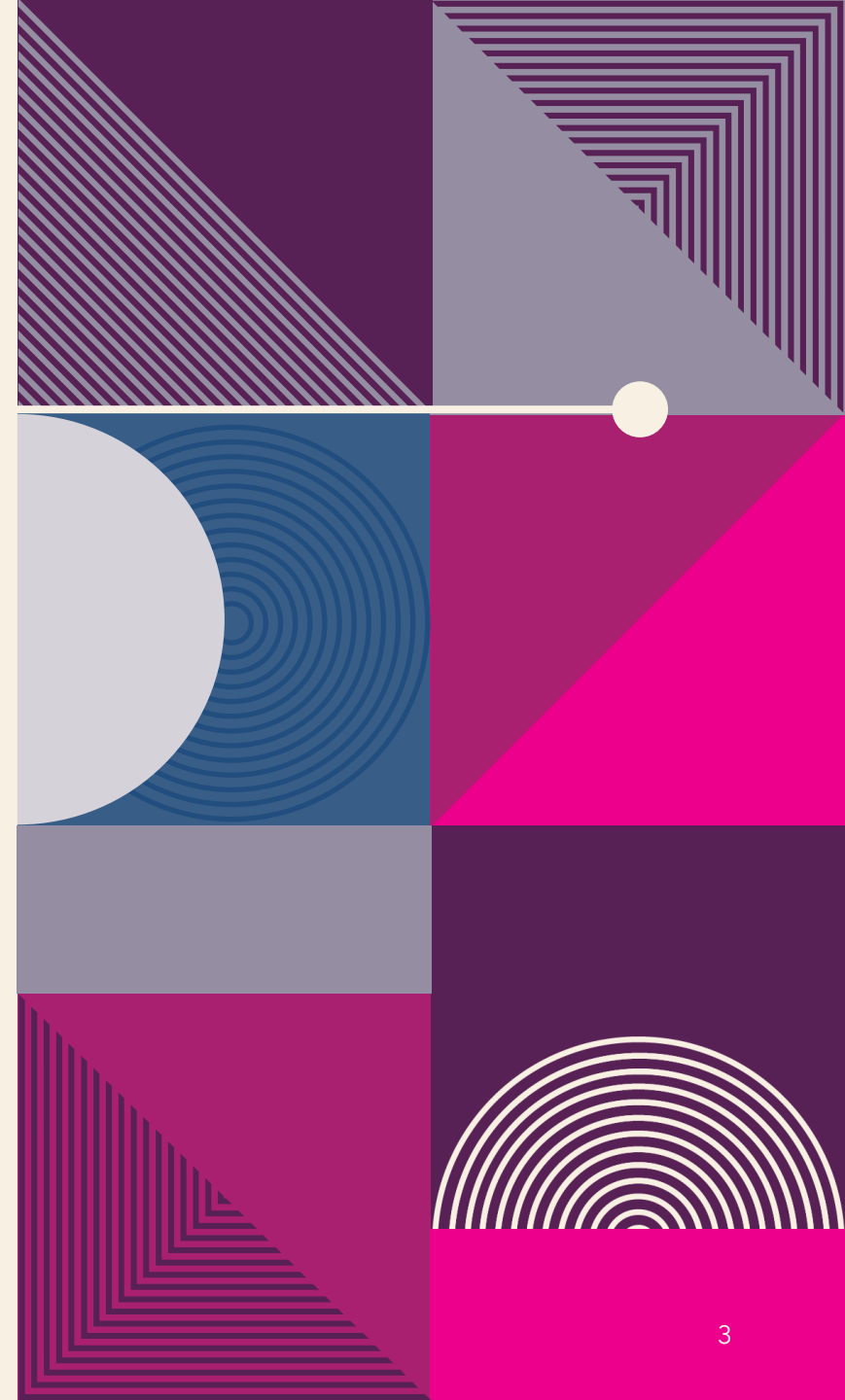
RESEARCH OBJECTIVES

- Assess the community resources through the CCF framework.
- Transformative potential of CBT for Indigenous communities.

METHODOLOGY

The study employed a *qualitative approach*, utilizing the ***Community Capital Framework (CCF)***, specifically tailored to the unique characteristics of Panaytayan, Mansalay in Oriental Mindoro.

Various methods, including ***interviews, focus groups, and observations***, were employed during the community immersion to gather qualitative insights from community leaders and members. Through in-depth interviews and observations, the research aimed to reveal the community capital in the selected areas.



COMMUNITY CAPITAL FRAMEWORK (CCF)

Community Capital	Description
Natural	Includes resources, beauty, and geography that characterize the community as a place (e.g. Air quality, land, landscape, water features, water quality, biodiversity, scenery, and natural resources protection)
Cultural	Includes the shared worldviews, values, beliefs, meanings, and behaviour that become tangible through heritage, traditions, language, rituals, dress, and food preparation. Also reflects hegemonic forces that privilege dominant groups.
Human	Focuses on the knowledge, skills, and competencies of individuals who can be used to foster community development, particularly leadership. Also includes health and well-being, level of creativity, demographics of community members, and intrinsic qualities (e.g. self-esteem, self-efficacy, and respect)
Social	Refers to the connections/network between individuals and the level of trust, norms of reciprocity, and cooperation they maintain. It also reflects the common vision and goals, acceptance of alternative views, and diverse representation within discussions made about the community.
Political	Political Reflects the 'organization, connections, voice, and power as citizens turn shared norms and values into standards that are codified into rules, regulations, and resource distributions that are enforced' (Flora et al., 2015, p. 184). This also includes level of community organization through the use of government and the ability of government to garner resources for the community
Financial	Refers to the monetary and financial resources that can be directly invested in other forms of capital (e.g. tax, philanthropic donations, grants, contracts, regulatory exemption, loans, and forms of investment)
Built	Includes infrastructure necessary to support community activities such as housing, transportation infrastructure, telecommunications infrastructure and hardware, utilities (e.g. water treatment, sewer, sidewalks), recreation facilities, and community buildings

Source: Adapted from Flora et al. (2015) and Flora, Emery, Fey, and Bregendahl (2005)

RESULTS AND DISCUSSION

Table 1. Natural Capital Assets in Panaytayan, Mansalay, Oriental Mindoro

Table underscores the potential for diverse and sustainable tourism offerings within the forested area, requiring a holistic approach to leverage its natural assets while ensuring responsible management and conservation. The forested area described multifaceted potential for tourism, presenting implications across various dimensions.

Community Responses
“ In these forests, the lush vegetation creates a paradise for eco tourists and those who just love natural beauty.” <i>(Sa mga kagubatan na ito, ang masaganang halaman ay lumilikha ng paraiso para sa mga eco-tourist at sa mga taong nagmamahal ng natural na kagandahan).</i>
“ The place is also interesting to “bird watchers” because it might be filled with different kinds of “unusual birds”.<i>(Ang lugar ay nakakaakit din sa mga 'bird watchers' dahil maaaring puno ito ng iba't ibang uri ng 'kakaibang ibon).</i>
“ The forest provides excellent trails that are good for adventurers as well as nature lovers.” <i>(Ang kagubatan ay nagbibigay ng mga magagandang daanan na mabuti para sa mga mandarayuhan pati na rin sa mga taong nagmamahal ng kalikasan).</i>
“ What is more, we get excellent places for photography and documentation during our festivity and ritual occasions thus drawing photographers and travel bloggers.” <i>(Bukod pa, nakakakuha tayo ng mahusay na lugar para sa larawan at dokumentasyon sa panahon ng ating mga pagdiriwang at rituwal kaya't ito ay nakakapagdala ng mga potograpo at travel bloggers).</i>
“ Adventures seeker will have a chance to hike in our clean water falls and experience river cruising.” <i>(Ang mga naghahanap ng pakikipagsapalaran ay magkakaroon ng pagkakataon na mag-trek sa aming mga malinis na talon at maranasan ang river cruising).</i>
“ Nature lovers, visitors, hikers, and swimmers can find the best time out as they follow the hiking trails that lead to waterfall and riverbank.” <i>(Ang mga taong nagmamahal sa kalikasan, bisita, mga mandarayuhan, at mga lumalangoy ay maaaring makahanap ng pinakamagandang pagkakataon habang sinusundan nila ang mga hiking trail na patungo sa talon at riverbank).</i>
“ Our farm served as area where we produce and grown our plants and vegetables for the community’s consumption. <i>(Yung lupa namin dito ay nagsisilbing taniman ng halaman at gulay para sa pagkain naming lahat dito).</i>

RESULTS AND DISCUSSION

Table 2. Cultural Capital Assets in Panaytayan, Mansalay, Oriental Mindoro

Local festivals in Panaytayan such as the Planting and Harvest Festival were surviving. Practice of these were limited to the elderly which lead to memories alone. The promotion of traditional handcrafted souvenirs for tourists is seen as a way to sustain traditional craftsmanship. Additionally, cultural festivals and workshops featuring indigenous dance and music aim to raise awareness among tourists about the community's cultural practices.

Community Responses
"Our Festivals such as that in Panaytayan and the religious ceremonies, notably, the Planting and Harvest Festival served for many people an opportunity to learn about how we do things here". <i>(Ang aming mga Pista gaya ng sa Panaytayan at ang mga seremonyang pangrelihiyon, lalo na ang Planting and Harvest Festival, ay nagbigay ng pagkakataon sa maraming tao na malaman kung paano namin ginagawa ang mga bagay dito).</i>
"Traditional craftsmanship can be sustained by promoting our traditional handcrafted souvenirs for the tourists." <i>(Ang tradisyonal na gawaing-kamay ay maaaring mapanatili sa pamamagitan ng pag-promote ng ating mga tradisyonal na likhang-sining bilang mga souvenir para sa mga turista).</i>
"Cultural festivals and workshops which include Indigenous dance and music will sensitize the tourists about our cultural practices." <i>(Ang mga kultural na pista at mga workshop na kasama ang pagsasayaw at musika ng mga Katutubo ay magpapahalaga sa mga turista sa ating mga kultural na gawi).</i>
"The Gurangons or elderly are the one with knowledge and practicing our culture like writing, dances and festivals, in planting and harvest period" <i>(Yun na lang matatanda dito ang marunong at may kaalaman sa aming ng mga traditional na cultural katuld ng pag sulat, mga sayaw at yung mga festival namin sa pag aani at pag tatanim).</i>

RESULTS AND DISCUSSION

Table 3. Human Capital Assets in Panaytayan, Mansalay, Oriental Mindoro

This emphasized the necessity for inclusive governance structures, responsible engagement training, empowerment strategies, and support for livelihoods to encourage community involvement in sustainable tourism development. Community elders presently oversee tourism decisions, aiming to safeguard community interests and culture

Community Responses

"It is only our community elders making decision and regulating tourism, for the sake of our community interests and culture protection." (Maybe, we shall in future allow others into this". *(Tanging ang mga nakatatandang miyembro ng aming komunidad ang nagdedesisyon at nagpapalakad sa turismo, alang-alang sa interes ng aming komunidad at sa pangangalaga ng kultura.*" "Marahil, sa hinaharap ay papayagan natin ang iba na makilahok dito).

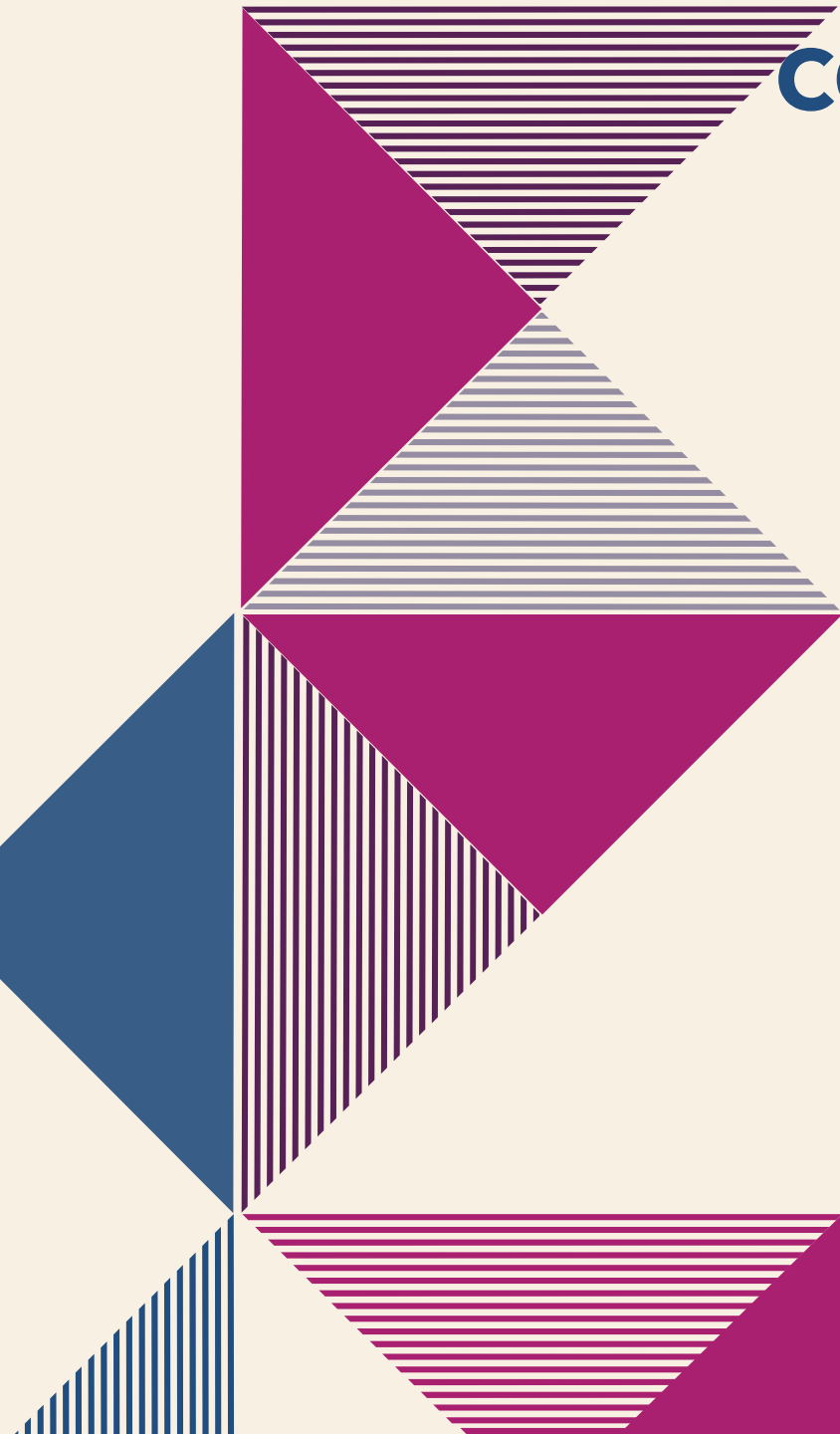
"There are some of us here who had different trainings already in farming, waeving and other livelihood but that is very seldom and only few joined the activity because we use our time in farming anf looking for our food everyday." *(May mga kaunti din dito na nagkaron na ng training tungkol sa pagsasaka, paglala at iba pang panglabuhayan pero bihira yun and ilan lang ang nakakasali dahil; madami sa amin eh nag tatanim at naghahanap ng pagkain namin sa araw araw).*

RESULTS AND DISCUSSION

Table 4. Built Capital Assets in Panaytayan, Mansalay, Oriental Mindoro

The study found that while the existing roads are passable, they need better quality and clearer signage for safe tourist navigation. There are limited affordable eco-friendly lodging options, with only three identified in Tanawan. Rain makes concrete steps slippery in steep areas, posing safety risks. However, the area offers accessible potable water from natural springs for both visitors and locals.

Community Responses
"We have roads that four wheels can passed by but we need better roads and signs leading to our attractions to make it easier for tourists to navigate and ensure their safety." As of now, we still don't have that". <i>(Meron naman kaming kalsada na kasya ang mga four wheels kaso kailangan namin ng mas magandang mga kalsada at mga tanda patungo sa aming mga atraksyon upang gawing mas madali para sa mga turista ang mag-navigate at mapanatiling ligtas ang kanilang paglalakbay.</i> " <i>"Sa ngayon, wala pa tayong ganoon).</i>
"We want to build affordable and eco-friendly accommodations, such as community-operated lodges or homestays, to provide tourists seeking an authentic experience with companionship." We have three (3) in Tanawan only". <i>(Nais naming magtayo ng abot-kayang at eco-friendly na mga tuluyan, tulad ng mga lodge na pinapatakbo ng komunidad o mga homestay, upang magbigay ng tunay na karanasan sa mga turistang naghahanap ng kasamaan.</i> " <i>"Mayroon tayong tatlo (3) sa Tanawan lamang).</i>
"We have concrete steps in stiffed areas but because of rain it became dangerous and slippery". <i>(Meron kaming mga semento na parang hagdan na takapan lalo na sa mga matatarik na daan, pero pag umuulan delikado talaga at madulas).</i>
" We also have potable water fresh from spring for our visitors and for us" <i>(Meron din kaming tubig na pwede inumin galing sa bukal).</i>



CONCLUSION AND RECCOMENDATION

- Findings provide strong grounds for the community vision and strategy on how best to utilize tourism for the development, and preservation of culture and environment.
- Research suggests that an effective approach should include community participation in the formulation of policies, establishing local tourism councils, and promoting responsible tourism through education.
- Community leaders, therefore, should actively take part in policy management relating to tourism so that local culture and interests are protected and the community becomes more attractive as an authentic cultural destination.
- In addition, the dedication to green tourism complements what many travelers want nowadays in a place.

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**THANK YOU
FOR LISTENING**