"Loved to Death": Tourism Case Studies in Baguio and Batad, Philippines

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**Abstract**

Sustainable tourism is based on the idea of sustainable development, which is development that preserves environmental resources for future generations while allowing for the present generation to meet their own needs (Hunter, 1997). As an industry, it functions in a way that protects its environmental resource base for future development, while allowing for cultural, economic, social, and political development (Timur and Getz, 2009) (Drost, 1996).

**Introduction**

Sustainable tourism is based on the idea of sustainable development, which is development that preserves environmental resources for future generations while allowing for the present generation to meet their own needs (Hunter, 1997). As an industry, it functions in a way that protects its environmental resource base for future development, while allowing for cultural, economic, social, and political development (Timur and Getz, 2009) (Drost, 1996).

**Banguio**

- Bringing back stability in city’s environmental degradation through implementation of “green” programs
- Comprehensive land use plan to encourage development of neighboring municipalities
- Make Banguio more accessible to tourists

**Baguio**

- More accepting of the future, leave conservation and preservation to outside groups
- Children are seen as lazy, leaving terraces to work in more profitable industries

**Barriers**

- Barriers to Government: UNESCO’s contradictory stance of demanding a site’s preservation, while seemingly not giving funds for preservation
- Climate change
- Development of infrastructure to resolve problems caused by tourism limited by political barriers

**Goals**

**Banguio**

- Emphasis on restoring cultural values and youth education
- Development of infrastructure to support tourism services
- National agency would like the UNESCO inscription to be maintained, but the local government sees the organization as somewhat disempowering

**Goals of Community**

- More accepting of the future, leave conservation and preservation to outside groups
- Children are seen as lazy, leaving terraces to work in more profitable industries

**Conclusions**

- Conservation cannot be done alone
- Holistic tourism plan
- Different interest groups have different perceptions of Banguio/Batad dependent on focus
- Implications for other areas
- Use of tourism as primary means of economic development
- Unsustainable tourism puts environment and cultural heritage at risk
- Tourists can be more self-aware
- Interest groups work in tandem

**References**


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