RESIDENTS' PERCEPTION ON TOURISM DEVELOPMENT, VALUE ORIENTATION, AND DESTINATION ATTRACTIVENESS: A STRUCTURAL EQUATION MODEL ON SUSTAINABLE TOURISM IN REGION XI

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ABSTRACT

This study was conducted to determine the best fit model for sustainable tourism in Region XI, Philippines using the quantitative, non-experimental research design employing the correlational technique. Respondents of the study were the 509 Davao Region residents selected through stratified sampling. Adapted questionnaires were translated into electronic survey form were used to measure the extent and establish the relationship between residents' perception on tourism development, value orientation, and destination attractiveness to sustainable tourism using the mean, Pearson r, regression, and structural equation modeling as statistical tools. The study revealed high levels of residents' perception on tourism development and sustainable tourism, while value orientation and destination attractiveness level was very high. Results also show that residents' perception on tourism development, value orientation, and destination attractiveness have a significant relationship across all dimensions of sustainable tourism, with residents' perception on tourism development as the greatest influencer for sustainable tourism. Finally, structural equation modeling determined the best fit model characterized by the direct influence of residents' perception on tourism development and value orientation on sustainable tourism with positive perception, support to tourism, biospheric value orientation, and altruistic value orientation left as indicators. However, destination attractiveness proved to have a negative influence on sustainable tourism.

KEYWORDS: *Residents' perception on tourism development, value orientation, destination attractiveness, sustainable tourism,*

INTRODUCTION

The entire world was caught unaware of the recent pandemic health crisis. The tourism industry was severely impacted by the epidemic (UNWTO 2020) and that the once-thriving global travel and tourism industry is on the verge of collapsing by April 2020 (Newsome, 2020). The Asia-Pacific region has been expected to be the most hit, with roughly 33 million visitors expected (UNWTO 2020). Tourism is vital to many economies in the region, notably in the Philippines (PSA 2020). Some tourism enterprises in Davao Region have been impacted by the COVID19 outbreak, as indicated by the closure of several renowned hotel providers (Maitem, 2021). This recent adversities, combined with over-tourism, the increase and expansion of tourism products/services

and their demand, utilization of tourism destinations' natural goods, degradation of their cultural offerings, and the social and economic system's unfavorable consequences all represent a danger to the region's tourism resources' sustainability (Mihalic, 2020).

Although the pandemic has brought unexpected benefits like ecological rehabilitation and restoration, and a heightened demand for sustainable travel is expected (Newsome 2020), with over-tourism posing a possible threat to many destinations, the elusiveness of sustainability and responsible tourism looms ahead (Mihalic 2016). These challenges have resulted in a greater emphasis on thinking of possible solutions such as responsible tourism standards that could help in the sustainability preparation efforts of a destination (Mihalic, 2016; 2020). This gives us a

chance to revisit sustainable tourism and bounce back better than before (Leung et al., 2018) by considering sustainable tourism practices. Sustainable tourism can be explored to help ease challenges. It is associated with maximizing sustainable tourism development to harness tourism resources for benefits, albeit sustaining the natural resource virtues of its host locality (Kostić & Tončev, 2014).

Cognizant of the importance of sustainable tourism, extensive research has been done on this topic for possible variables associated with it. The variables that were discovered to be significant were residents' perception of tourism development (Rasoolimanesh & Jaafar, 2017), value orientation (Doran, Hanss, & Larsen, 2017), and destination attractiveness (Solana-Ibáñez et al. 2016) to be linked with sustainable tourism. Although tourist development may cause some uncertainty among local people, several studies indicate that the support residents will willingly give for long-term growth for the tourism industry is driven by their views and insights on the developments in tourism (Rasoolimanesh & Jaafar, 2017). A growing body of research on value orientation and its relationship to ecologically friendly tourist options has been seend recently (Doran, Hanss, & Larsen, 2017; Bouman, Steg & Kiers, 2018). Also, destination attractiveness is associated with the marketability of a tourism destination. Among the qualities outlined in a study by Islam, Hossain, and Noor (2017), vital indicators for achieving destination attractiveness can be analyzed to help the legislators of a specific locality to formulate policies that would attract local and foreign tourists.

Based on the observation of the researcher, there are no published studies on sustainable tourism in the Davao Region. With this, determination of the significance of residents' perception of tourism development, value orientation, and destination attractiveness in maximizing sustainable tourism is the goal of this study. This research is relevant and significant as the tourist sector prepares to resume operations following the epidemic. Destination tourism operators must be ready to face operating in the COVID-19 environment. This demands us to think in new ways, not just in commerce but also in strategies and practices that promote sustainable tourism. This study can benefit the tourism business industry design strategies and programs that can adapt to the changing landscape and challenges in providing quality products and services. This can also help shape policy and program formulation ideas for sustainable tourism of Region XI in the Philippines.

Research Objectives

The primary goal of this study is to develop the model that best fits sustainable tourism in the context of residents' perception of tourism development, value orientation, and destination attractiveness. Specifically this study seeks to:

1. To describe the level of residents' perception of tourism development as viewed by respondents in terms of:
     1.1 positive perception;
     1.2 negative perception;
     1.3 support for tourism; and
     1.4 community participation.

2. To determine the level of value orientations of the respondents in terms of:
     2.1 egoistic value orientation;
     2.2 altruistic value orientation;
     2.3 hedonic value orientation; and
     2.3 biospheric value orientation.

3. To assess the level of destination attractiveness as viewed by respondents in terms of:
     3.1 tourism infrastructure;
     3.2 historical and cultural attractors;
     3.3 natural attractors; and
     3.4 communication facilities and lifestyle similarities

4. To measure the level of sustainable tourism in terms of:
     4.1 institutional dimension;
     4.2 ecological dimension;
     4.3 economic dimension; and
     4.4 socio-cultural dimension.

5. To determine the relationship between:
     5.1 residents' perception of tourism development and sustainable tourism;
     5.2 value orientations and sustainable tourism; and
     5.3 destination attractiveness and sustainable tourism.

6. To determine the best fit model for sustainable tourism in Region XI.

METHOD
Research Design

Quantitative, non-experimental research design employing the correlational technique using the Structural Equation Model (SEM) was used to generate the best-fit-model. This was employed to help explain and interpret social phenomena without causing direct alteration of the participants' circumstances (Frey & Šešelja, 2018). The purpose of this study was to determine the connection between residents' perceptions of tourism development, value orientation, and destination attractiveness on sustainable tourism in Region XI using a correlational research technique. In addition, correlational research approach is a study of

correlations between two or more constructs in which high values of one variable are correlated with high values of another variable.

The structural equation modeling (SEM) method was used to evaluate the relationships between observable and unobservable constructs. On a theoretical level, this method examined latent variables – constructs (Chin, 1998) and investigated correlations between latent variables (Hair, Sarstedt, Ringle, & Mena, 2012). Furthermore, using a combination of empirical evidence and theoretical postulations, this strategy formulated causal conclusions (Hair, Babin ,& Krey, 2017). AMOS software was used to analyze the data in this research. AMOS is one of the most widely used software for evaluating the basic output, such as factor loadings, AVE, validity, including discriminant and convergent validity, and construct reliability of indicators, as well as validating scales for measuring the model's components, (Hair, Black, Babin, Anderson, & Tatham, 2010).

Research Locale

This study was carried out in Region XI. This region known as the Davao Region which lies in the southeastern part of the of Mindanao. The provinces that surround it from the northern part are Surigao del Sur, Agusan del Sur, and Bukidnon provinces, while it is bordered on the east by the Philippine Sea and on the west by the provinces of Central Mindanao.

RESULTS AND DISCUSSIONS
Level of Residents' Perception on Tourism Development

Presented in table 1 is the result on the level of residents' perception on tourism development in terms of positive perception, negative perception, support for tourism, and community participation. The overall mean score obtained on the residents' perception on tourism development is 4.14, described by the respondents as high; this means that the overall response in terms of residents' perception on tourism development is satisfactory.

Table 1
Level of Residents' Perception on Tourism Development

	SD	Mean	Descriptive Level
Support for Tourism	0.51	4.45	Very High
Community Participation	0.60	4.42	Very High
Positive Perception	0.58	4.36	Very High
Negative Perception	0.81	3.29	Moderate
Overall	**0.63**	**4.14**	**High**

The very high level of residents' perception on tourism development in terms of community participation denotes that the residents' involvement gives them a sense of ownership through planning, decision-making and implementation, which enables them to be part of the community's growth and attainment of sustainability, (Rasoolimanesh & Jaafar, 2017). These perceptions influence their involvement and contribution to tourism growth and activities, (Nicholas, Thapa, and Ko, 2009). Residents co-create the tourism product and can be also viewed as "first visitors" of destination, due to using some of the tourism infrastructure, they take part in organized events and are protectors of primary resources in a destination (Gajdošík, Gajdošíková, & Stražanová, 2018), thus contributing to the preservation and sustainability of their tourism attractions. The residents must have a clear understanding that participation of all community stakeholders is extremely important.

Level of Value Orientation

Table 2 highlighted the level of value orientation in terms of egoistic value, altruistic value, hedonic value, and biospheric value orientation of host community residents and tourists in Region XI. The overall mean rating is 4.42 with a standard deviation of 0.56, described as very high. It means that the respondents strongly agree to the significance of values orientation in their motivation for contributing to sustainable tourism. The mean ratings are sorted out from highest to lowest as follows: a very high description for biospheric value orientation which obtain a mean of 4.79; altruistic value orientation got 4.66 which is also in very high level; and hedonic value orientation registers a very high description with a mean of 4.59.

Table 2
Level of Value Orientation

	SD	Mean	Descriptive Level
Biospheric	0.43	4.79	Very High
Altruistic	0.46	4.66	Very High
Hedonic	0.55	4.59	Very High
Egoistic	0.80	3.64	High
Overall	**0.56**	**4.42**	**Very High**

Understanding value orientation is significant because it can contribute to the knowledge as an efficient motivation of sustainable tourism. There is a growing body of study addressing psychological characteristics related with the selection of ecologically sustainable tourism options, with an emphasis on individual variations in value orientations such as egoistic, altruistic, hedonic, and biospheric values (Doran, Hanss, & Larsen, 2017; Passafaro et al. 2015; Bouman, Steg, & Kiers, 2018).

Furthermore, incorporating individual values, value systems, and the evolution of values towards sustainability into tourism research and development is what is meant by taking sustainability seriously in the tourism context (Zimmerman, 2018). A holistic approach to sustainable change and sustainable transition is based on the identity, value systems, capabilities, and needs of the local inhabitants, but it is also clear that only a shift in our values and value systems can ensure a sustainable future for our society and our environment (Zimmerman, 2018).

Level of Destination Attractiveness

The level of destination attractiveness as viewed by the respondents in terms of tourism infrastructure, historical and cultural attractors, natural attractors; and communication facilities and lifestyle similarities is highlighted in table 3.

Table 3
Level of Destination Attractiveness

	SD	Mean	Descriptive Level
Natural Attractors	0.47	4.78	Very High
Tourism Infrastructure	0.43	4.69	Very High
Historical and Cultural Attractors	0.45	4.68	Very High
Communication Facilities and Lifestyle Similarities	0.49	4.57	Very High
Overall	**0.46**	**4.68**	**Very High**

In general, attractiveness makes it possible for the public to fulfill entertainment, interests, and educational functions (Hu & Wall, 2005; Leask, 2010), and the degree to which a destination is attractive has a direct correlation to the level of economic development and performance that the region experiences (Andersson & Getz, 2009; Sofield, 2006). It is important to know the characteristics that motivates tourists to choose one destination over another (Ariya, Wishitemi, and Sitati, 2017) as this knowledge could help destinations to allocate resources and prioritize the investment and development of their tourism areas, and enable such destinations to fulfill and retain their potential (An et al., 2019). It is essential for the management and marketing policy of a destination, in particular those policies that are oriented toward tourism strategies and plans to target markets, to identify and assess the characteristics of the location that are responsible for the destination's success in luring and keeping tourists as customers (Kim and Perdue, 2011). In addition to this, Mihalič (2020) argues that a destination environment that is well-managed is the most effective kind of destination advertising. However, even if the destination needs to be attractive for it to be sustainable, influx of tourists should be controlled and regulated to preserve its attractiveness.

Level of Sustainable Tourism

Table 4 presented the level of sustainable tourism in terms of institutional dimension, ecological dimension, economic dimension and socio-cultural dimension. The overall mean rating is 3.70 with a standard deviation of 0.605, described as high.

Table 4
Level of Sustainable Tourism

	SD	Mean	Descriptive Level
Economic Dimension	0.59	4.37	Very High
Institutional Dimension	0.59	3.91	High
Ecological Dimension	0.76	3.29	Moderate
Socio-Cultural Dimension	0.48	3.23	Moderate
Overall	**0.605**	**3.70**	**High**

Overall, Valentine and Spangenberg (2002) propositioned that monitoring and evaluating sustainability can be done using these four indicators. Every community need to come up with their own unique collection of indicators while adhering to a standard framework (Spangenberg, 2002). However, since each of these four aspects of sustainable tourism (ecological, economic, sociocultural, and institutional) may be used in almost any situation (Spangenberg, 2002), all four indicators ought to have an effect on the perspective of local inhabitants about tourism (Cotrell, Vaske & Shen, 2007). The perspectives of locals about the economic, social, and environmental effects of tourism might be helpful for the public managers of the tourist industry (Vinzenz, Priskin, Wirth, Ponnapureddy, and Ohnmacht, 2019).

Relationship between Residents' Perception on Tourism Development and Sustainable Tourism

Presented in table 5 is the result of the test of relationship between residents' perception on tourism development and sustainable tourism across indicators. The table showed that residents' perception on tourism development is significantly related to the four dimensions of sustainable tourism as reflected by the p-value that is less than 0.05 and correlation coefficient, r =.367. This means that the residents' perception on tourism development is strongly related to sustainable tourism.

Table 5
Test of Relationship between Residents' Perception on Tourism Development and Sustainable Tourism

	Inst	Ecol	Econ	SocioC	Over-all
Positive Perception	.388** (.000)	.266** (.000)	.674** (.000)	.128** (.004)	.420** (.000)
Negative Perception	.042 (.351)	.438** (.000)	.110* (.014)	.539** (.000)	.060 (.000)
Support for Tourism	.303** (.000)	.197** (.000)	.519** (.000)	.074 (.099)	.317** (.000)
Community Participation	.315** (.000)	.148** (.001)	.515** (.000)	.008 (.859)	.312** (.000)
Over-all	.345** (.000)	.398** (.000)	.603** (.000)	.309** (.000)	.367** (.000)

Inst-Institutional; **Ecol**-Ecological; **Econ**-Economic; **SocioCul**- Socio-Cultural
*p<.05

The results of the study lend credence to the conclusions reached by Rasoolimanesh and Jaafar (2017), which state that gaining an understanding of the perspectives held by locals can provide local authorities with assistance by shedding light on strategies that can lead to more sustainable tourism development. The findings of the study demonstrate a positive link between residents' perception on tourism development and sustainable tourism which is also consistent and supported by previous research (Puczkó & Rátz, 2000). However, the results indicate that the respondents are concerned about the potentially negative effects that the development of the tourism industry may have on their town. They are conscious of both the good and bad effects that the growth of tourism in their community has had, as well as the influence that this expansion has had on the viability of local tourist resources. The study also revealed that even though respondents have mixed feelings about the negative impacts of tourism development on the ecological and social cultural dimensions, they continue to believe that tourism activities impart a positive effect on the community,

which can provide a renewed drive for the government to actively pursue conservation efforts. This was revealed despite the fact that respondents had divided feelings about the negative impacts of tourism development on the ecological and social cultural dimensions (Rasoolimanesh & Jaafar, 2017).

Relationship between Value Orientation and Sustainable Tourism

Presented in table 6 is the result of the test of relationship between value orientation and sustainable tourism across indicators. The table shows that value orientation is significantly related to the four indicators of sustainable tourism as reflected by the p-value that is less than 0.05 and correlation coefficient, r =.287. Thus, the null hypothesis stating there is no significant

relationship between value orientation and sustainable tourism is therefore rejected. This means that value orientation is strongly related to sustainable tourism.

Furthermore, it was observed that egoistic, altruistic, hedonic, and biospheric value orientations as indicators of value orientation when correlated to institutional dimension, the overall r-value is 0.297 with p<0.05 hence, significant. When the indicators of value orientation are correlated to ecological dimension, the overall r-value is 0.224 with p<0.05 hence, significant. When the indicators of residents' perception on tourism development are correlated to economic dimension, the overall r-value is 0.453 with p<0.05 hence, significant. Lastly, when the indicators of residents'

Table 6
Test of Relationship between Value Orientation and Sustainable Tourism

	Inst	Ecol	Econ	SocioC	Over-all
Biospheric	.177** (.000)	.043** (.000)	.374** (.000)	.126** (.004)	.177** (.000)
Altruistic	.220 (.351)	.118** (.008)	.392** (.000)	.072** (.108)	.186 (.000)
Hedonic	.215** (.000)	.122** (.000)	.371** (.000)	.008 (.860)	.214** (.000)
Egoistic	.213** (.000)	.265** (.001)	.206** (.000)	.333** (.000)	.214** (.000)
Over-all	.297** (.000)	.224** (.000)	.453** (.000)	.116** (.000)	.287** (.000)

Inst-Institutional; **Ecol**-Ecological; **Econ**-Economic; **SocioCul**- Socio-Cultural
*p<0.05

perception on tourism development were correlated to socio-cultural dimension, it obtained an overall r-value of 0.116 with p<0.05 hence, it is also significant.

The outcome of this study is consistent with the findings of a research study that was carried out by Doran, Hanss, and Larsen (2017) on the analysis of the persons' preferences about ecologically friendly tourist options. It is possible to explain tourist intents to pick ecologically friendly travel alternatives based on individual variations in value orientations, such as egoistic values, altruistic values, hedonic values, and biospheric values.

In addition, the deterioration of the environment might lead to disputes, which can prevent the advancement of sustainable development (Bereketeab, 2014). Human activity is a major contributor to these problems, yet it is also a contributor that may be corrected. Cognitive and successful factors, such as human beliefs, preferences, awareness, values, and attitudes, should be considered

to alter human actions to benefit the environment (Nickerson, 2002). Value orientation functions as motivational frameworks that direct the actions of an individual that transcends situations.

Relationship between Destination Attractiveness and Sustainable Tourism

Presented in table 7 is the result of the test of relationship between destination attractiveness and sustainable tourism across indicators. Table shows that destination attractiveness is significantly related to the four indicators of sustainable tourism as reflected by the p-value that is less than 0.05 and correlation coefficient, r =.246. Thus the null hypothesis stating, there is no significant relationship between destination attractiveness and sustainable tourism is therefore rejected. This means that destination attractiveness is strongly related to sustainable tourism.

Furthermore, it was observed that tourism infrastructure, historical and cultural attractors, natural

attractors, and communication facilities and lifestyle similarities as indicators of destination attractiveness when correlated to institutional dimension, the overall r-value is 0.237 with p<0.05 hence, significant. When the indicators of destination attractiveness are correlated to ecological dimension, the overall r-value is 0.117 with p<0.05 hence, significant. When the indicators of destination attractiveness are correlated to economic dimension, the overall r-value is 0.459 with p<0.05 hence, significant. Lastly, when the indicators of destination attractiveness were correlated to socio-cultural dimension, it obtained an overall r-value of 0.060 with p<0.05 hence, it is also significant.

Table 7
Test of Relationship between Destination Attractiveness and Sustainable Tourism

	Inst	Ecol	Econ	SocioC	Over-all
Tourism Infrastructure	.237** (.000)	.074** (.095)	.442** (.000)	.102** (.022)	.234** (.000)
Historical and Cultural Attractors	.254 (.000)	.091** (.040)	.444** (.000)	.057** (.204)	.258 (.000)
Natural Attractors	.190** (.000)	.034** (.444)	.336** (.000)	.133 (.003)	.184** (.000)
Communication Facilities and Lifestyle Similarities	.237** (.000)	.208** (.001)	.385** (.000)	.068** (.129)	.204** (.000)
Over-all	.258** (.000)	.117** (.000)	.459** (.000)	.060** (.000)	.246** (.000)

Inst-Institutional; **Ecol**-Ecological; **Econ**-Economic; **SocioCul**- Socio-Cultural
*p<0.05

This table shows the correlation between residents' perception on tourism development, value orientation, destination attractiveness and sustainable tourism. Based on the figure, residents' perception on tourism development tallied a highest magnitude of relationship to sustainable tourism with a beta-value of .367, followed by value orientation of .287 and .246 for destination attractiveness. The null hypotheses stating that "there is no significant relation between residents' perception on tourism development, value orientation, destination attractiveness and sustainable tourism" are hereby rejected.

Table 8
Correlation between Residents Perception on Tourism Development, Value Orientation, Destination Attractiveness and its Causal Relationship on Sustainable Tourism

	Sustainable Tourism		
	r	p-value	Decision
Residents Perception on Tourism Development	.367	.000	Reject
Value Orientation	.287	.000	Reject
Destination Attractiveness	.246	.000	Reject

A study done in the forest recreational park in Taiwan by Lee, et al., (2010) supported the findings positing that in order to achieve long-term tourism sustainability, both the public and commercial sectors must ensure sustainable use of the natural environment, improve the dependability of access modes to the destination, and improve the quality of accommodation facilities and gastronomic services. Approaches such as identifying strategies to use potential attributes of a tourist destination to attract tourists, determining the attractiveness of tourism, and developing tourist destination attractions while maintaining a high level of ecosystem and biodiversity will enable more effective planning and development of protected area-based tourism and sustainable tourism. Improving tourism attractiveness should not just seek to increase visitor numbers, but also foster the growth of a sustainable tourism industry (Markowski, Bartos, Rzenca, and Namiecinski, 2019).

Best Model for Sustainable Tourism

Figure 1 shows the best fit model for sustainable tourism. It shows the exogenous variable residents' perception on tourism development, value orientation and destination attractiveness as latent variables which are expected to have influence on the latent endogenous variable sustainable tourism. The model fitting was calculated as being highly acceptable as presented in Table 10. The Chi-square divided by the degrees of freedom was 1.359 with the P>0.05.

This suggested that the model suited the data quite well. The RMSEA index of 0.026 also strongly supported this, which was less than 0.05, level of significance with its corresponding P-close value > 0.05. Likewise, the other indices such as GF (.967), CFI (.974), NFI (.964), and TLI (.955) were found to be consistently indicating a very good fit model as their values fall within each acceptable range.
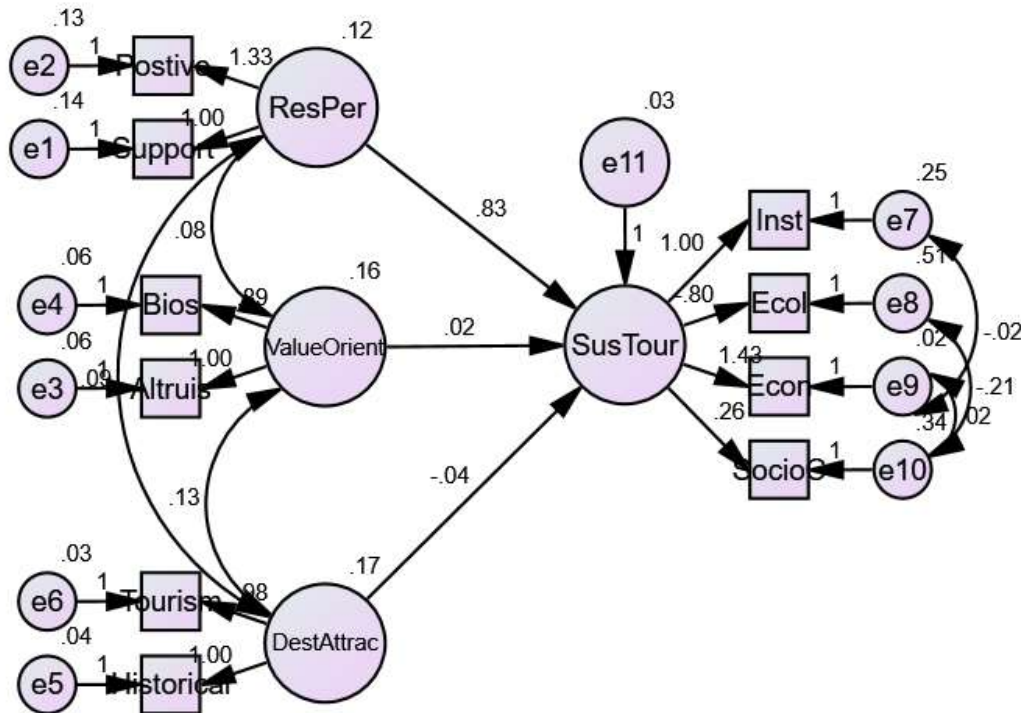

Figure 1. THE BEST FIT MODEL FOR SUSTAINABLE TOURISM

From the model it could be seen that all four indicators of sustainable tourism were retained as a measurement construct of sustainable tourism. Valentine and Spangenberg (2000) proposed that monitoring and evaluating sustainability can be done using these four indicators. Each community should design its own set of indicators within a standardized framework. Nevertheless, these four elements of sustainable tourism (ecological, economic, sociocultural, and institutional) are universally relevant; hence, all four variables should impact local inhabitants' perceptions of sustainable tourism (Cotrell, Vaske & Shen 2007).

On the negative association between socio-cultural dimension and ecological dimension, sustainable tourism development seeks to strike a healthy equilibrium between the industry's economic, environmental, and social dimensions to ensure the industry's continued viability over the long term.

Therefore, sustainable tourism requires "acceptance by the people," and it is abundantly evident that the population is a component of the social dimension. This refers to the involvement of the local population as well as the consolidation of and expansion of their support for tourism. The challenge in order to promote tourism in a manner that is sustainable is to bring the quality of life needs of the residents (the social dimension) and the quality of opportunity requirements of the providers (the economic dimension) as close as possible into line with one another. However, increased acceptance of tourism will spell out an increase in tourist visits and tourism activity which may bring about "visitor pressure" or "over tourism", (Postma & Schmuecker, 2017). Some places have reached the point where the number of tourists has reached a level that is higher than the carrying capacity of the location; to put it another way, these locations are now dealing

with the adverse effects of over tourism (Taiminen, 2018).

CONCLUSION

Based on the findings of the study, the following conclusions were drawn: The respondents perceived that the level of residents' perception on tourism development in terms of positive perception, was high which means that the overall response in terms of residents' perception on tourism development is satisfactory. The respondents observed a very high level of value orientation which showed that the respondents strongly agree to the significance of values orientation in their motivation for contributing to sustainable tourism. The respondents manifested a high level of destination attractiveness which means that the respondents agree on the importance of destination attractiveness in sustainability of tourism. A high level of sustainable tourism on the part of the respondents means that the residents and tourists agree on the level of sustainable tourism in the region. Overall, the results indicated that residents' perception on tourism development, value orientation, and destination attractiveness have a significant relationship with sustainable tourism. As to the significant influence, all three variables which are residents' perception on tourism development, value orientation, and destination attractiveness significantly influenced sustainable tourism in the Region. The remaining indicators of sustainable tourism are as follows: positive perception, support for tourism, biospheric value orientation, altruistic value orientation, tourism infrastructure, historical and cultural attractors, institutional dimension, ecological dimension, economic dimension, and socio cultural dimension.

RECOMMENDATION

The results concluded that although Region XI residents are generally happy with the economic gains of tourism development, it is suggested that enhanced communication among stakeholders and local residents increase the empowerment of community members to participate in decision making to manage and promote development for sustainable development. Ecological concerns may also be put into consideration as residents and tourists believe that tourism activities can put a heavy toll on the natural beauty of a tourism destination and the social cultural aspect of the community. It is therefore recommended that the residents, tourists and community may be involved in conservation activities that are driven and implemented by the local government units or tourism sectors. On the other hand, more effective measures to restrict corrupt activities in the institutional aspect, particularly in the tourist business, are highly recommended from a policy viewpoint, in order to avoid the diversion of tourism earnings for private benefit (Adedoyin, Erum, and Bekun, 2021).

Second, findings on residents' perception on tourism development explains the involvement of the residents and the community as a whole in the drive towards attaining sustainable tourism as the respondents value community participation as the highest element and that they have positive views of tourism as a whole. It is recommended however that support for tourism can be increased through involvement of the residents and other stakeholders to identify issues that can bring undesirable effects on their community due to increased tourism activity. Programs may be developed from gathering support from the stakeholders of the destination to ease the negative perceptions and undesirable effects brought about by increased tourism activity. Moreover, local governments may strive to reduce the negative effects of tourism growth through the design and administration of the region's tourist hotspots (Rasoolimanesh & Jaafar, 2017). Local governments and tourism associations may also promote both the positive impacts of tourism and their plans to mitigate the negative impacts, alleviating residents' concerns about the negative effects of tourism development on their community and encouraging them to support and participate in the tourism planning process, thereby contributing to the region's sustainable tourism development (Rasoolimanesh & Jaafar, 2017).

Third, findings on value orientation may be used to formulate strategies in reference to understanding the decisions tourists make before and during their vacation. The results show that the respondents place a high regard for biospheric, altruistic, and hedonic value orientations. This will prove to be very useful to businesses and tourism organizations that offer tourism products and services. It is therefore recommended that conceptualization of products and services to be offered to tourists should consider environment friendly features, and concern for other human beings especially the residents of the community while not sacrificing the pleasure, positive feelings and comfort.

Finally, the researchers recommended that the community and the local government units may work hand in hand in planning conservation activities and awareness for the maintenance of its natural, historical and cultural attractors. The community leaders, tourism associations and the local government units may also include in its development plan the provisions for tourism infrastructure and communication facilities, (Islam, Hossain, & Noor, 2017). Local government initiatives may focus on these elements while developing tourist plans for the area. Policies may be

crafted to regulate or control influx of tourist in a particular area and focusing on greater quality while reducing quantity of arrivals; and that when quantity is decreased, only quality can be provided. Simply put, this seems to be represented in the transformation of vacation resorts into exclusive top-tier locations with high-quality, upscale accommodations and infrastructure (Gilmore, 2017). Tourist activity providers may help improve tourism infrastructure in their region while also include natural and cultural attractions in their service offerings. Local tourism organizations may also undertake strategic management activities, as well as marketing and promoting Davao Region as a tourist destination to both domestic and foreign visitors.

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