

MARAGONDON RIVER AS RIVER CRUISE TOURISM POTENTIAL

Maro Danielle Nato¹, Dr. Jimford Tabuyo²

Proponents^{1,2}

DE LA SALLE UNIVERSITY – DASMARINAS
College of Tourism and Hospitality Management
Hospitality Management Department

Abstract: The potential of the River Cruise to the locals provides benefits such as income generation and promotion of the area as a tourist destination. The Maragondon River operated a river cruise tourism activity in which guest rode “Balsa” a small raft in which guest will rode the “Balsa” and tour around the river. Currently the operation of the River Cruise is small with only 7 “Balsa” available to cater to the tourist. The research explores the sustainability of the River Cruise in Maragondon river in economic, socio-cultural and environmental terms. The study is qualitative in nature and used interview and SWOT analysis as the instrument of the study with different respondents handling the economic (Tour Guide of Maragondon River Cruise) aspect, socio-cultural aspect (Tourism Office of Maragondon Cavite) and environmental aspect (Municipal Environment and Natural Resources Office of Maragondon Cavite). The result shows the economic effect of the River Cruise Tourism is the generation of income and the creation of jobs. Socio-Cultural aspect suggested that the town offers a lot of tourism activity other than the river cruise and the appreciation of the tourist to the history of the town as effect however the influence of the tourist to the tradition of the locals could also be an effect of the River Cruise tourism and lastly the result of the environmental aspect shows that garbage generation and climate change are identified as an environmental risk. The output of the study is a sustainable plan.

Keywords: Economic, Environmental, Maragondon Cavite, River Cruise and Socio-Cultural.

1. INTRODUCTION

River cruise tourism as a form of cruise tourism is on the rise before the COVID-19 pandemic due to its offer of short amount of time while offering leisure and unforgettable destination to guest usually showcasing the nature and some history of it while providing benefits to the local community.

River cruise tourism is considered as a small-scale cruise ship tourism because river cruise tourism is usually done in a short amount of time spanning hours to a full day tour. River Cruise tourism provides an insight into the culture of a place since rivers are considered as an important factor when it comes to the history of a civilization thus providing a historic and cultural value incorporating into its example of river cruise tourism around the world is the Nile River in Egypt in which it has an established history of ancient civilization. The Danube River in Europe encompassing the different cultures of countries in Europe and the Mekong River in Vietnam which showcases the culture and the way of life of the local Vietnamese (Robinson, 2017).

In relation River Cruise Tourism, the same problems when it comes to the Cruise Tourism can be applied albeit in a much smaller scale while Cruise Ship can have thousands of passengers a River Cruise Tourism can have a max passenger of 200 tourist in which it still depends on the kind of the Ship or Boat and the infrastructure that is available along the river (Mańkowska, 2019). On the other hand in comparison with the perspective of Cruise Tourism River Cruise Tourism is relatively much less popular because most of the tourist are not familiar with the port of call when it comes to river cruise tourism in which one of the factor that could increase the popularity of a river cruise tourism is the related to the popularity of the cities along the river that the river cruise tourism has an itinerary this in turn could also provide a

potential for small cities and towns to be discovered in which it could offer unique destination and increase the tourism development in an area (Demitrov and Stankova, 2019).

Aside from that there were several issues why the cruise tourism which also includes river cruise tourism as the issue of over tourism in which these cruise ships increase the number of visitors in a tourist sites since cruise ships carry thousands of visitors as it docks to a port it adds to the number to the number of flowing of the tourist in a tourist site that it creates problem such as overcapacity of a tourist side which creates mass tourism and generates a lot of garbage which is detrimental to a tourist site (Street, 2019). However, the main issue with the cruise tourism is the negative impact to the environment in which it contributes to the pollution by the ships carbon emission and the problems with the waste disposal of a cruise ship as there are still a lot of cruise ship which is unregulated when it comes to the waste disposal to the sea. Cruise ships also adds problems with the local waters as cruise ships is also shown to threatened marine life (Asero and Skonieczny, 2017).

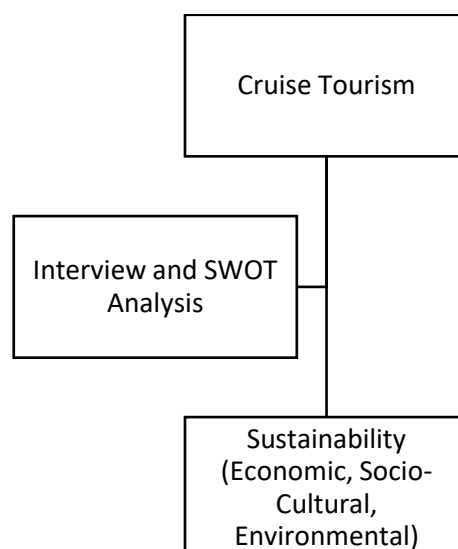
Socially there are issues the cruise tourism industry faces such as crime in cruise ships are rampant in which there were a lot of cases of thief and sexual assaults in which most of the cases were not solved. Aside from that the cruise tourism got a bad reputation when it comes to the workers since workers in a cruise ship have a small salary and the working conditions where bad and have a long hour of working. The cruise tourism also had to deal with problems in local economy as cruise operators invest in terminals and ports and benefiting their own economic interest (Shrikant, 2020).

In terms of economical the cruise tourism provides multiple benefits it contributes directly to the economy of an area in which some of the economies specifically of coastal areas where depending on cruise tourism when it comes to the its contribution to the economic activity adding some indirect impact factors such as growth on other business sectors which has ties to cruise tourism such as supplies needed to the cruise tourism such as food and direct impact providing jobs to the locals which becomes a source of livelihood (IFC, 2019)

The potential of the river cruise tourism in the economic development in an area is important because of the added attractions that tourist will visit which provides lots of effects such as tourist spending which provides money to the local owners of businesses and creating jobs. The addition of a big event in a tourist site will also provide a tremendous benefit not only to the river cruise tourism activity in the area but as well to the whole of tourism sector (Sun, and Jiang, 2010).

On the other hand, when it comes to the impact of river cruise tourism to the local community there has been benefits that could be indicated in terms of economic and socially since the locals have now the opportunity to have an additional source of income through tourism while showcasing the local culture and their way of life (Mond and Hanafiah, 2017). However, one of the identified issues when it comes to sustainability of the cruise tourism can be bought by the operators of river cruise because these operators are much more driven by efficiency in operation and profit thus neglecting the possible impact of operation to the natural ecosystem of the river eventually damaging the environment (Jones., Comfort, and Hillier, 2016)

Figure 1: Conceptual Framework of the study



In relation the impact of cruise tourism is divided into 3 categories such as the economic, socio-cultural and environmental impact. The economic impact of cruise tourism affects the economic situation in the area such as economic activities, establishing tourism establishment that will provide an income generation towards different stakeholders and providing jobs to the local. Socio-Cultural addressing the impact of the cruise tourism to the lives of the locals contributing to the improvement to the welfare of the locals and to help preserve and conserve cultural resources and lastly is the environmental impact which deals with the effect of cruise tourism to the natural surroundings of an area. (McNeill and Wozniak, 2018).

The study used the concept of McNeill and Wozniak (2018) on the impact of cruise tourism which divides the impact into Economic, Socio-Cultural and Environmental in order to come up with sustainability when it comes to cruise tourism, while the gap of the study is the feasibility of river cruise tourism in an area whether this could provide an advantage or a disadvantage scenario to an area based on the possible impact of cruise tourism in the area.

The studies when it comes to the River Cruise Tourism topics are under research (Tomej, and Lund-Durlacher, 2020) the gap of the study is to fill some of data about the river cruise tourism such as the potential of an area for river cruise but as well as the possible outlook when it comes to the river cruise tourism particularly in economic, social and environmental aspects.

The R.A 9593 which is also known as the “Tourism Act of 2009” defines the tourism industry as a growth to the national economy and the cultural importance to the Filipinos the law also establishes the classifications of different tourism site and provide guidelines when it comes to the development of tourism activity in an area and encompasses the agencies that is responsible for the development of the tourism sector in the Philippines this serves as the legal basis of the study.

The cruise ship industry in the Philippines is lagging specifically as compared with the southeast Asian neighbors as there are problems with the infrastructure for cruise ships as many ports in the country is not capable of handling cruise ships due to the size of the ships. While the country as an archipelago is very suitable for cruise ships tour (Bloomberg, 2019).

However, these government have done infrastructure projects in order to accommodate the cruise ships with a focus on Boracay and Palawan as a destination and the opening of a new cruise ship port in Manila in which it the cruise tourism will set to have a faster growth trajectory which will increase awareness and interest towards the cruise tourism in the coming years (Ocampo, 2018).

Meanwhile in the Philippines one of the known river cruise destination is the Loboc River Cruise in Bohol in which a raft was used to tour the guest for a one-and-a-half-hour ride wide buffet serve and enjoying the music and the scenery of the Loboc River the destination has been famous to the tourist visiting the island of Bohol (Gaspar, 2019).

On the other hand, the province of Cavite located south of Manila which had a population of 3,678,301 is considered as economic importance because of the proximity to Metro Manila and has a developed manufacturing and service sector. The province of Cavite is known as a historical province since the province is the site of the Aguinaldo Shrine and other historical sites such as the Bonifacio Trial House and as a tourist destination such as the city of Tagaytay with a majestic view of the Taal Volcano (Cavite Demographic Profile, 2017). The Maragondon River which is located in the south of the province have recently started in December 2019 offering the Maragondon River Cruise in which guest will ride a “Balsa” (Small Raft) cruising along the river renting a small raft cost 2500 pesos which could accommodate 10 to 15 people (Godinez, 2021).

The proposed study would like to determine the potential of Maragondon River when it comes to the river cruise tourism. The participants of the study are the different stakeholder representatives and an interview was the main tool of the study by the researchers specifically the study sought to answer the following questions:

1. How does the respondents assess the sustainability feasibility of river cruise tourism in Maragondon River in terms of:
 - 1.1 Economic
 - 1.2 Socio-Cultural
 - 1.3 Environmental
2. Based on the Findings what sustainable plan can be proposed?

The scope of the study is the possible impact of cruise tourism in the Municipality of Maragondon the reason why the Municipality of Maragondon is the scope of the study is because this is where the maragondon River located as this will be the based Municipality operation of a possible River Cruise Tourism. The study focuses on using the three factors when it comes to the impact of cruise tourism which is Economic, Socio-Cultural and Environmental and the study site which is the Maragondon River. The study will be limited to the respondents in which impact they have potential to be in more of concerned for the economic impact this will be more of the concern of the travel operators of the Maragondon River Cruise, the socio-cultural the tourism office of Maragondon, Cavite and the Environmental concern the municipal environment and natural resources office of Maragondon, Cavite.

The study is important to the province of Cavite so that they realize the importance of potential of the River Cruise tourism as a tourism activity and the be aware of the possible positive and negative impact of cruise tourism in the near future. The study is also important to the locals of the Maragondon so that they will be more aware of the cruise tourism in which they could be aware of the possible benefit of River Cruise tourism. Lastly to the future researchers so that they will expand the study about the River Cruise tourism in the future.

2. METHODOLOGY

The study uses qualitative method. The study was divided into two phases the first phase is use to identify the suitable respondents for the study in which the chosen respondents are knowledgeable with the said topic second phase was to do an interview with the respondents in which they are interview based on the cruise tourism impact that is more suitable to them. The study used expert sampling since this is more suitable for the study because the agency concerned for each of the cruise tourism impact was interviewed.

Table 1: List of the Respondents and the Agency Concerned

Cruise Tourism Impact	Agency Concerned
Economic	Travel Operators and Tour Guide of Maragondon River Cruise
Socio-Cultural	Tourism Office of Maragondon Cavite
Environmental	Municipal Environment and Natural Resources Office of Maragondon Cavite

The respondents of the study were the representatives of each concerned agency. One representative from each of the concerned agency was interviewed for the economic impact of the cruise tourism a representative of Travel Operators and Tour Guide of Maragondon River Cruise was interviewed, for the Socio-Cultural Impact a representative from the Tourism Office of Maragondon Cavite was interviewed and lastly for the Environmental Impact a representative from the MENRO (Municipal Environmental and Natural Resource Office) of the Maragondon, Cavite.

The study used interview as the instrument for the study the design of the interview was in open ended questions the interview questions and the SWOT analysis was validated by the thesis adviser.

A proposal letter was submitted to the management of each concerned agencies regarding the study that was done in the area. The researchers also gathered some pictures for photo documentation. The data that was gathered and analyses it further.

The interview with the concerned agencies will be done by schedule. The researchers then ask the questions to the management staff of each concerned agencies then answer it speaking directly to the researchers which will use voice recorders to record the answer and transcribe it later after the interview the data gathered was analyzed further, the data that was gathered is treated as confidential and for educational purpose only. Due to the ongoing COVID-19 Pandemic the respondents was contacted via email in order to limit personal contact and then they sended their response using the same platform which is e-mail.

The data on the interview was transcribe and presented in a narrative approach creating thematic ideas. The researchers have identified the relevance of respondent's responses and then formulate prepositions regarding the economic impact in which it is described as a deductive approach and a narrative analysis.

3. RESULTS

Table 1: Economic Aspect of River Cruise Tourism

Economic Aspect of River Cruise Tourism
- There is a potential for a River Cruise in the Maragondon River however with the current 7 “Balsa” there is a need to expand the number in order to accommodate more tourist in the area.
- The economic contribution of the River Cruise in the area is the additional income and the creation of new jobs.
- An indirect economic contribution of the River Cruise is additional income to the locals specially the mothers to have an additional source of income by selling foods and other goods however the ongoing pandemic have limited this opportunity.
- The economic contribution the river cruise can provide to the province is the creation of additional tourist site that tourist will visit and it will generate income to the locals.
- The River Cruise tourism will help the town with an economic activity because the town is not well known and it will help the locals by generating income.

The table 1 shows the result of the economic aspect of river cruise tourism the result shows that the economic contribution of the river cruise tourism is the generated income and the additional income provided by the River Cruise is cited as a economic contribution of River Cruise Tourism aside from that the respondent also cited that another economic contribution of the River Cruise indirectly is the additional income it could provide specially to the mothers since aside from the River Cruise Tourism itself the mothers could sell other goods such as food and other goods which will help in their livelihood. When it comes to other economic contributions of the River Cruise it is also cited that the addition of the River Cruise Tourism as a tourist site will generate income with the locals and will certainly help the town due to the economic activity the River Cruise tourism could be brought. An issue cited that could hinder the full economic potential of the river cruise tourism is the need to expand the available “Balsa” for the tourist since there are only 7 “Balsa” that is available to accommodate the tourist.

When it comes to the economic aspect of the River Cruise Tourism the main contribution would be the generation of income and the creation of jobs and the reason why this is the main contribution is because tourism activity generates an economic activity according to IFC (2019) on of the impact of tourism activity in an area that cannot be denied is the creation of jobs in which it turns to generate an income to the locals either through working or starting a business relating to tourism in the case of the research the River Cruise Tourism.

Figure 1: Maragondon River Cruise (Photo adapted from: thebackpackadventures.com)



Meanwhile according to McNeil and Wozniak (2018) the creation cruise tourism is beneficial to small towns because these create an opportunity for the local when it comes to creating jobs and generating income which in turn improves the

quality of life of the local residents in the area where a cruise tourism activity was present. However according to Bloomberg (2019) one of the challenges when it comes to cruise tourism to harness the full economic potential of cruise tourism is the lack of infrastructure presently in relation with the research subject there are only 7 “Balsa” that is available that the tourist can accommodate in the area in which the number is few as an influx of tourist that would like to visit the area an avail the River Cruise Tourism could possibly not accommodate.

Table 2: Socio-Cultural Aspect of River Cruise Tourism

Socio-Cultural Aspect of River Cruise Tourism

- Currently there are only 7 “Balsa” that operate on River Cruise however it still can manage the tourist coming.

- Other than the River Cruise tourist could visit historic sites such as Bonifacio Trial House, Bonifacio Shrine tourist site such as Our Lady of Assumption Church, Inukit, Pantihan and Ragatan Falls and Local Crafts and Foods such as Kawayan Handicrafts, Habing Maragondon, Lolo Claro’s Restaurant and Boboto (Kakanin).

- The positive socio-cultural effect of the River Cruise Tourism is the appreciation towards the history of the town, a greater demand for local food and crafts and an increase number. While the negative effect could be the traffic and risk to natural environment.

- The effect to the local population of the River Cruise Tourism will be a higher quality of life to the locals and the local traditional cultural beliefs could be influenced.

- The Tourism Office of Maragondon promotes the River Cruise activity through social media, brochures and Assisting bloggers and TV features of the town

The table 2 shows the result of the socio-cultural aspect of the Maragondon River Cruise the result shows that there are currently 7 “Balsa” that operates the river cruise however due to the pandemic it still manages to accommodate the coming tourist. The result also shows that the town of Maragondon other than the River Cruise shows that the town had a lot of socio-cultural tourism resources such as historic sites such as the Bonifacio Trial House, Bonifacio Shrine, the Our Lady of Assumption Church. Other tourist sites such as Inukit, Pantihan and Ragatan Falls and Local Crafts and food the town care offer such as Kawatan Handicrafts and Habing Maragondon and the special chicken of Lolo Claro’s and Boboto which is a “Kakanin”. The respondent also cited that a positive effect of the River Cruise tourism to the locals and the tourist alike is the appreciation to the history of the town the greater demand for local foods and crafts. While the negative effects of the River Cruise Tourism could be traffic due to tourism activity and the risk to natural environment. The Socio-Cultural effects to the local population one of the said effects is a higher quality of life due to the economic activity brought by the River Cruise and the influence of the tourist it could bought to the local traditional cultural beliefs. Lastly the tourism office promotes the River Cruise activity through the use of Brochures, social media, Bloggers and TV features of the town.

Figure 2: Our Lady of Assumption Church a Tourist site in Maragondon (Photo adapted from: tourists.travel.blog)



The result of the Socio-Cultural Aspect of the River Cruise Tourism shows that the town of Maragondon had a lot of potential tourist sites both historic, natural and the traditional crafts and food which shows that there is a rich socio-cultural heritage that can be found in the town aside from that positive effects are also cited such as appreciation towards the history of the town and a greater demand for the local food and crafts which is the possible effect of the River Cruise Tourism, according to Mohd and Hanafiah (2017) the river cruise tourism has the potential for a small town to be a well known tourist site not only in economic terms but also in socio-cultural by promoting the cultural resources in the area such as the local cuisines and local crafts available in the area which creates a higher demand due to the tourism activity. Meanwhile a River Cruise tourism activity had a higher appreciation for the culture in an area because tourist visit it and offers a unique perspective into the history and local way of life of the locals (Dimitrov and Stankova, 2019).

Figure 3: Bonifacio Trial House a Historic Site in Maragondon (Photo adapted from: philippineheritage.com)



Figure 4: Lolo Claro's Restaurant is famous for the Special Fried Chicken Maragondon is well known (Photo adapted from: facebook)



On the other hand, the negative effect such as traffic can become a problem once there are a large number of tourists in an area and this issue could be brought to small town destinations and risk to the natural environment are common impacts when it comes to an influx of a tourism activity in an area therefore the need to provide infrastructure to accommodate a large number of tourists could be the focus when it comes to the management of tourism activity in an area (Gamez et, al, 2019).

Another thing to look at that is identified is the influence the tourist could be brought to the area as they interact with the locals the tourist could influence the local when it comes to their traditional beliefs and practices and these could be a threat when it comes to their socio-cultural beliefs not only that but tot the authenticity that is provided to the tourist in experiencing the local culture an area could offer (McNeill and Wozniak, 2018). Lastly in promoting the River Cruise tourism should be done because it promotes not only the local environment and the tourism activity in the area but it provides a window what the tourist could possibly expect in visiting the site therefore promoting a river cruise tourism through whatever means is helpful in enticing possible tourist to visit the area (Dimitrov and Stankova, 2019).

Figure 5: TV featured of the Maragondon River (Photo adapted from: gmanetwork.com)



Table 3: Environmental Aspect of the River Cruise Tourism

Environmental Aspect of the River Cruise Tourism

- The operation of the River Cruise is currently minimal at the moment however a rising number of tourists could pose an environmental risk to the Maragondon River and Climate Change due to rising sea level could pose a risk because some parts of Maragondon are flood prone

- Tourist are a threat to the natural environment of the river because they consume food and other goods which generate waste.

- The LGU of Maragondon can still handle the environmental risk of River Cruise since the operation is currently small however if there is an influx of tourist then there could be problems with handling the risk because more waste is generated with more tourist.

- Various programs that are implemented to protect the Maragondon River were notifying the tourist to not throw their garbage into the river and planting trees.

- The benefits of River Cruise Tourism outweigh the environmental risk because the operation of the River Cruise is currently small.

The table 3 shows the result of the environmental aspect of the River Cruise the result shows that the environmental threat when it comes to the River Cruise is the rising number of tourist and climate change the rising number of tourists is identified as a threat because tourist consume goods and generate waste and the climate change in which the sea level rise and the area around the Maragondon River is identified as a flood prone area. The LGU of the Maragondon still can handle the environmental risk when it comes to the River Cruise because the operation of the River Cruise is currently small however problems could arise if the number of tourist grows given the current situation the benefits of the River Cruise economically outweigh the environmental risk in which the local government implements various programs to protect the natural environment of the Maragondon River such as planting trees and notifying the tourist to not throw garbage into the river.

The environmental aspect when it comes to the river cruise depends on the number of tourists the tourist is responsible for the generation of waste which could affect the natural environment and that is the main environmental threat when it comes to cruise tourism is the generation of waste with many tourists visiting an area comes with many waste that the management and the government needs to handle (McNeill and Wozniak, 2018).

Figure 6: Tree Planting in Maragondon one of the Environmental Programs of the Local Government (Photo adapted from: SMCC.com.ph)



The threat of climate change when it comes to the tourist site is very important to look especially when it comes to cruise destination as different cruise operators strive for the sustainability when it comes to their operation, aside from that the environmental risk when it comes to cruise operation is very important because the experience it provide to the tourist strive for authentic experience and the experience could be affected if the natural beauty of a destination as factor is affected by environmental threats (Gamez et. al, 2019). In line with the context the importance in maintaining and sustaining the environmental factors when it comes to river cruise tourism is very important economically because river cruise tourism provides an opportunity to less well-known areas to be known and promoted and the economic activity it provides a risk to the environment affects the economic prospects as well when it comes to river cruise tourism (Jones, Comfort and Hillier, 2016).

Table 4: SWOT Analysis of the River Cruise Tourism in Maragondon

SWOT Analysis	
<p><i>Strength</i></p> <ul style="list-style-type: none"> - Pristine Natural Environment - New Tourist Site - The town had a lot of other Historic, Tourist sites and Local Crafts and food to offer to tourist 	<p><i>Weakness</i></p> <ul style="list-style-type: none"> - The operation is small cannot accommodate larger number of tourists - The road infrastructure prone to traffic - The LGU of Maragondon seems not prepared for an influx of tourist
<p><i>Opportunities</i></p> <ul style="list-style-type: none"> - The numbers of “Balsa” in operation can be expanded - The River Cruise can be offer alongside other tourist site in the area - Additional Income to the Locals 	<p><i>Threats</i></p> <ul style="list-style-type: none"> - More tourist could potentially generate waste - Climate Change - Traditional Cultural Beliefs Could be Influenced

The table 4 shows the SWOT Analysis of the River Cruise tourism in Maragondon the result shows that when it comes to the strength of the River Cruise the strength is the natural environment, new tourist sire and the town offers a lot of tourist site both natural and historic and local crafts and food that is offered in the area. Meanwhile when it comes to the Weakness presented the operation of the river cruise is small which could have problems when it comes to accommodating more tourist, aside from that the road infrastructure is prone to traffic because it is a small town and lastly the LGU of Maragondon is not prepared in case of an influx of tourist visiting the river cruise.

The opportunities presented such as the number of “Balsa” can be expanded, the offer it could provide alongside other tourist site present in the area and the additional income to the locals are identified and the threats of River Cruise shows that more tourist generate waste, climate change and the traditional cultural beliefs could be influenced are listed in the analysis.

The strength of the River Cruise Tourism shows that the town of Maragondon had a lot of tourism resources both historic and natural and the authentic local foods and crafts are the key strength here that could make the tourism activity in the whole area more successful the identified strength are the tourism resources that the area offers and this key strength is very important because when it comes to River Cruise this provides the opportunities for the town to become well known and generate economic activity the strength identify determines the direction and potential of a river cruise destination (Mańkowska, 2019). In relation with the opportunities presented the operation of the river cruise tourism could still be expanded since the operation currently is small and it could provide added as an activity for the itinerary of the whole town since the town of Maragondon offers a lot of tourist site in which harnessing the potential of all the tourist site available creates an additional income to the locals.

When it comes to the weakness on the River Cruise identified the small number of operation limits the potential of the River Cruise because more tourist could avail the tourism activity and the Local Government of Maragondon seems not prepared for a more number of tourist reflected in the road infrastructure and the operation of the river cruise therefore the LGU should adapt ways to foresee solutions when the times comes that more tourist visited the area this contributes to the small capacity of the LGU of Maragondon in accommodating tourist which translates that the river cruise tourism is more suitable to handle less number of tourist by design (Robinson, 2017). The threats identified focuses more on the environmental aspect and this is the most concern as when it comes to tourism the threats is the waste generation by the tourist and climate change due to human activities (McNeill and Wozniak, 2018) however another factor to look at is the influence of the tourist to the locals as these could change their traditional cultural beliefs is well identified as an effect and a threat when it comes to tourism activity (Mohd and Hanafiah, 2017).

4. CONCLUSION AND RECOMMENDATION

The economic aspect of river cruise tourism shows that the economic contribution of the river cruise tourism is the generated income and the additional another economic contribution of the River Cruise indirectly is the additional income it could provide specially to the mothers since aside from the River Cruise Tourism itself the mothers could sell other goods such as food and other goods. When it comes to other economic contributions of the River Cruise it is also cited that the addition of the River Cruise Tourism as a tourist site will generate income with the locals and will certainly help the town due to the economic activity the River Cruise tourism could be brought. The socio-cultural aspect shows that there are currently 7 “Balsa” that operates the river cruise. The result also shows that the town of Maragondon other than the River Cruise shows that the town had a lot of socio-cultural tourism resources such as historic sites, Natural tourist sites and Local Crafts and food. The respondent also cited that a positive effect of the River Cruise tourism to the locals and the tourist alike is the appreciation to the history of the town the greater demand for local foods and crafts. While the negative effects of the River Cruise Tourism could be traffic due to tourism activity and the risk to natural environment. The Socio-Cultural effects to the local population one of the said effects is a higher quality of life due to the economic activity brought by the River Cruise and the influence of the tourist it could brought to the local traditional cultural beliefs. Lastly the tourism office promotes the River Cruise activity through the use of Brochures, social media, Bloggers and TV features of the town. The result of the environmental aspect of the River Cruise shows that the environmental threat when it comes to the River Cruise is the rising number of tourist and climate change. The LGU of the Maragondon still can handle the environmental risk when it comes to the River Cruise because the operation of the River Cruise is currently small however problems could arise if the number of tourist grows given the current situation the benefits of the River Cruise economically outweigh the environmental risk in which the local government implements various programs to protect the natural environment of the Maragondon River such as planting trees and notifying the tourist to not throw garbage into the river. The result of the SWOT Analysis identifies the strength such as Pristine Natural Environment, New Tourist Site and the town had a lot of other Historic, Tourist sites and Local Crafts and food to offer to tourist. Opportunities such as the numbers of “Balsa” in operation can be expanded, the River Cruise can be offer alongside other tourist site in the area and Additional Income to the Locals. Weakness such as the operation is small cannot accommodate larger number of tourists, the road infrastructure prone to traffic and the LGU of Maragondon seems not prepared for an

influx of tourist lastly the threats identified where more tourist could potentially generate waste, Climate Change and traditional Cultural Beliefs Could be Influenced.

Based on the foregoing findings the researchers concluded the economic effect of the River Cruise Tourism is the generation of income and the creation of jobs. Socio-Cultural aspect suggests that the town offers a lot of tourism activity other than the river cruise and the appreciation of the tourist to the history of the town as effect however the influence of the tourist to the tradition of the locals could also be an effect of the River Cruise tourism and lastly the result of the environmental aspect shows that garbage generation and climate change are identified as a environmental risk.

Based on the findings the researchers have recommended the following based on the weakness identified in order to improve and come up with a sustainable plan.

1. Expand the operation of the River Cruise by creating more “Balsa”
2. Planning traffic routes to lessen the traffic that could be generated with the influx of tourist.
3. The LGU of Maragondon should create a carrying capacity plan and environmental mitigation plan for the River Cruise Tourism.

5. OUTPUT

The output of the study is a sustainable plan the sustainable plan propose was based on the weakness that come up with the SWOT Analysis. There are 3 objectives that come up with the sustainable plan the first is to expand the operation of the River Cruise by creating more balsa this objective would increase the capacity to accommodate the tourist visiting the area. The second objective was to have a planning of the traffic route in the town in order to have a better traffic management with the influx of tourist and lastly is the LGU of Maragondon should create a carrying capacity plan and environmental mitigation plan for the River Cruise Tourism to better handle the environmental risk the operation of the Maragondon River Cruise presents.

Figure 7: Objectives of the Output

Objective 1

- Expand the operation of the River Cruise by creating more “Balsa”

Objective 2

- Planning traffic routes to lessen the traffic that could be generated with the influx of tourist.

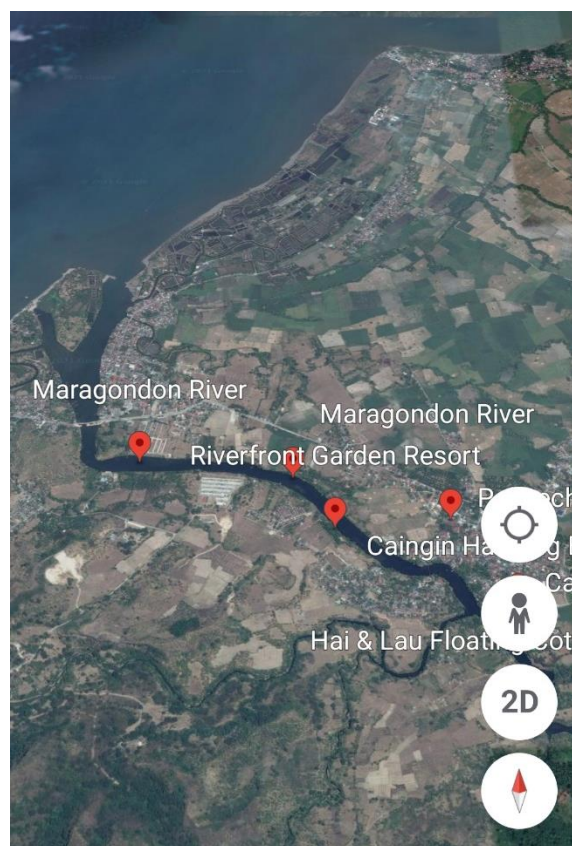
Objective 3

- Create a carrying capacity plan and environmental mitigation plan for the River Cruise Tourism.

The first objective of the output is to expand the operation of the Maragondon River Cruise by creating more “Balsa” currently there are only 7 in operation and this would create a problem with the tourist because more tourist cannot be accommodating therefore the need to expand the operation is a must to the local community in order to reap the benefits of the economic activity of the river cruise. The creation of additional “Balsa” will be implemented by the local government of Maragondon in which the local government will fund first the additional “Balsa” and the local community will pay for the “Balsa” in installment terms this will help the local community to ease the spending when making “Balsa” this objective can be done in a span of 3 months and would probably cost about 50,000 pesos the plan is to add 5 more “Balsa” for the operation of the river cruise.

Exhibit 1: The Balsa that will be used in the River Cruise of Maragondon (Photo Adapted from: gmanetwork.com)

The second objective of the study is to provide a traffic management route when it comes to the town of Maragondon. Since the small town of Maragondon offers a lot of tourist site both historic and natural and local foods and crafts the need for a rerouting of the traffic management is very important since the town have been growing as a tourist destination. Most of the tourist site in Maragondon are centered around the town and the road has 2 lanes 1 each lane and this potentially could cause traffic in case there is an influx of tourist. The objective can be done by the local government of Maragondon and a time frame of about 1 month for planning and 1 month for implementation will be needed in order to create traffic management there will be no additional cost when it comes to these objectives since what is done was traffic management and planning for the traffic routes.

Exhibit 2: A view of the Town of Maragondon (Photo Adapted from: Google Earth)

The last objective of the study is to create an carrying capacity plan and to an environmental mitigation plan for the River Cruise creating the plans is very important because this will serve as a guide to mitigate the environmental risk that present in the area as the number of tourist visiting the site will grow in the future, therefore the need for a carrying

capacity is very important in order to know the capacity of tourist that should be in the area that will have a negative impact on the environment and the environmental mitigation plan in order to have a guide on environmental risk on how the local government will handle the environmental risk present. The objective will be done by the local government of Maragondon particularly the municipal environment and resources office (MENRO) the plan can be done in a span of 6 weeks and the cost for these is to be announced as there is no clear projection on the cost of these objective.

Table 5: Roadmap of Activities

Objective	Time Frame	Implementing Body	Expected	Projected
Expand the operation of the River Cruise by creating more "Balsa"	3 Months	LGU of Maragondon and the Local Operators and Community	Increases the capacity to handle more tourist	Cost: P50,000 Implementation: 3 months (Primary cost: LGU to be pay by installment by the operators/community)
Planning traffic routes to lessen the traffic that could be generated with the influx of tourist.	1 month of planning and 1 month for implementation	LGU of Maragondon	Improve the traffic system of the town in case of influx of tourist	Cost: N/A
Create a carrying capacity plan and environmental mitigation plan for the River Cruise Tourism.	6 months of planning	LGU of Maragondon particularly the MENRO (Municipal Environment and Natural Resource Office)	The carrying capacity will be identified and environmental risk will be minimized. Deters the negative impact of the River Cruise tourism activity	Cost: TBA

REFERENCES

- [1] Asero, Vincenzo and Skonieczny, Stefania (2017). Cruise Tourism and Sustainability in the Mediterranean. Destination Venice, Mobilities, Tourism and Travel Behavior - Contexts and Boundaries, Leszek Butowski, IntechOpen, DOI: 10.5772/intechopen.71459.
- [2] Bloomberg (2019). The Philippines has 7,000 islands. So why is it not attracting more cruise ships? Article from: South China Morning Post retrieve from: <https://www.scmp.com/news/asia/southeast-asia/article/3031992/philippines-has-7000-islands-so-why-it-not-attracting-more>
- [3] Dimitrov, M., & Stankova, M. Z. (2019, September). Enhancing The Destination Image Through Promoting Popular River Cruise Destinations. In CBU International Conference Proceedings (Vol. 7, pp. 49-55).
- [4] Gámez, Manuel Angel Fernández, Jose Ramón Sánchez Serrano, Angela Callejón Gil and Ana José Cisneros Rui (2019). Cruise Passengers' Intention and Sustainable Management of Cruise Destinations. Sustainability 2019, 11, 1929; doi:10.3390/su11071929.
- [5] Gaspar, O. (2021). Cruising Down Loboc River, Bohol Philippines – We Seek Travel Blog. We Seek Travel. <https://www.weseektravel.com/loboc-river-cruise/>.
- [6] Godinez, B. (2021). 'Biyaha ni Drew' tips: Fun things to do in Maragondon, Cavite. GMA Network - Online Portal of Kapuso News and Entertainment. <https://www.gmanetwork.com/entertainment/celebritylife/travel/73444/biyahe-ni-drew-tips-fun-things-to-do-in-maragondon-cavite/story>.
- [7] IFC (2019). Assessment of the Economic Impact of Cruise Tourism in Fiji retrieved from: <https://www.ifc.org/wps/wcm/connect/e9af1ba2-cc5d-4353-bb5f-b2b59079faa9/Fiji-Cruise-Study-2019.pdf?MOD=AJPERES&CVID=mURGZPI>

- [8] Jones, P., Comfort, D., & Hillier, D. (2016). European river cruising and sustainability. *International Journal of Sales, Retailing and Marketing*, 5(1), 61-71.
- [9] Kristin, Mariano (2019). PH aims to find a 'sweet spot' for its cruise tourism. Retrieve from: <https://www.traveldailymedia.com/philippines-cruise-tourism/>.
- [10] Mańkowska, M. (2019). Determinants and directions of change in the European river cruise market. *Zeszyty Naukowe Akademii Morskiej w Szczecinie*.
- [11] McNeill, Timothy and Wozniak David (2018). The economic, social, and environmental impacts of cruise tourism. *Tourism Management Volume 66*, June 2018, Pages 387-404.
- [12] Moisescu, Ovidiu. (2015). The Importance of Brand Awareness in Consumers' Buying Decision and Perceived Risk Assessment. *Management & Marketing*. 7. 103-110.
- [13] Mohd Nasir, F., & Hanafiah, M. H. (2017). River cruise impact towards local community: An Exploratory Factor Analysis approach. *Journal of Tourism, Hospitality & Culinary Arts (JTHCA)*, 9(2), 1-14.
- [14] Motoko, Rich (2020). We're in a Petri Dish': How a Coronavirus Ravaged a Cruise Ship news article by: The New York Times Retrieved from: <https://www.nytimes.com/2020/02/22/world/asia/coronavirus-japan-cruise-ship.html>.
- [15] Ocampo, Rosa (2018). As Philippines cruise tourism grows, so have its challenges. Retrieve from: <https://www.ttgasia.com/2018/12/14/as-philippines-cruise-tourism-grows-so-have-its-challenges/>.
- [16] Pat Richardson (2017). "The ultimate guide to river cruises". *The Daily Telegraph*. London.
- [17] Shrikant, Aditi (2020). The coronavirus cruise ship outbreak confirms cruises are bad Disease spread — along with environmental destruction and sexual assault allegations — is just one of the arguments against cruising. Retrieve from: <https://www.vox.com/the-goods/2020/2/25/21152903/coronavirus-cruise-ship-outbreak-cruises-sexual-assault-environment>
- [18] Street, Francesca (2019). Is the cruise industry responsible for over tourism? News article from: CNN Travel retrieve from: <https://edition.cnn.com/travel/article/overtourism-cruise-industry/index.html>.
- [19] Sun, Y. Q., & Jiang, C. Y. (2010). Analysis of the Status Quo and Post-Expo Effect of Huangpu River Cruise Tourism Market. *Journal of Central South University of Forestry & Technology (Social Sciences)*, 2, 67-70.
- [20] Tomej, K., & Lund-Durlacher, D. (2020). Research note: River cruise characteristics from a destination management perspective. *Journal of Outdoor Recreation and Tourism*, 30, 100301.