

**ASSESSMENT OF THE PROSPECTS AND CHALLENGES
OF COMMUNITY-BASED TOURISM
IN PANTABANGAN**

**GAMPONIA, CHRISTINE BELLE A.
CASTRO, ROXANNE IVY A.
MANALILI, PRINCESS LORELIE B.
PADILLA JR., LUISITO S.**

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APPROVAL SHEET

This undergraduate thesis entitled “ASSESSMENT OF THE PROSPECTS AND CHALLENGES OF COMMUNITY-BASED TOURISM IN PANTABANGAN” prepared and submitted by **ROXANNE IVY A. CASTRO, CHRISTINE BELLE A. GAMPONIA, PRINCESS LORELIE B. MANALILI, AND LUISITO S. PADILLA JR** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN TOURISM MANAGEMENT** is hereby accepted:


RACHELLE A. SORIANO, MHRIM
Adviser

JUN 26 2023

Date Signed


ROVILYN D. EUGENIO, MSHRM
Critic

JUN 27 2023

Date Signed


EDGAR ALLAN MENDOZA, Ph.D.
Critic

JUN 26 2023

Date Signed

Accepted as partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN TOURISM MANAGEMENT**:


CELYRAH B. CASTILLO, DHM
Department Research Coordinator
Head, Department of Hospitality and Tourism Management

JUN 26 2023

Date Signed


JUDITH P. ANTONINO, Ph.D.
Dean, College of Home Science and Industry

Date Signed

BIOGRAPHICAL SKETCH

Roxanne Ivy Castro was born on the 28th of November 2000 in Cabanatuan City, Nueva Ecija to Elsie Aquino Castro and Ronilo Yuzon Castro. She began her primary education at Laur Central School and subsequently completed her secondary education at Wesleyan University-Philippines. Beyond that, she earned a Bachelor of Science in Tourism Management degree from Central Luzon State University. Ms. Castro has shown exceptional academic abilities during her collegiate years and was accepted to represent Central Luzon State University at the 14th Asia-Pacific CHRIE Youth Conference to present her undergraduate thesis study on 26th of May 2023.

Christine Belle Gamponia was born on March 31, 2001 in Cabanatuan City, Nueva Ecija to Maribel and Christopher Gamponia. She studied at Saint Andrew's School Pantabangan and Wesleyan University-Philippines before continuing her education at Central Luzon State University. She obtained her Bachelor of Science in Tourism Management degree with high distinction, and was granted the entitlement to represent the university in the 14th Asia-Pacific CHRIE Youth Conference held on May 26, 2023.

Princess Lorelie Manalili was born on August 18, 2000 in Gapan City, Nueva Ecija to Mary Jane and Luisito Manalili. After completion of her primary education at Bantog Elementary School, she pursued her secondary education at Divina Pastora College. Subsequently, she attended Central Luzon State University in order to obtain her Bachelor of Science in Tourism Management degree, where she achieved a high level of academic success and was accepted with the honor of representing the university in an event at the 14th Asia-Pacific CHRIE Youth Conference on May 26, 2023.

Luisito Padilla Jr was born on 7th of February, 2000 and is the youngest of his siblings born to Jovy and Luisito Padilla in Cabanatuan City, Nueva Ecija. He completed his primary education at Samon Elementary School and his secondary education at Marciano Del Rosario Memorial Integrated Senior High School. Upon graduating, he enrolled in a Bachelor of Science in Tourism Management degree at Central Luzon State University, where he has consistently performed exceptionally well academically, earning him the acceptance to present his undergraduate thesis study at the 14th Asia-Pacific CHRIE Youth Conference on May 26, 2023.

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ABSTRACT

CASTRO, ROXANNE IVY A., GAMPONIA, CHRISTINE BELLE A., MANALILI, PRINCESS LORELIE B., AND PADILLA LUISITO JR S. Department of Hospitality and Tourism Management, College of Home Science and Industry, Central Luzon State University, Science City of Muñoz, Nueva Ecija, Philippines, **JUNE 2023, ASSESSMENT OF THE PROSPECTS AND CHALLENGES OF COMMUNITY-BASED TOURISM IN PANTABANGAN**

Adviser: RACHELLE A. SORIANO, MHRIM

Community-based tourism (CBT) is a form of sustainable tourism which directly connects travelers with local people and cultures. With that being said, this research utilized a mixed-methods approach, more specifically, the explanatory sequential design, to assess the prospects and challenges of community-based tourism within the Municipality of Pantabangan. The researchers handed two hundred and fifty (250) quantitative questionnaires to the local residents aged eighteen (18) and above, and conducted a Key Informant Interview (KII) with the five (5) chosen barangay captains and the Tourism Supervisor, as well. Henceforth, this research affirmed the positive effects that community-based tourism (CBT) has created within the area such as economic growth, infrastructure and service development, and the opening up commercial opportunities. It has identified certain environmental challenges, as well, which puts forth a need for recommendations and conclusions, toward a thriving and successful community-based tourism (CBT) in Pantabangan.

Keywords: Community-based Tourism; Local Residents; Economic Impacts; Physical Enhancements; and Environmental Deterioration

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