



COMMUNITY AWARENESS ON ENVIRONMENT CONSERVATION FOR ECO-TOURISM SUSTAINABILITY IN EL NIDO, PALAWAN

Dr. Edison C. Gabileo

Mr. Randy G. Olano

Ms. Maribel Dajao Limsa

Western Philippines University

edison888gabileo@gmail.com

Article history:	Abstract:
<p>Received: 8th March 2022 Accepted: 10^h April 2022 Published: 22th May 2022</p>	<p>This study was aimed to determine the community awareness on environment conservation for eco-tourism sustainability in El Nido, Palawan. The researcher used the interview method in an open-ended questionnaire to gather the data from one hundred twenty (120) respondents residing in El Nido, Palawan on August 1 and 2, 2019, with objectives that determine the following: respondents' understanding of the term environment conservation; important things to consider in eco-tourism conservation; participation in ecotourism conservation activities happening in the area or nearby community; opinion on who and why they benefited from those eco-tourism activities; issues associated in eco-tourism area; the reasons why they should be involved in any future conservation projects; and, proposed interventions done by the researcher derived from the study to enhance environmental conservation awareness for eco-tourism sustainability in El Nido, Palawan.</p> <p>Respondents' understanding of the term environment conservation was environment protection (Table 1); while the important thing to consider, was household and industrial water waste disposal (Table 2); on primary participation, it was solid waste segregation and disposal (Table 3); in terms of the respondent's opinion on who and why they benefited from those eco-tourism activities, it was the business owners for business operations stability (Table 4); on the issue associated in eco-tourism area was pollution on air and water (Table 5); on the reason they must be involved, was part of an obligation as a member of the community to conserve El Nido as eco-tourism destiny (Table 6); and, on proposed interventions done by a researcher to enhanced environment conservation awareness in the community, is to conduct information through seminars and brochure dissemination to the community</p>
<p>Keywords: community awareness, environment protection, eco-tourism sustainability, cultural development, and economic development</p>	

INTRODUCTION

A community is a group of people who live in the same area. This refers to people in El Nido, Palawan wherein eco-tourism is located. This definition is linked to people with the same interest, embedded with the same policy and economic goal. Since El Nido is a barangay community where people are living together, the common goal is to promote ecotourism sustainability for community development. That definition and concepts of ecotourism's government initiative focused on environmental precaution and protection to be called sustainability for continuous economic viability. Hence, sustainability and conservation concepts on ecotourism are synonymously the same.

Awareness is defined as knowing something that exists. The importance of being aware of environment conservation is important to the community where it is linked with the word sustainability. In ecotourism, sustainability is a continuous process with no negative extremities to the environment. Caring environment or environment conservation practice by the community generates community benefits. Tourism has its impact on the economy (Lisse, 2018). One of the primary income of the countries relied on ecotourism, in which the country's host of ecotourism area innovates to attract more tourists inbound.

There are classifications of tourists visiting the tourist destination (Peeters and Dubois, 2010). Some individuals or groups around the world looking for leisure, business, and family and friend invitations were intended to visit the

place. It is worthwhile to further study the needs of these inbound tourists on easement services in the eco-tourism areas.

Tourism development should be sustainable. There is now broad consensus that tourism development should be sustainable; however, the question of how to achieve this remains an object of debate (Peeters, et al, 2004). The subject for objectivity in terms of sustainability should be originated from the officials from the local and national with consensus of the local folks.

The term sustainability to be realistic will undergo a collaborative process. According to Aas, et. al. (2005), "a stakeholder in the tourism industry is deemed to be anyone who is impacted on by development positively or negatively, and as a result, it reduces potential conflict between the tourists and host community by involving the latter in shaping the way in which tourism develops". That strict compliance of collaboration is inclusive to government local and national officials, the Department of Tourism, the local folks, and the significant hospitality services associations in the destination eco-tourism areas.

Through stakeholders collaboration, the Capetown declaration identified eco-tourism core characteristics, namely: minimizes negative economic, environmental, and social impacts; generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry; involves local people in decisions that affect their lives and life chances; makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity; provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues; provides access for people with disabilities and is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence (icr-tourms.org/cape retrieved May 2, 2019).

At the end of eco-tourism activities and on the impact in the locality, according to Leslie (2012), all stakeholders are responsible for the kind of tourism they develop or engage in. This ensures that the tourism service providers and purchasers or consumers are held accountable.

In the local communities, sustainable tourism brought benefits through economic development, job creation, and infrastructure development. On the other hand, on the government side, tourism revenues bring economic growth and prosperity to attractive tourist destinations which can raise the standard of living in destination communities. Sustainable tourism operators commit themselves to creating jobs for local community members. An increase in tourism revenue to an area acts as a driver for the development of increased infrastructure. As tourist demands increase in a destination, a more robust infrastructure is needed to support the needs of both the tourism industry and the local community (McCool and Moisey, 2001).

The concepts of Friedman (1962) and Carroll (1998) that famously argued and admittedly within legal parameters, the sole responsibility of business was to generate profit for shareholders the idea that businesses' responsibility extends beyond this has existed for decades and is most frequently encountered in the concept of Corporate Social Responsibility. The national government obliged through the promulgation of these concepts in the country to assure the economic environment and social viability of the area and the community. In the hospitality and tourism industry, the concepts of Social Responsibility should emphasize environmental concerns.

There are many definitions and understandings of Responsible Tourism. According to the Center for Responsible Tourism (CREST, 2016), "Responsible Tourism that maximizes the benefits to local communities, minimizes negative social or environmental impacts and helps local people conserve fragile cultures and habitats or species.

Corporate Social Responsibility is associated with the evolution of the word Responsible Tourism. Leslie (2012) accorded that responsible tourism incorporates not only the responsibility with the physical environment but also an incorporation of awareness for the economic and social interactions whereas, sustainable tourism focuses more on the environmental impacts. Practicing Corporate Social Responsibility must be implemented by the authority for eco-tourism sustainability.

While different groups will see responsibility in different ways, the shared understanding is that responsible tourism should entail an improvement in tourism. Tourism should become 'better' as a result of the responsible tourism approach (Apollo, 2018).

OBJECTIVES OF THE STUDY

The general objective of the study was to determine the community awareness on environment conservation for eco-tourism sustainability in El Nido, Palawan. The specific objectives were to determine the following: respondents' understanding of the term environment conservation, important things to consider in eco-tourism conservation, participation in ecotourism conservation activities happening in the area or nearby community, opinion on who and why they benefited from those eco-tourism activities, issues associated in eco-tourism area and, know the reasons why they should be involved in any future conservation projects.

SIGNIFICANCE OF THE STUDY

The following were deemed significant to LGU officials and employees of El Nido, Palawan, community resided in eco-tourism area, businessmen and, private sectors employees, national government agencies, and employees.

METHODOLOGY

This study was conducted in El Nido, Palawan on August 1 to 2, 2019. There were one-hundred twenty (120) respondents from different sectors of the community being interviewed using an open-ended interview questionnaire. Such interview instrument is composed of the following parts: 1) understanding of the term environment conservation; 2) important things to consider in eco-tourism conservation in the site; 3) participation in ecotourism conservation activities happening in the area or nearby community; 4) respondents’ opinion on who and why they benefited from those eco-tourism activities; 5) issues associated in eco-tourism area in El Nido, Palawan; and lastly, 6) respondents’ reasons why they should be involved in any future conservation projects. The survey sought approval from the mayor before the conduct a study in the areas of four (4) barangays. The data were analyzed using frequency counts, percentages, and ranks.

RESULTS AND DISCUSSION

Community awareness on environment conservation for eco-tourism sustainability in El Nido, Palawan was discussed according to the following parts: 1) understanding the term environment conservation by El-Nido community; 2) important things to consider in eco-tourism conservation in El-Nido Eco-tourism site; 3) participation in ecotourism conservation activities happen in the area or nearby community; 4) respondents’ opinion on who and why they benefited from those eco-tourism activities; 5) some issues associated in the eco-tourism areas in El Nido, Palawan; and 6) respondents’ involvement and reasons why they should be involved in any future conservation projects. These were discussed and analyzed using frequency (*f*), percentage (*%*), and rank (*r*).

1. UNDERSTANDING ON THE TERM ENVIRONMENT CONSERVATION IN EL NIDO, PALAWAN

The community understanding on the term environment conservation in El Nido were: 1st was 52 (41.3%) “environment protection” either in lard, water and forest; 2nd was 32 (25.5%) on to conserve the environment is to “protect eco-tourism” in El Nido; 3rd, 21 (16.7%) on “energy and water savings”; 4th, nine (7.1%) efficient “solid waste management” rules or policies; 5th, 6 (4.8%) for “proper utilization of natural resources”; 7th, 4 (3.2%) to “use of natural resources wisely”; and lastly, 7.5th, 1 (.08%) were both “government initiatives first” to protect environment and conservation has impact to “climate change” (table 1).

According to Willey, et.al. (2015), environment protection or conservation is synonymous with eco-tourism sustainability. Community shown gained more understanding on the terms conservation protection base on the given rank by the respondents. Responsible eco-tourism realizes the conservation of fragile cultures and habitats or species. Likewise, responsible tourism incorporates with the physical environment responsibility which also a derivative of environmental protection (Crest, 2016). The community has lesser knowledge with regards to climate change impact and environment conservation that fall on the last rank. Lapola (2019) in his study that climate change has an impact on the environment especially on micro-organism’s mutation. That mutation has synergistic worst impact on health and environment.

Table 1. Understanding the term environment conservation

ANSWERS	<i>f=120</i>	<i>%</i>	<i>rank</i>
environment protection to in lard, water, and forest	52	41.3	1
environment conservation is to eco-tourism protection	32	25.4	2
energy and water savings	21	16.7	3
efficient Solid waste management rules or policies	9	7.1	4
proper utilization of natural resources	6	4.8	5
use of natural resources wisely	4	3.2	6
government initiatives first to protect the environment	1	0.8	7.5
conservation has impact to climate change	1	0.8	7.5

***multiple answer**

2. IMPORTANT THINGS TO CONSIDER IN ECO-TOURISM CONSERVATION IN EL-NIDO ECO-TOURISM SITE

On important things to consider in eco-tourism conservation in El-Nido eco-tourism site, the following ranks were: 1st, 38 (34.5 %) respondents answered on household and industrial water waste disposal as important things to consider in eco-tourism conservation in El-Nido eco-tourism site; 2nd was 22 (20.0%) of respondents on protected living things

(marine animals) in the mangrove; 3rd was 18 (16.4%), clean seashore front (away from an amoeba or harmful parasites); rank 4.5th was 12 (10.9%) on zero plastic use or use recyclable materials and on the management of solid waste segregation and disposal; 6th, five (4.5%) was the protection of trees in the area to soil erosion; 7th was two (1.8%), few birds (*Balinsasayaw*) that need to be protected; and lastly, only one (0.9%) respondent answered on cultural value in the area for additional tourism visit to consider in eco-tourism conservation (Table 2).

On household and industrial water waste disposal (rank 1) was confirmed by the Australian Sustainable Coastal Tourism Policy (2010), according to the policy, providing measures for coastal environment planning and implementation of control measures reduced the possibility of the coastal environment impact. Same with the Philippines most common problem in coastal tourism in Boracay, Aklan, Philippines was water pollution in the coastal area. Rest assured that investment into tourism products supports sustainable coastal tourism (Breaky, et al., 2004). In such initiative, living things (marine animals) in the mangrove assured protection (rank 2) if pollution through water from household and industrial waste disposal policy will be properly implemented. A zero plastic use or use recyclable materials (rank 4) and management of solid waste segregation and disposal (rank 5) as answered by the community-respondents were important things to consider for eco-tourism sustainability in El Nido, Palawan. Hence, the Philippines has (RA 9003) a solid waste management law, a guide from segregation to disposal. El Nido is known for the rock formation with forest on it that attract beauty to the tourists, protection of trees in the area to avoid the occurrence of soil erosion (rank 6) is one of the considerations to look for. On soil erosion and degradation. This organization (Worldwildlife.org) conform its impact in which logged and polluted water increased flooding, not only in agriculture but even in cases of eco-tourism sites as well. Protection of trees will also protect against rock erosion where few birds (*Balinsasayaw*) need to be protected (rank 7). The presence of *Balinsasayaw* was found in El Nido (www.agoda.com, 2020). It is a good delicacy pride in El Nido that attracts more tourists (www.tripadvisor.com, 2012). The tourism officer in El Nido, Palawan answered that an important thing to be considered is cultural value in the area for additional tourism visits (rank 8). Cultural tourism is another area of tourism, like eco-tourism. Cultural tourism in El Nido is to promote the formation of *Cuyunon* ethnic groups, tools, and a way for life languages that is in Sibaltan, El Nido, Palawan (www.elnidoparadise, 2018).

Table 2. Important things to consider in eco-tourism conservation in El Nido eco-tourism site

ANSWERS	f=120	%	rank
household and industrial water waste disposal	38	34.5	1
living things protection (marine animals) in the mangrove	22	20.0	2
clean seashore front (away from amoeba or harmful parasites)	18	16.4	3
zero plastic use or use recyclable materials	12	10.9	4.5
management of solid waste segregation and disposal	12	10.9	4.5
protection of trees in the area to avoid the occurrence of soil erosion	5	4.5	6
few birds (<i>Balinsasayaw</i>) that needs to be protected	2	1.8	7
cultural value in the area for additional tourism visit	1	0.9	8

**multiple answered*

3. PARTICIPATION IN CONSERVATION ACTIVITIES FOR ECOTOURISM SUSTAINABILITY IN THE AREA OR NEARBY COMMUNITY

On participation in ecotourism conservation activities happening in the area or nearby community. The following answers were as follows: 1st, 34 (21.1%) were proper waste segregation and disposal; 2nd, 30 (18.6%) was efficient use of water consumption; 3rd, 28 (17.4%) was actively participated in proper utilization of electric consumption; 4th, 22 (13.7%) respondents were participated in clean-up drive to seashores and marine area as the obliged to participate in the Oplan Linis drive initiated by the government; 5th, 12 (7.5%) on discouragemnt to limit the use of plastic materials; 6th, nine (5.6%) of the respondents were to abide traffic and parking implementation; 7th, eight (5%) of them were to follow peace and order campaign; 9th, five (3.1%) among establishmentt owners by discouraging the use of jetski, putting limit to those who want to go to big lagoon & small lagoon and promotion in using tumblers, especially during island tours; and lastly, 11th, three (1.8%) respondents were answered on participation in cultural formation and preservation in Sibaltan Cuyunon of their way of life, tools and tradition stories by government officials (Table 3).

These activities being participated in are basically needed for ecotourism sustainability: the proper waste segregation and disposal (rank 1), as increasing volume of waste materials due to influx of the visitors adds to the

environment woes already threatening El Nido (rapper, 2018). The global trash moves with currents described by estelnido (2018) that call the attention of international organization with community collaboration to clean up the coastal area (manilastandard.net, 2019). Efficient use of water consumption (rank 2) and proper utilization of electric consumption (rank 3). Discouragement by limiting the use of plastic materials (4), abide traffic and parking implementation (5) following peace and order campaign were also participated by the community respondents, putting limit to those who want to go to big lagoon & small lagoon (9), promotion in using tumblers, especially during island tours (untvweb.com news, 2019), another participation of the respondents to tourist. The LGU official brought on promoting *Cuyunon* cultural formation, and preservation of their way of life, tools and tradition stories (www.elnidoparadise, 2018) in Sibaltan in El Nido, Palawan.

Table 3. Participation in ecotourism conservation activities happened in the area or nearby community

ANSWERS	f=120	%	rank
Participation in solid waste segregation and disposal	34	21.1	1
efficient use of water consumption	30	18.6	2
proper utilization of electric consumption	28	17.4	3
clean-up drive especially in the seashore and marine area (participation in Oplan Linis)	22	13.7	4
discouragement by limiting the use of plastic materials	12	7.5	5
abide traffic and parking implementation	9	5.6	6
following peace and order campaign	8	5.0	7
discouraging the use of jetski	5	3.1	9
putting a limit to those who want to go to big lagoon & small lagoon	5	3.1	9
promotion in using tumblers, especially during island tours	5	3.1	9
cultural formation and preservation in Sibaltan Cuyunon of their way of life, tools, and traditional stories	3	1.8	11

**multiple answered*

4. RESPONDENTS’ OPINION ON WHO AND WHY THEY BENEFITED FROM THOSE ECO-TOURISM ACTIVITIES

On respondents’ opinion on who and why they benefited from those eco-tourism activities, the following are as follows: 1st, 65 (27.2%) opinion on who and why they benefited from those eco-tourism activities were the “business owners for business operations stability”; 2nd, 45 (18.8%) opinion were the business establishments employees to earn sustainable income; 3rd, 44 (18.4%) were the community in general (local folks) for their economic upliftment; 4th, 30 (12.6%) were self-employed persons to earn reasonable income; 5th, 20 (8.4%) were the environment having ecosystem balance and sustainable natural resources; 6th, 15 (6.3%) respondents were both LGU of El Nido earn more income and services for the community and the national government more taxes collected; lastly, 7th, five (2.1%) were students to have the income to sustain their study.

On the opinion on who and why they benefited from those eco-tourism activities, the top two were, the business owners for business operations stability (rank 1) and the business establishments employees to earn sustainable income (rank 2). This implies that tourism contributes to business establishments, employees, and even self-employed person economic upliftment on their status in the community. According to Lisse (2018) one of the primary income of the countries relied on eco-tourism, the country's host of eco-tourism areas innovates to attract more tourists inbound. The LGU of El Nido earn more income and services for the community and the National Government to earn more taxes collected. On community opinion, the respondents answered on the environment having ecosystem balance and

sustainable natural resources (rank 5). Planning and management controls are important to reduce the impact on environments (Australian Sustainable Coastal Tourism Policy, 2010). Another respondent answered that both LGU of El Nido earn more income and services for the community and, the national government will earn more from taxes collected and, Leslie (2012) accorded that responsible tourism incorporates not only the responsibility with the physical environment but also an incorporation of awareness for the economic and social interactions whereas, sustainable tourism focuses more on the environmental impacts. According to the Center for Responsible Tourism as cited by Crest (2016), "responsible tourism, minimizes negative social or environmental impacts, and helps local people conserve fragile cultures and habitats or species.

As tourist demands increase in a destination, a more robust infrastructure is needed to support the needs of both the tourism industry and the local community according to McCool, Moisey (2010). LGU of El Nido earns more income and services for the community and the National Government to earn more from taxes collected (rank 6.5). Those incomes are needed to support infrastructure services to community and tourism demand according to the respondents' opinion.

Table 4. Respondents' opinion, who and why they benefited from those eco-tourism activities

ANSWERS	f=	%	rank
	12		
	0		
business owners for business operations stability	65	27.2	1
business establishments employees earn sustainable income	45	18.8	2
community in general (local folks) for economic upliftment	44	18.4	3
self-employed persons to earn reasonable income	30	12.6	4
environment having ecosystem balance and sustainable natural resources	20	8.4	5
LGU of El Nido earn more income and services for the community	15	6.3	6.5
National Government to earn more from taxes collected	15	6.3	6.5
students have income to sustain their study	5	2.1	7

***multiple answered**

5. ISSUES ASSOCIATED IN THE ECO-TOURISM AREAS IN EL NIDO, PALAWAN

On issues associated in eco-tourism area in El Nido, Palawan, the following are as follows: 1st, 85 (22.3%) respondents on issues were pollution on air and water; 2nd, 83 (21.8%) were high price of goods and services, no price control; 3rd, 74 (19.4%) were power interruption or limited power supply; 4th, lack of water supply; 5th, 70 (18.4%) were over-crowded or over carrying capacity of tourist in-bound; 6th, 12 (3.1%) were establishment without proper (STP) sewerage treatment facilities; 7th, 8 (2.1%) were presence of hazardous micro-organisms to health in the tourist site seashore; lastly, 8th, 4 (1.0%) were slight prostitution (table 5).

Environmental sustainability focuses on the overall viability and health of ecological systems. Natural resource degradation, pollution, and loss of biodiversity are detrimental because they increase vulnerability, undermine system health, and reduce resilience. Pollution on air and water

Ecotourism is associated with environmental impact on the site. According to ecotourism.org. (2018), the responsibility of the locals on running the businesses is the main responsibility for promoting the conservation messages for protecting their environment. Pollution on air and water ranked first because some establishments lacked proper (STP) sewerage treatment facilities on the presence of hazardous micro-organisms to health in the tourist site or seashore (rank 6). The main concern in El Nido is to rehabilitate the ecotourism area (DENR/ABS CBN News, August 7, 2019). Another issue in the tourism area is the high price of goods and services because of lack of price control (rank

2) due to the high demand of tourist destined in the area because of over-crowded of the tourism inbound (rank 5). There are issues needed to be resolved such as power interruption or limited power supply (rank 3) and lack of water supply (rank 4). Another issue is slight prostitution (rank 7) among community and tourism.

Table 5. Issues associated in eco-tourism area in El Nido, Palawan

ANSWERS	f=	%	rank
	120		
pollution on air and water	85	22.3	1
high price of goods and services because of lack of price control	83	21.8	2
power interruption or limited power supply	74	19.4	3
lack of water supply	70	18.4	4
over-crowded or over carrying capacity of tourist in-bound	45	11.8	5
establishment without proper (STP) sewerage treatment facilities on presence of hazardous micro-organisms to health in the tourist site seashore	12	3.1	6
slight prostitution	8	2.1	7

**multiple answered*

6. RESPONDENTS' REASONS WHY THEY SHOULD BE INVOLVED IN ANY FUTURE CONSERVATION PROJECTS

On respondents' reasons why they should be involved in any future conservation projects, the following answers by the respondents were: 1st, 76 (26.1%) were part of an obligation as a member of the community to conserve el Nido as eco-tourism destiny; 2nd, 71 (24.4%) were respondents reason to maintain carrying capacity to avoid contamination in the area or lessen the hazard in the ecotourism site; 3rd, 64 (22.0%) were to lessen solid waste accumulation by abiding anti-littering or maintain cleanliness in the area; 4th, 60 (20.6%) were part of enforcement obligation about maintenance of peace and order; 5th, 20 (6.9%) were rehabilitation of forest through tree planting to avoid rock formation or erosion (Table 6).

Part of their obligation as a member of the community to conserve El Nido as eco-tourism destiny ranked 1st as answered by the community respondents. On social responsibility, the old concepts of Friedman (1962) and Carroll (1998) that famously argued and admittedly within legal parameters, is a sole responsibility of business was to generate profit for shareholders the idea that businesses' responsibility extends beyond this has existed for decades and is most frequently encountered in the concept of corporate social responsibility.

The national government obliged through the promulgation of these concepts in the country to assure the economic environment and social viability of the area and the community. In the hospitality and tourism industry, the concepts of Social Responsibility should emphasize on environmental concerns. While different groups will see responsibility in different ways, the shared understanding is that responsible tourism should entail an improvement in tourism. Tourism should become 'better' as a result of the responsible tourism approach (Apollo, 2018). Maintain carrying capacity to avoid contamination in the area or lessen the hazard in the ecotourism site (rank 2). Carrying capacity is a concept by Fillone and Villanueva (2019) that the need for sustainable use of the physical environment being not controlled effects negative externalities to the eco-tourism environment. That's the reason why respondents listed carrying capacity to be implemented. Part of enforcement obligation about maintenance of peace and order (rank 4); peace and order attracts tourists as it is a strong indicator of eco-tourism sustainability. The presence of tourism police (AO no. 19-2011) was present in the tourism area and the local traffic enforcers and Bantay-Dagat or sea patrol are maintaining peace and order in the El Nido tourism site. Rehabilitation of forest through tree planting to avoid rockscape erosion (rank 5) is one of the reasons for involvement for ecotourism sustainability as answered by the community respondents.

Table 6. Respondents' reasons why they should be involved in any future conservation projects

ANSWERS	f=120	%	rank
part of obligation as a member of the community to conserve el Nido as eco-tourism destiny	76	26.1	1

maintain carrying capacity to avoid contamination in the area or lessen the hazard in the ecotourism site	71	24.4	2
lessen solid waste accumulation by abiding anti-littering or maintain cleanliness in the area	64	22.0	3
part of enforcement obligation about maintenance of peace and order	60	20.6	4
rehabilitation of forest through tree planting to avoid rock scape erosion	20	6.9	5

**multiple answered*

7. SUMMARY ON AWARENESS OF ENVIRONMENT CONSERVATION FOR ECOTOURISM SUSTAINABILITY IN EL NIDO, PALAWAN

Below is a summary based on awareness about environment conservation, issues on eco-tourism in El Nido, benefits and reasons on involvement and participation for ecotourism sustainability by the community: pollution on air and water (85); the high price of goods and services due to lack of price control (83); part of an obligation as a member of the community to conserve El Nido as eco-tourism destiny (76); power interruption or limited power supply (74); maintain carrying capacity to avoid contamination in the area or lessen the hazard in the ecotourism site (71); environment protection to land, water and forest (70); business owners for business operations stability (65); lessen solid waste accumulation by abiding anti-littering or maintain cleanliness in the area (64); and lastly, part of enforcement obligation about the maintenance of peace and order (60).

Table 7. Summary on awareness of environment conservation for ecotourism sustainability in El Nido, Palawan

Variables	Frequency	Rank
pollution on air and water	85	1
high price of goods and services because of lack of price control	83	2
part of an obligation as a member of the community to conserve el Nido as eco-tourism destiny	76	3
power interruption or limited power supply	74	4
maintain carrying capacity to avoid contamination in the area or lessen the hazard in the ecotourism site	71	5
environment protection to in lard, water, and forest	70	6
business owners for business operations stability,	65	7
lessen solid waste accumulation by abiding anti-littering or maintain cleanliness in the area	64	8
part of enforcement obligation about maintenance of peace and order	60	9

8. THE PROPOSED INTERVENTION TO ENHANCE ENVIRONMENT CONSERVATION FOR ECO-TOURISM SUSTAINABILITY IN EL NIDO, PALAWAN

The proposed interventions done by the researcher derived from the study to enhance environmental conservation awareness for eco-tourism sustainability in El Nido, Palawan are classified into topics, activities and output proposed:

1. Research result

It discusses analytically the result of the research on:

- 1.1 respondents' understanding about the term environment conservation;
- 1.2 important things to consider in eco-tourism conservation;
- 1.3 participation in ecotourism conservation activities happening in the area or nearby community;
- 1.4 opinion on who and why they benefited from those eco-tourism activities;
- 1.5 issues associated in eco-tourism area; and
- 1.6 reasons why they should be involved in any future conservation projects.

It increases the understanding of the research result conducted on August 1 and 2, 2019 during the rehabilitation time of the El Nido ecotourism area.

2. Sustainable Eco-tourism and Social Responsibility

- 2.1 It will discuss during the seminar the concepts, importance, and benefits of environment conservation in the eco-tourism and economy; and
- 2.2 This will discuss eco-tourism social responsibility addressing eco-tourism establishments for environment conservation.

3. Pollution implication to environment

3.1 land

It discusses the implications of rock and land erosion effects on the environment caused by commercial activities, such as illegal cutting, quarrying, etc.

3.2 Water

It discusses the health implications of water pollution on health in the community and tourists; how it implicates the economic environment in the locality caused by lack of facilities.

4. The Solid Waste Management

This will discuss SWM's importance and process in the eco-tourism area.

REFERENCES

1. Aas, C. and Ladkin, A., Fletcher, J. (2005). Stakeholder collaboration and heritage management" (PDF). *Annals of Tourism Research*. 32 (1): 28–48.
2. Apollo, Michal (2018). "Ethics in tourism as a key to development, prosperity, and well-being of all stakeholders: 3rd International Congress on Ethics and Tourism, Krakow. *International Journal of Environmental Studies*. 75 (2): 361–365. ISSN 0020-7233.
3. Australian Sustainable Coastal Tourism Policy Archived 2006-09-08 at the Wayback Machine.<http://www.deh.gov.au/coasts/publication/coastal-tourism/index.html> accessed March 2018
4. Breaky, Noreen; Ruhanen, Lisa; Shakeela, Aishath. (2004). "The Role of Employment in the Sustainable Development Paradigm. The Local Tourism Labor Market in Small Island Developing States". *Journal of Human Resources in Hospitality and Tourism*. 10 (4): 331–353.
5. Caroll, A. (1998). *Corporate Social Responsibility/Business and society*. 3. 38 (3): 268–295. DOI: 10.1177/000765039903800303.HDL:10806/4019.
6. CREST (2016). "The Case for Responsible Travel: Trends & Statistics 2016" (PDF)http://www.reponsibletravel.org/whatwedo/the_case_for_responsibletravel_final.pdf.
7. Cultural Tour: Meet the People and Discover El Nido Tradition (June 8, 2018). Accessed April 24, 20//www.elnidoparadise, 2018
8. Fabro, Keith Anthony S. (2018) El Nido: Rehabilitation to Focus on Water Quality. coastal easement, carrying capacity/rappler.com.
9. Fillone, Maria Olivia C. and Villanueva, Claire de Luna (2019). A Literature Review of Ecotourism. Carrying Capacity Measurement. University of Massachusetts Amherst, Travel and Tourism Research Globally
10. Friedman, M. (1962). *Capitalism and Freedom*. Chicago: University of Chicago Press.
11. Leslie, David. 2012. *Responsible Tourism: Concepts Theory and Practice*. Cambridge.
12. Lapola, David M., et al., (2019). A Climate Change Vulnerability and Adaptation Assessment for Brazils Protected Areas: *Journal of Conservation Biology*.
13. McCool, S. F., Moisey, R. N. (2001). Integrating Environmental and Social Concerns Over Tourism Development.
14. McCool S. F. & R. N. Moisey (eds.), *Tourism, recreation, and sustainability: linking culture and the environment* (pp. 17-20). CABI Publishing: Oxon.

15. More About Birds Nest From Balinsasayaw Birds/El Nido (2012) DENR/ABS CBN (www.tripadvisor.com accessed April 1, 2020).
16. Peeters, P. And Dubois, G. (2010). Tourism Travel Under Climate Change Mitigation Constraints. *Journal of Transport Geography*. 18 (3): 447–457.
17. Peeters P., Gössling S., Ceron J.P., Dubois G., Patterson T., Richardson R.B., Studies E. (2004). *The Eco-Efficiency of Tourism*. USA Today.
18. RA 9003. *The Ecological Solid Waste Management Act of 2000*.
19. SC AO 19. (2011). *Peace and Order Attracts Tourism. The Presence of Implementers in the Tourism Police of Tourism – Department of Tourism Tourism Oriented Police (TOP)*.
20. *Soil Erosion and Degradation Threats* <https://www.worldwildlife.org/threats/soil-erosion-and-degradation> accessed June 3, 2019.
21. Willey, John, and et.al. (2015). *Eco-Tourism and Environmental Sustainability. What Is the Meaning of Sustainable Tourism?*, as cited by Jamie Lisse. Research gate, <http://www.Researchgate.net/publication> accessed June 4, 2020.