

The 5 A's of tourism promoting "Kulturang Calinognon Destination" in the Municipality of Calinog

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Abstract

The purpose of this study is to determine the respondents' degree of satisfaction with the 5 A's of tourism promotion for the "Kulturang Calinognon" destination. Specifically, this study sought to answer the following questions: 1) What is the status of the 5 A's of tourism promotion for the "Kulturang Calinognon" destination when rated by the respondents? 2) How is the development of tourism promoting the "Kulturang Calinognon" destination classified according to sex, age, educational attainment, and respondent category? 3) What are the challenges and prospects for the development of the 5 A's of tourism promoting the "Kulturang Calinognon" destination? 4) Are there significant differences in the status of the 5 A's of tourism promoting the "Kulturang Calinognon" destination among different groups of respondents? and 5) Are there significant differences in the challenges of the 5 A's of tourism promoting the "Kulturang Calinognon" destination among different groups of respondents? 6) Are there significant differences in the prospects for the development of the 5 A's of tourism promoting the "Kulturang Calinognon" destination among different groups of respondents? 7) Is there a significant relationship between the status, challenges, and prospects for the development of the 5 A's of tourism promoting the "Kulturang Calinognon" Destination? The study used descriptive correlational research to investigate the 5 A's of Tourism Promoting the "Kulturang Calinognon Destination." There were 34 respondents in the study, selected through purposive sampling. They were 10 residents, 8 front liners, 8 LGU representatives, and 8 tourists. One-way Analysis of Variance (ANOVA) was used to determine the significance of the differences in the status, challenges, and prospects for the development of the 5 A's of tourism promoting "Kulturang Calinognon Destination" among three or more levels of categories such as age and type of tourist/staff. While post hoc test for significant ANOVA results and the Pearson's r was used to determine the significance of the relationships between and among the status, challenges, and prospects for the development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination". The study concluded that the municipality of Calinog is still a developing town, even though it is considered a first-class town. There is potential for improvement in business opportunities that can generate income,

livelihood, and development. Based on the findings, the study recommends that the municipality of Calinog should maintain existing strategies and improve them to continue innovating for sustainability. To promote tourist hotspots in the municipality of Calinog globally and internationally and to attract locals, foreign investors, and tourists, they may carry out research on topics such as promotional tactics, competitiveness, destination branding, marketing, and advertising.

Keywords: 5 A's of Tourism promoting, Kulturang Calinognon Destination, Municipality of Calinog

The 5 A's of tourism promoting "Kulturang Calinognon Destination" in the Municipality of Calinog

1. Introduction

A keen visitor can always find something new to learn about in the municipality of Calinog, which is an underappreciated gem. There are many intriguing places to see in the town. There is much for everyone to discover here, from clean townscapes to natural wonders, architectural highlights, and stunning man-made attractions. (Marin, 2019). Practically everywhere in the area, you can see, touch, and experience the history. While strolling along the main streets or exploring other areas nearby, one can observe a variety of historical sites from various eras, each of which contributes a unique piece to a historical mosaic that spans the centuries.

Landlocked Calinog is still one of the province's least frequented municipalities, giving it an otherworldly, remote, and foreign-feeling atmosphere. If you explore the neighborhood, you'll gain a fascinating understanding of a town full of surprises. First-class municipality Calinog is located centrally from Iloilo City at a distance of 59.3 kilometers. On the north, it is bordered by Tapaz, Capiz; on the east, Bingawan; on the northeast, San Remegio, Antique; on the south, Lambunao; on the southeast, Dueas; and on the southwest, Valderrama, Antique. According to data from the 2015 Census on Population, it has a total land area of 23, 280 hectares, is politically split into 59 barangays, and is home to 60, 413 people. More was known about Calinog is that they are celebrating annually the Tumandok Celebration every Tourism month.

Traveling outside one's typical area for personal, business, or professional reasons is known as tourism, and it is a social, cultural, and economic phenomenon. Visitors, who might be either tourists or excursionists, inhabitants or non-residents, are what are referred to as these individuals. The growth of a nation's economy is influenced by the significant industry of tourism. The creation of income and of jobs are the two main advantages of tourism. It is the primary source of welfare for many nations and areas. The national economy's capacity to gain from tourism depends on the availability of funding for the construction of the required infrastructure and its capacity to meet visitor demands (Agaraj and Murati, 2009). The researcher wants to determine the "Kulturang Calinognon" status based on the 5 A's in boosting the tourist industry in the Municipality of Calinog on the basis of this assumption.

1.1 Objectives of the Study

This study aimed to determine the level of satisfaction of the 5 A's of tourism promoting "Kulturang Calinognon destination" in the Municipality of Calinog during the CY 2021-2022. Specifically, this study sought answers to the following questions: 1) What is the status of the 5 A's of Kulturang Calinognon when rated by the respondents the development of tourism promoting "Kulturang Calinognon destination taken as an entire group is classified according to sex, age, educational attainment, and, respondent's category?; 2) What are the challenges of the 5 A's of tourism promoting "Kulturang Calinognondestination" when the respondents are taken as an entire group and classified according to sex, age, educational attainment, and, respondent category?; 3) What are the prospects for the development of the 5 A's of tourism promoting "Kulturang Calinognon destination" of the respondent when taken as an entire group and classified according to sex, age, educational attainment, and, respondent's category? 4) Are there significant differences in the status of the 5 A's of tourism promoting "Kulturang Calinognon destination" of the respondents when taken as an entire group and classified according to sex, age, educational attainment, and, respondent's profile?; 5) Are there significant differences in the challenges of the 5 A's of tourism promoting "Kulturang Calinognon destination" of the respondents when taken as an entire group and classified according to sex, age, educational attainment, and, respondent's profile?; 6) Are there significant differences in the prospect for the development of the 5 A's of tourism "Kulturang Calinognon destination" of the respondents when taken as an entire group and classified according to sex, age,

educational attainment, and respondent's profile?; and 7) Are there a significant relationship between the status, challenges, and prospect for the development of the 5 A's of tourism promoting "Kulturang Calinognon Destination?"

2. Methods

Research Design - This descriptive correlational research aimed to establish the 5 A's of Tourism Promoting "Kulturang Calinognon Destination". The goal of descriptive-correlational research was to identify a sample's features and any connections between the occurrences, circumstances, and events the researcher had noticed (Sánchez, 2023). Researchers strive to do this by better understanding and evaluating how variables are naturally distributed. Descriptive research frequently focuses on a population and/or phenomenon in order to achieve this goal and seeks to address the current status of the subject or study issue (Telbisz, et al., 2023). The current nature, composition, or processes of occurrences or phenomena, such as the current status, problems, and viability revolving around the municipality of Calinog, were described, recorded, analysed, and interpreted in this study. In this investigation, the antecedent variables were the sex, age, educational attainment, and type of tourist/staff while the independent variables were the 5"A's such as attraction, accessibility, amenities, accommodation, and activity. The dependent variables were the status, challenges, and prospects for the development of "Kulturang Calinognon".

Participants of the Study - There were 34 respondents in the study. They were categorized as types of tourist/staff and classified as residents, front liners, LGU, and tourists of the Municipality of Calinog during the calendar year 2022. The study's respondents were chosen through purposive sampling, 10 were residents, 8 were front liners, 8 were LGU, and 8 were tourists. They were further categorized as male or female for sex; 20-30 years old, 31-40 years old, and above 41 years old for age group; and bachelor's degree holder, master's degree holder, and doctorate holder for educational attainment.

Data Gathering Instrument - To gather the needed data, the present investigation adopted and modified the survey questionnaire that was used by Fernandez (2019) on the status of the Municipality of Calinog and; the challenges of the Municipality of Calinog as a Tourist Destination. The survey questionnaire is divided into two parts: Part One, contains the personal profile of the respondents, which included names (optional), age, sex, educational attainment, and type of tourist/staff. Part Two, Status of the development consisted of questionnaires on the following areas: 5 A's of Tourism" Kulturang Calinognon Destination", and the viability, Part Three, challenges of the 5 A's of Tourism" Kulturang Calinognon Destination, Part Four Prospect for development of the 5 A's of Tourism" Kulturang Calinognon Destination. Table 1 shows that there were 34 respondents in this study. These participants are categorized into types of tourists/staff of the Municipality of Calinog. Purposive sampling was employed in the selection of participants in this study. They were 10 residents, 8 front liners, 8 LGU, and 8 tourists. They were further categorized as male or female for sex; 20-30 years old, 31-40 years old, and above 41 years old for age group; and bachelor's degree holder, master's degree holder, and doctorate holder for educational attainment.

Data Gathering Procedure - The Data Procedure were subjected to the following statistical analyses: Frequency count was utilized to determine the number of participants belonging to the class or category of the independent variable, percentage of analysis was used to find out what part of the total type of respondents belonged to a certain category such as sex, age, type of tourist/staff, and educational attainment. While mean was used to describe the status of development, challenges, and prospects for development of the 5 A's of tourism promoting "Kulturang Calinognon Destination" when taken as an entire group and when classified according to sex, age, type of tourist/staff and educational attainment. The standard deviation was used to determine the homogeneity or heterogeneity of the responses of the different groups of respondents in terms of their assessment of the status of development, challenges, and prospects for development of the 5 A's of tourism promoting "Kulturang Calinognon Destination". While t-test for independent samples was used to determine the significance of the differences in the status, challenges, and prospects for the development of the 5 A's of tourism

promoting "Kulturang Calinognon Destination" between two level categories such as sex and educational attainment. One-way Analysis of Variance (ANOVA) was used to determine the significance of the differences in the status, challenges, and prospects for the development of the 5 A's of tourism promoting "Kulturang Calinognon Destination" among three or more levels of categories such as age and type of tourist/staff. Scheffe test. This was used as a post hoc test for significant ANOVA results and the pearson's r was used to determine the significance of the relationships between and among the status, challenges, and prospects for the development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination". The data were processed using the Statistical Package for the Social Sciences (SPSS) software with the level of significance set at 0.05.

Ethical Considerations - The research study strictly adhered to the guidelines of the Data Privacy Act of 2012 under RA 10173 safeguarding the personal information of all participants involved. Participants were fully informed about the confidentiality of their personal information and responses, as well as its limitations. All data were handled confidentially, and all participants were treated with respect.

3. Results and discussion

Table 1

The Status of Development of Tourism Promotion in Terms of Access

Category	M	Description	SD
Entire Group	4.24	Very highly acclaimed	0.69
Sex			
Male	3.90	Highly acclaimed	0.99
Female	4.38	Very highly acclaimed	0.49
Age			
20 – 30 yrs old	4.13	Highly acclaimed	0.79
31 – 40 yrs old	4.18	Highly acclaimed	0.51
Above 40 yrs old	4.67	Very highly acclaimed	0.49
Type of tourist/staff			
Residents	4.05	Highly acclaimed	1.05
Front liners	4.44	Very highly acclaimed	0.54
LGU	4.04	Highly acclaimed	0.49
Tourist	4.49	Very highly acclaimed	0.34
Educational Attainment			
Bachelor's degree holder	4.21	Very highly acclaimed	0.71
Master's degree holder	4.40	Very highly acclaimed	0.67

Legend: 4.21 – 5.00 Very highly acclaimed; 3.41 – 4.20 Highly acclaimed; 2.61 – 3.40 Moderately acclaimed; 1.81 – 2.60; Poorly acclaimed and 1.00 – 1.80 Not acclaimed;

The status of development of tourism promoting "kulturang calinognon destination" in terms of amenities. Table 1 shows the status of the development of tourism promoting "Kulturang Calinognon Destination" in terms of Amenities when respondents were taken as an entire group and as categories were highly acclaimed" (M = 4.20; SD = .63) except for those who were above 40 years old that rated as "very highly acclaimed". When they are classified as to sex male is "highly acclaimed" (M = 4.13; SD = .78) while the female is "very highly acclaimed" (M = 4.38; SD = .49). When they are classified as to age "highly acclaimed" both for 20-30 yrs. old (M = 4.20; SD = .65) and (31-40 yrs. old (M = 3.94; SD =.43) except for respondents who are above 40 yrs. old (M = 4.56; SD = .80) who are "very highly acclaimed". As to the Type of Tourist/Staff; residents (M = 4.00; SD = .87) and LGU (M = 3.94; SD = .40) are "highly acclaimed". While front liners (M = 4.46; SD = .53), Tourist respondents (M = 4.44; SD.40) are "highly acclaimed". As to Educational Attainment, respondents who are Bachelor's degree holders (holders SD = .61) and Master's Degree holder = .77) are both "highly acclaimed"

The Status of Development of Tourism Promoting Kulturang Calinognon Destination" in Terms of Accommodation. Table 2 shows the status of the development of tourism promoting "Kulturang Calinognon Destinations" in terms of Accommodation when the respondents are taken as an entire group (M = 4.17; SD = .79) is "highly acclaimed". When the respondents are classified by sex both male (M = 4.10;SD = 1.01) and female (M = 4.20; SD = .71) are "highly acclaimed". When respondents are classified as to age both 20-30 years old (M = 4.22; SD = .83) and above 40 years old (M = 4.61; SD = .80) "very highly acclaimed" except when

classified as 31-40 years old ($M = 3.79$; $SD = .58$) the respondents are “highly acclaimed”. When classified as a type of tourist/staff the Tourist respondents ($M = 4.63$; $SD = .33$) and front liners ($M = 4.40$; $SD = .71$) are “very highly acclaimed”. While respondents classified as Bachelor's degree holders ($M = 4.24$; $SD = .77$) is “very highly acclaimed” and Master's degree holder ($M = 3.87$; $SD = .92$) are “highly acclaimed”.

Table 2*The Status of the Development of Tourism Promotion in Terms of Amenities*

Category	M	Description	SD
Entire Group	4.20	Highly acclaimed	0.63
Sex			
Male	4.13	Highly acclaimed	0.78
Female	4.38	Highly acclaimed	0.49
Age			
20 – 30 yrs old	4.20	Highly acclaimed	0.65
31 – 40 yrs old	3.94	Highly acclaimed	0.43
Above 40 yrs old	4.56	Very highly acclaimed	0.80
Type of tourist/staff			
Residents	4.00	Highly acclaimed	0.87
Front liners	4.46	Highly acclaimed	0.53
LGU	3.94	Highly acclaimed	0.40
Tourist	4.44	Highly acclaimed	0.40
Educational Attainment			
Bachelor's degree holder	4.20	Highly acclaimed	0.61
Master's degree holder	4.20	Highly acclaimed	0.77

Table 3*The Status of the Development of Tourism Promotion in Terms of Accommodation*

Category	M	Description	SD
Entire Group	4.17	Highly acclaimed	0.79
Sex			
Male	4.10	Highly acclaimed	1.01
Female	4.20	Highly acclaimed	0.71
Age			
20 – 30 yrs old	4.22	Highly acclaimed	0.83
31 – 40 yrs old	3.79	Highly acclaimed	0.58
Above 40 yrs old	4.61	Very highly acclaimed	0.80
Type of tourist/staff			
Residents	3.79	Highly acclaimed	0.06
Front liners	4.40	Highly acclaimed	0.71
LGU	3.97	Highly acclaimed	0.61
Tourist	4.63	Very highly acclaimed	0.33
Educational Attainment			
Bachelor's degree holder	4.24	Highly acclaimed	0.77
Master's degree holder	3.87	Highly acclaimed	0.92

The Status of Development of Tourism Promoting Kulturang Calinognon Destination” in Terms of Activity. Table 3 shows the status of tourism promoting "Kulturang Calinognon Destination" in terms of Activity and when the respondents are taken as an entire group ($M = 4.52$; $SD = .41$) and classified as female ($M = 4.55$; $SD = .38$), Whose age is 20-30 yrs ($M = 4.54$; $SD = .42$), above 40 yrs old ($M = 4.69$; $SD = .30$), as front liners ($M = 4.55$; $SD = .39$), LGU ($M = 4.52$; $SD = .44$), tourist ($M = 4.60$; $SD = .35$) and Bachelor's Degree Holder ($M = 4.53$; $SD = .40$) The respondents are “very highly acclaimed” and the rest of the categories are “highly acclaimed”

The Status of Development of Tourism Promoting Kulturang Calinognon Destination” in Terms of Attraction. Table 4 shows that the status of tourism promoting “Kulturang Calinognon Destination" in terms of Attraction and when the respondents are taken as an entire group ($M = 4.33$; $SD = .51$) is “very highly acclaimed” in all categories of the variables except for the categories of Type of Tourist/Staff classified as to residents ($M = 4.15$; $SD = .64$) and Educational attainment classified as to Master's degree holder ($M = 4.08$; $SD = .92$)

= .49) who are "highly acclaimed".

Table 4

The Status of Development of Tourism Promotion in Terms Activity

Category	M	Description	SD
Entire Group	4.52	Very highly acclaimed	0.41
Sex			
Male	4.45	Highly acclaimed	0.50
Female	4.55	Very highly acclaimed	0.38
Age			
20 – 30 yrs old	4.54	Very highly acclaimed	0.42
31 – 40 yrs old	4.36	Highly acclaimed	0.44
Above 40 yrs old	4.69	Very highly acclaimed	0.30
Type of tourist/staff			
Residents	4.45	Highly acclaimed	0.50
Front liners	4.55	Very highly acclaimed	0.39
LGU	4.52	Very highly acclaimed	0.44
Tourist	4.60	Very highly acclaimed	0.35
Educational Attainment			
Bachelor's degree holder	4.53	Very highly acclaimed	0.40
Master's degree holder	4.48	Highly acclaimed	0.50

Table 5

The Status of the Development of Tourism Promotion in Terms of Attraction

Category	M	Description	SD
Entire Group	4.33	Highly acclaimed	0.51
Sex			
Male	4.42	Highly acclaimed	0.66
Female	4.30	Highly acclaimed	0.45
Age			
20 – 30 yrs old	4.45	Highly acclaimed	0.53
31 – 40 yrs old	4.02	Highly acclaimed	0.35
Above 40 yrs old	4.42	Highly acclaimed	0.52
Type of Tourist/Staff			
Residents	4.15	Highly acclaimed	0.64
Front liners	4.28	Highly acclaimed	0.28
LGU	4.33	Highly acclaimed	0.52
Tourist	4.63	Very highly acclaimed	0.46
Educational Attainment			
Bachelor's degree holder	4.39	Highly acclaimed	0.51
Master's degree holder	4.08	Highly acclaimed	0.49

The Challenges of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination. Table 5 shows that as an entire group (M = 2.12; SD = .59), the respondents perceived 5A's of tourism as "slightly challenging". Specifically, respondents who were male (M = 2.09; SD = .38) and female (M = 2.14; SD = .66) perceived the 5A's of tourism as "slightly challenging". When classified according to age, those who were 20-30 yrs old (M = 2.19; SD = .56), 31-40 yrs old (M = 2.13; SD = .80), and above 40 yrs old (M = 1.92; SD = .22) as "slightly challenging" The table further shows that when they are classified as to type of tourist/staff, those who were residents (M = 2.15; SD = .55), front liners (M = 2.07; SD = .35), and tourists (M = 1.72; SD = .58) and those from LGU (M = 2.55; SD = .61) perceived 5A's of tourism as "slightly challenging", however, tourist respondents (M = 1.72; SD = .58) perceived it as "not challenging at all".

Lastly, those who were bachelor's degrees (M = 2.18; SD = .62) and master's degree holders (M = 1.87; SD = .35) also perceived it as "slightly challenging". This was revealed by the mean scores of the students which fell within the range of 1.81 – 2.60 scale for "slightly challenging" and 2.61 – 3.40 scale for "moderately challenging". The standard deviations obtained for the entire group (SD = .59) showed a narrow dispersion of the means, indicating that respondents were homogeneous in terms of their perceptions about challenges of the 5 A's of tourism promotion. The standard deviations ranging from .22 to .80 indicated narrow dispersion of the means for each group, further revealing that the respondents in each group were homogeneous in terms of their

perceptions about challenges of the 5 A's of tourism promotion.

Table 6

The Challenges of the 5 A's of Tourism Promotion

Category	M	Description	SD
Entire Group	2.12	Slightly challenging	0.59
Sex			
Male	2.09	Slightly challenging	0.38
Female	2.14	Slightly challenging	0.66
Age			
20 – 30 yrs old	2.19	Slightly challenging	0.56
31 – 40 yrs old	2.13	Slightly challenging	0.80
Above 40 yrs old	1.92	Slightly challenging	0.22
Type of tourist/staff			
Residents	2.15	Slightly challenging	0.55
Front liners	2.07	Slightly challenging	0.35
LGU	2.55	Moderately challenging	0.61
Tourist	1.72	Slightly challenging	0.58
Educational Attainment			
Bachelor's degree holder	2.18	Slightly challenging	0.62
Master's degree holder	1.87	Slightly challenging	0.35

The Prospect for the Development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination". Table 6 shows that all categories have "high" prospects for the development of the 5 A's of tourism promotion. As an entire group (M = 4.06; SD = .64), and specifically, when classified according to sex, respondents who were male (M = 3.85; SD = .78) and female (M = 4.15; SD = .56) have "high" prospect for the development of the 5 A's of tourism promotion. Those who are 20-30 yrs old (M = 4.07; SD = .73), 31-40 yrs old (M = 4.02; SD = .52), and above 40 yrs old (M = 4.10; SD = .60), have also "high" prospect for the development of the 5 A's of tourism promotion when classified as to age.

Table 7

The Prospect for the Development of the 5 A's of Tourism Promotion

Category	M	Description	SD
Entire Group	4.06	High	0.64
Sex			
Male	3.85	High	0.78
Female	4.15	High	0.56
Age			
20 – 30 yrs old	4.07	High	0.73
31 – 40 yrs old	4.02	High	0.52
Above 40 yrs old	4.10	High	0.60
Type of tourist/staff			
Residents	3.94	High	0.75
Front liners	3.88	High	0.65
LGU	4.10	High	0.60
Tourist	4.34	High	0.54
Educational Attainment			
Bachelor's degree holder	4.08	High	0.65
Master's degree holder	3.97	High	0.64

The table further shows that when they are classified as to type of tourist/staff, those who were residents (M = 3.94; SD = .75), front liners (M = 3.88; SD = .65), LGU (M = 4.10, SD = .60) and have also "high" prospect for the development of the 5A's of tourism promotion except for tourists (M = 4.34; SD = .54) which has a "very high" prospect for the development of the 5 A's of tourism promotion. Lastly, those who were bachelor's degrees (M = 4.08; SD = .65) and master's degree holders (M = 3.97; SD = .64) have also "high" prospects for the development of the 5 A's of tourism promotion. The standard deviations obtained for the entire group (SD = .64) showed a narrow dispersion of the means, indicating that students were homogeneous in terms of their perceptions about the prospect for the development of the 5 A's of tourism promotion. The standard deviations ranging from .52 to .78 indicated narrow dispersion of the means for each group, further revealing that the

respondents in each group are homogeneous in terms of their perceptions for the development of the 5 A's of tourism promotion.

Inferential Data Analysis - Differences in the Status of Development of Tourism Promoting "Kulturang Calinognon Destination" Classified According to Sex and Educational Attainment. Table 7 shows t-Test Results for testing the significance of the differences in the status of development of tourism promoting "Kulturang Calinognon Destination" classified according to sex $t(32) = 0.588$ and $p = 0.560$ and educational attainment $t(32) = 0.531$ and $p = 0.599$ have no significant differences existed. The obtained p-value is greater than .05. thus, null hypothesis is accepted.

Table 8

t-Test Results for Testing the Significance of the Differences in the Status of Development of Tourism Promoting "Kulturang Calinognon Destination" Classified According to Sex and Educational Attainment

Compared Groups	df	M	SD	t-ratio	t-prob
Sex	32				
Male		4.21	.74	.588	.560
Female		4.33	.44		
Educational Attainment	32				
Bachelor's degree holder		4.31	.53	.531	.599
Master's degree holder		4.19	.59		

Differences in the Status of Development of Tourism Promoting "Kulturang Calinognon Destination" Classified According to Age and Type of Tourist/Staff. Table 8 shows the differences in the status of development of tourism promoting "Kulturang Calinognon Destination" Classified According to Age $F(2,31) = 1.844$ / $P = 0.175$ and type of tourist/staff $F(3,30) = 1.515$, revealing no significant differences existed. Therefore, the null hypothesis is accepted.

Table 9

The One-Way ANOVA Results for the Differences in the Status of Development of Tourism Promoting "Kulturang Calinognon Destination" Classified according to Age and Type of Tourist/Staff

Sources of Variation	Sum of Squares	df	Mean Squares	F	Sig.
Age					
Between groups	1.011	2	.506	1.844	0.175
Within groups	8.499	31	.274		
Total	9.510	33			
Type of tourist/staff					
Between groups	1.251	3	.417	1.515	0.231
Within groups	8.259	30	.275		
Total	0.510	33			

Differences in the Challenges of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" Classified According to Sex and Educational Attainment. Table 9 shows the t-Test Results for testing the significance of the difference in the challenges of the 5 A's of tourism promoting "Kulturang Calinognon Destination" when the respondents are categorized into sex $t(32) = 0.232$, 0.818 and educational attainment $t(32) = 1.155$, $p = 0.257$. The results revealed that there are no significant differences existed. The null hypothesis is accepted because the obtained p-value is greater than .05.

Table 10

t-Test Results for Testing the Significance of the Differences in the Challenges of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" Classified According to Sex and Educational Attainment

Compared Groups	df	Mean	SD	t-ratio	t-prob
Sex	32				
Male		2.09	.38	0.232	0.818
Female		2.14	.66		
Educational Attainment	32				
Bachelor's degree holder		2.18	.62	1.155	0.257
Master's degree holder		1.87	.35		

Differences in the Challenges of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" Classified. According to Age and Type of Tourist/Staff. Table 10 shows the One-Way ANOVA Results for the Differences in the Challenges of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" When the respondents are Classified According to Age $F(2,31) = 0.446$ showing that the obtained p-value is greater than .05. The null hypothesis for this variation is accepted. However, there is a significant difference existed in the challenges of the 5 A's of tourism promoting "Kulturang Calinognon Destination" When the respondents are classified according to the type of Tourist/Staff $F(3,30) = 3.313$, $p = 0.033$. The null hypothesis for this variation is rejected because the obtained p. value is less than 0.05.

Table 11

The One-Way ANOVA Results for the Differences in the Challenges of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" When the respondents are classified According to Age and Type of Tourist/Staff

Sources of Variation	Sum of Squares	df	Mean Squares	F	Sig.
Age					
Between groups	.319	2	.160	.446	0.644
Within groups	11.111	31	.356		
Total	11.430	33			
Type of tourist/staff					
Between groups	2.844	3	.946	3.313*	0.033
Within groups	8.586	30	.286		
Total	11.430	33			

The Posteriori (Scheffe) test Results for the Significance of the Differences the in the Challenges of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" in various categories of Type of Tourist/Staff. The Posteriori (Scheffe) test results in Table 11 reveal significant differences in the challenges of the 5 A's of tourism promoting "Kulturang Calinognon Destination" between LGU and tourist $p = 0.034 < 0.05$. Moreover, no other pair-wise comparison reveals a significant difference. Thus, the null hypothesis is rejected.

Table 12

Differences in the Prospect for Development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" Classified According to sex and educational attainment

Compared Groups	Means	Mean Difference	Sig.
Type of tourist/staff			
Residents vs. Frontliners	2.15 vs. 2.07	.08	.992
vs. LGU	2.55	-.40	.479
vs. Tourist	1.72	.43	.418
Frontliners vs. LGU	2.07 vs. 2.55	-.48	.371
vs. Tourist	1.72	.36	.626
LGU vs. Tourist	2.55 vs. 1.72	.84*	.034

* $p < .05$, significant at .05 alpha

Differences in the Prospect for Development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" Classified According to Sex and Educational Attainment. Table 12 reveals no significant differences existed in the prospect for the development of the 5 A's of tourism promoting "Kulturang Calinognon Destination" when the respondents are classified according to sex $t(32) = 1.240$, $p = 0.224$ and educational attainment $t(32) = 0.369$, $p = .714$. The obtaining p -value is greater than .05., Thus, the null hypothesis is accepted.

Differences in the Prospect for Development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" Classified According to Age and Type of Tourist/Staff. Table 13 shows that there are no significant differences in the prospect for the development of the 5 A's of Tourism promoting (Batista, et al., 2022) "Kulturang Calinognon Destination when the respondents are classified according to age $F(2,31) = 0.031$, $p = 0.970$ and type of tourist/staff $F(3,30) = 0.840$. $p = 0.483$ as revealed in the One-Way ANOVA results. The obtained p-value is greater than .05. Thus, the null hypothesis is accepted.

Table 13

t-Test Results for Testing the Significance of the Differences in the Prospect for Development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" when the respondents are Classified According to Sex and Educational Attainment

Compared Groups	df	M	SD	t-ratio	t-prob
Sex	32				
Male		3.85	0.78	1.240	0.224
Female		4.15	0.57		
Educational Attainment	32				
Bachelor's degree holder		4.07	0.65	0.369	0.714
Master's degree holder		3.97	0.64		

Table 14

The One-Way ANOVA Results for the Differences in the Prospect for Development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination" when Classified According to Age and Type of Tourist/Staff

Sources of Variation	Sum of Squares	df	Mean Squares	F	Sig.
Age					
Between groups	.027	2	0.013	0.031	.970
Within groups	13.537	31	0.437		
Total	13.564	33			
Type of tourist/staff					
Between groups	1.051	3	0.350	0.840	.483
Within groups	12.513	30	0.417		
Total	13.564	33			

The Relationships among the Status, Challenges, and Prospects for the Development of the 5 A's of Tourism (Dou, et al., 2024) Promoting "Kulturang Calinognon Destination". Table 14 shows that there are no significant relationships existed between status for development and challenges, r -value = $-.282$, $p = .106 > .001$, and between the challenges and prospects, r -value = $-.274$, $p = .118 > .00$, for the development of the 5A's of tourism promoting "Kulturang Calinognon Destination". Thus, the null hypothesis is accepted. However, there are significant relationships that existed between the status of development and prospects, (r -value = $.572$, $p = .000 < .0001$), for the development of the 5 A's of tourism promoting Kulturang Calinognon Destination. The fact that the null hypothesis is rejected.

Table 15

Pearson's r Results for Testing the Significance of the Relationships among Status, Challenges, and Prospects for the Development of the 5 A's of Tourism Promoting "Kulturang Calinognon Destination"

Variables N = 34	1		2		3	
	t	Sig.	t	Sig.	t	Sig.
Status for Development	-		-.282	.106	.572***	.000
Challenges			-		-.274	.118
Prospects for Development					-	

4. Conclusions and recommendations

Generally, the municipality of Calinog was assessed as highly acclaimed. Economically contributing and socio-cultural. It attracts more tourists to Calinog. This will allow inviting more tourists to experience the highlights of showcasing Calinog as a tourist destination. In terms of readiness of the facilities and amenities which are the key factor and contribute larger impact in the place and entire industry. It appears that the municipality of Calinog is not spared of the challenges. The municipality of Calinog is still a developing town even though the municipality of Calinog is considered as 1st class town. There is a possibility for improvement in business opportunities that can generate income, livelihood, and development. The municipality should coordinate and enhance programs to set for development from locals and even international agencies and establish linkages local and even Internationally for easy access to business, revenue, or employment. Educational attainment and type of respondents were found to significantly influence the participant's assessment of the challenges of the municipality of Calinog as a tourist destination. While Sex, age, educational

attainment, and type of respondents are factors not significantly influencing the participants' assessment of the viability of the municipality of Calinog as a Tourist destination. The 5As of tourism in the municipality of Calinog as a tourist destination may be continuously improved and developed as a result of the substantial relationship between the status and level of viability.

Given the findings, recommendation for the local government and municipal officials should try measures like handing out leaflets and pamphlets to boost advertising. Officials and government units must continue to build the latest promotional and top marketing methods to draw tourists in light of the rapidly evolving technology and tourism trends. The municipality of Calinog should maintain existing and improve to continue to innovate strategies for sustainability. To promote tourist hotspots in the municipality of Calinog globally and internationally and to draw locals, foreign investors, and tourists, they may carry out research on topics such promotional tactics, competitiveness, destination branding, marketing, and advertising. It is strongly advised that the study be replicated with a larger audience. It is important to conduct further research on the municipality of Calinog's situation, difficulties, and potential as a tourism destination. The tourist should explore more and embrace all e possible products both tangible and intangible in terms of amenities, accommodations, and accessible places to visit and impart all tourist experiences with the other stakeholders.

5. References

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