

Stability of Tourism Development and Ecological Preservation: A Model for Tourism Strategic Planning

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Abstract

This qualitative case study investigated the equilibrium between ecological preservation and tourism development in Antipolo City, Rizal, with an emphasis on sustainable practices, stakeholder collaboration, and governance. Semi-structured interviews, focus group discussions, and document analysis involved local government officials, SMEs, community members, and environmental agencies in the collection of data. Five themes were identified through thematic analysis: strategic planning, stakeholder collaboration, tourism pressures, eco-friendly initiatives, and governance in sustainable tourism. Stakeholders implemented zero-waste policies, tree planting, stringent park regulations, and fines to mitigate ecological impacts, as evidenced by seasonal increases in visitor arrivals. Ecological resiliency was enhanced by preservation initiatives, such as the Sewerage Treatment Plant (STP) project and biodiversity recovery programs, which resulted in an increase in endemic wildlife populations. While reflecting global frameworks such as the DOT (2023) Philippine Sustainable Tourism Development Framework, OECD (2022), and UNESCO (2024), these initiatives are in alignment with the Tourism Act of 2009 (RA 9593), the Ecological Solid Waste Management Act (RA 9003), and the DENR (2024) National Ecotourism Strategy and Action Plan (NESAP 2024–2028). The study concludes that governance, ecological initiatives, and stakeholder collaboration converge to establish stability, providing practical insights for sustainable tourism planning in the Philippines and contributing to the global conversation on aligning tourism development with ecological preservation.

Keywords: Sustainable Tourism, Ecological Preservation, Governance in Tourism, Stakeholder Collaboration, Strategic Planning Model