

RESEARCH ARTICLE

Towards A Sustainable Livelihood Tourism Development and Economic Prosperity: A Case Study of Tagalag Fishing Village Ecotourism Zone in Valenzuela City, Philippines

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Abstract

This study examines the case of the Tagalag Fishing Village Ecotourism Zone in Valenzuela City, Philippines, which has been transformed into a sustainable livelihood tourism site. Using a mixed-methods approach, including published and unpublished documents, survey questionnaires, interviews, and government data, the research analyzes the impacts of this development on economic prosperity, community well-being, and the promotion of sustainable tourism practices. Results show that the transformation has significantly benefited the local community, providing more employment, higher income, and improved access to healthcare, education, and infrastructure. However, environmental challenges, such as pollution, overfishing, and habitat destruction, were also identified. The study suggests that adopting sustainable tourism practices can address these issues while fostering long-term economic, social, and environmental sustainability.

Keywords: economic prosperity; environmental sustainability; social well-being; sustainable livelihood; tourism development; Philippines.

Introduction

Husain (n.d.) argued that tourism industry evolves at the slowest pace compared to other sectors of the worldwide economy. Moreover, it is significant in the creation of jobs, economic development and exchange of cultures. However, there exist some negative effects of tourism on town's social fabric, culture and even ecosystems. Before its transformation into an ecotourism zone, Tagalag Fishing Village in Valenzuela City faced a series of challenges that hindered its potential for growth and development. The village was primarily known for its declining fish ponds, which had long been neglected and were commercially non-viable. The lack of infrastructure, tourism facilities, and a clear economic plan left the community struggling with limited livelihood options and stagnant local businesses. The area's natural resources, once a source of income for residents, were underutilized, and there was little to no tourism activity, leaving the fishponds and surrounding environment in disrepair. Additionally, the community lacked a unified vision for development, and environmental sustainability was not a priority. This lack of coordination and economic diversification created a sense of stagnation in the village, making it difficult for local residents to benefit from their natural resources and leading to missed opportunities for growth and improvement. Therefore, an alternative process for tourism growth called sustainable tourism has emerged with emphasis on conserving natural marine resources while encouraging economic progress.

In recent years, sustainable livelihood tourism development (SLTD) became a byword in the Philippines as several initiatives were adopted to encourage community-based tourism. One example is the establishment of Valenzuela City's Tagalag Fishing Village Ecotourism Zone which is aimed at promoting SLTD through exploiting traditional fishing practices of its inhabitants. The major purpose of the study was to probe into Tagalag Fishing Village Ecotourism Zone's sustainable tourism development, its economic impact on the local people and possible future expansion. It gathered qualitative data which was analyzed using various techniques as well as provided a background of the Tagalag Fishing Village Ecotourism Zone such as location and history. In addition, this part also indicated what the project aims at and how it relates to sustainable tourism. This research has also looked at the economic effects of this project on people living in that area. This part evaluated several information on employment opportunities, income generating activities as well as total economic growth since commencement of the project; it will also examine opinions from residents regarding whether or not they believe in success potential for more growth. Semi-structured interviews and survey questionnaires are two examples of qualitative data gathering techniques that were used to get data about how the community sees the impacts of this project upon their individual lives and communities at large. Hence, this investigation gave an illustration of how sustainable livelihood tourism development may be used in order to promote economic prosperity while still conserving aquatic natural resources. The outcomes of this research could be used in the formation of future trends regarding tourism as a sector in the Philippines and other countries that are still developing. To discover some ways through which SLTD can be supported in their locality by means of examining Tagalag fishing village as a potential tourist destination. It also looked into the issues facing SLTD within Tagalag and presented recommendations for policy makers, community leaders and tourism practitioners on making the area more sustainability inclined and economically prosperous.

Literature Review

Economical tourism improvement arranging is the way to avoid chaotic tourism advancement and oversee the day-by-day changes that happen in a turbulent environment (McDonald, 2009). Arranging for economical tourism improvement is really related to arranging for natural preservation and different ponders and analyses are carried out some time recently choosing on the heading of improvement. All these exercises are done to dodge serious misuse of assets particularly zones without respect to asset preservation. (Najdeska et al., 2012). With affect evaluation and recreation becoming progressively vital in tourism advancement, GIS plays a part in exploring natural conditions, evaluating the reasonableness of locales for the proposed improvement, recognizing clashing interfaces, and modeling connections (Bahaire & White, 1999). Enhancing the community's economic and social stand while minimizing damaging effects on the local surroundings, ancestry, and culture is the primary objective of tourist innovation. It also aims to raise awareness and education about environmental and political issues among tourists and locals. Tourism is a dynamic and promising industry worldwide. In order to balance the social, economic, and environmental ambitions of the community, strict and sustainable planning and growth are required. Retaining a high degree of customer satisfaction, ensuring visitors have a meaningful experience, expanding consumer comprehension of sustainability difficulties, and inspiring sustainable tourism practices are all important tasks for the management of sustainable tourism development. (Jasinskas et. al, 2020). The negative impacts of human activities on the natural environment through resource extraction and waste generation are well known. A possible way to reduce environmental pressure and use resources more efficiently is circular economy. This concept is based on technological innovations that can create economic benefits while being environmentally friendly. Circular economy has gained popularity among public, private and civic organizations and also in academic circles. Many people are reaching for extreme action to ease the threat of global warming, but Beckerman (2020) claims that this is a mistaken diversion from the more severe environmental problems that

developing nations face. Since the 1980s, the tourism literature has called for the inclusion and involvement of local communities in tourism; residents see it as a critical resource in sustaining the product (Hardy et al., 2002). The ability of a community to bounce back and reorganize in the face of difficulties while preserving a sense of continuity is referred to as community resilience. Mutuality is achieved when members of the community have a firm understanding of who they are both inside and outside of the community. To put it simply, participants recognize how they relate to and differ from the community. People in the community like predictable, well-organized patterns, but they work best when there is a healthy mix of flexibility and modest structure. Community resilience is necessary for tourism, which entails valuing and strengthening many types of community capital. These types of capital support community members' cooperation, ingenuity, and camaraderie (Butler, 2018). According to Deshler (2011), while ecotourism has the potential to provide local economic benefits and support conservation, its effectiveness as a tool for both conservation and community development remains mixed. Findings indicated that legal restrictions had a greater impact on reducing deforestation and hunting than tourism itself, and while direct employment in ecotourism was linked to pro-conservation practices, broader environmental benefits were more strongly associated with indirect effects. It concludes that ecotourism is most effective when integrated into a larger conservation strategy, with scale playing a key role in determining its benefits and drawbacks. Anup KC (2017) examines ecotourism as a strategy for sustainable development, focusing on its role in biodiversity conservation, poverty reduction, and economic growth through low-impact tourism. Highlighting various forms of ecotourism, such as community-based and cultural, KC emphasizes its positive impacts on environmental protection, social stability, and local economic opportunities. In Nepal, ecotourism has contributed to forest conservation, community empowerment, and cultural preservation, particularly for women. However, challenges remain, especially in the early stages of development, where training in areas like tour management and sustainable resource use is crucial to ensuring long-term success.

Methodology

Research Design

The researchers used different resources in this study, such as published and unpublished documents, survey questionnaires, interviews, and government data documents. The goal of the researchers in this methodology was to analyze and identify the local community within Tagalag Fishing Village. After data collection, the findings determined and interpreted whether Tagalag Fishing Village helps the Barangay assembly prosper and grow the economy, tourism, and livelihood. The information gathered through the survey questionnaire allowed the researcher to understand and gain knowledge on economic prosperity and sustainable livelihood tourism development. At the same time, the interview was provided professional opinions regarding the economy, livelihood, and tourism of Barangay Tagalag.

The Study Site

The Tagalag Fishing Village is inside the Barangay Tagalag in Valenzuela city. Valenzuela City's economic pulse resonates with the rhythm of commerce and industry. Manufacturing and industrial enterprises thrive within its borders, fueling the city's growth and prosperity. Commercial and retail businesses flourish, catering to the diverse needs of its residents and visitors. A strong network of transportation links Valenzuela City to the surrounding regions, facilitating the movement of goods and people, propelling the city's economic vitality. This economic dynamism is firmly rooted in Valenzuela City's strategic location within the National Capital Region of the Philippines. Nestled at the heart of the region, Valenzuela City has earned the esteemed title of "Northern Gateway to Metro Manila," a testament to its role as a vital conduit for trade and commerce.

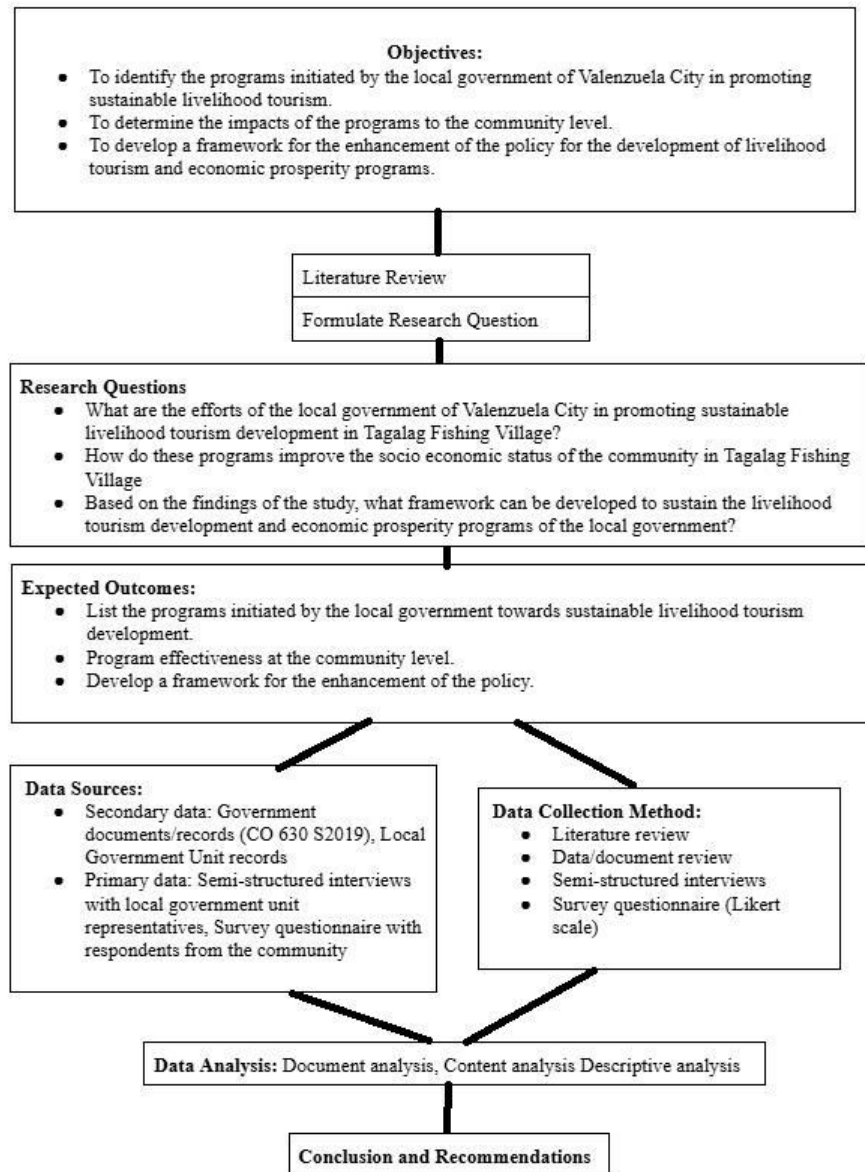


Figure 1. Research Flowchart

Barangay Tagalag belongs to the 1st Valenzuela Legislative District. On February 15, 2020, Tagalag Fishing Village, the city of Valenzuela's first fishing hamlet, was formally opened. The fishing spot, which is adjacent to a 1,300-meter gated boardwalk with light poles decorated with statues of fish that may be caught there, is thought to be the city's "best-kept secret" and was built to protect the fishing site. There are 3 types of fish that can be caught in Tagalag Fishing Village, which are Tilapia, Bangus, and hito. Tagalag is a barangay in Valenzuela City, located in northern Metro Manila. According to the 2020 Census, it had a population of 3,400, which was 0.48% of the city's total population. The name Tagalag comes from the Filipino words taga and alog, which mean "belonging" and "a pool of water in a field", respectively. The name Taga-Ilog, which means "from the river" and alludes to the abundance of aquatic resources that were carried into the region from the three related rivers. Barangay Tagalag is 101 hectares (250 acres) with a population of 3,400 in 2020. Tagalag is located on Luzon

Island at a roughly geographic coordinate of 14.7270 and 120.9364. It is estimated that the elevation at these coordinates is 5.0 meters, or 16.4 feet, above mean sea level.

Profile of the Respondents

Three thousand four hundred people were living in Barangay Tagalag, Philippines as of the 2020 Census. This was 0.48% of Valenzuela's whole population. Three thousand two hundred nine households, or an average of 4.32 people per household, were present in Tagalag as of the 2015 Census, broken down into 743 households. In 30 years, Tagalag's population increased by 1,401 from 1,999 in 1990 to 3,400 in 2020. From the previous population of 3,209 in 2015, the most recent census data in 2020 shows a positive growth rate of 1.22% or a rise of 191 persons.

Table 1. Monthly income per Household in Barangay Tagalag

Monthly income per household	Number of respondents
5,000 or lower monthly income	21
5,001 – 10,000 monthly income	27
10,001 – 15,000 monthly income	32
15,001 – 20,000 monthly income	28
20,001– 25,000 monthly income	19
25,001 or higher monthly income	8
Total	135

Table 1 shows the distribution of monthly household income in Barangay Tagalag. The majority of households (32) earn between ₱10,001 and ₱15,000 per month, followed by 28 households earning ₱15,001 to ₱20,000. A significant number (27) earn ₱5,001 to ₱10,000, while fewer households earn less than ₱5,000 or more than ₱25,000. This data suggests a concentration of households in the middle-income range, with a smaller proportion at the lower and higher ends of the income spectrum.

Profile of the Key Informant

Key informants are individuals who possess a deep understanding of the topic of interest and can provide valuable insights (Cresswell, 2007). The table below shows the profiles of two key informants who are relevant and expert to the study.

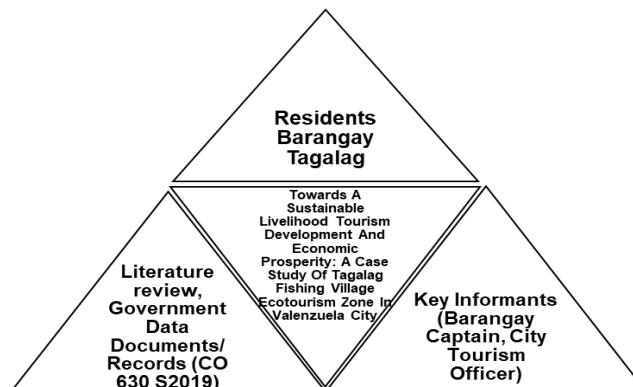


Figure 2. Framework of analysis used in the study

The researcher conducted a semi-structured interview relating to Tagalag fishing Village Ecotourism zone in Valenzuela City. The first column lists the key informants' names, the second column lists their roles, and the third column lists the dates of their interviews. They were chosen for the interview to give insights and a deeper understanding of sustainable livelihood tourism development and economic prosperity in Barangay Tagalag through the opening of Tagalag Fishing Village to the public. Both key informants are from the local government unit (LGU) of Barangay Tagalag, Barangay Captain, and the officer in charge of the Cultural Affairs and Tourism Development Office. They were interviewed to provide insights into the LGU's policies and programs related to cultural tourism.

Results and Discussion

Promotion of the Tagalag Fishing Village as a Sustainable Livelihood Tourism Development

In response to the first statement of the problem, the initiatives of the local government in promoting sustainable livelihood tourism development in Tagalag Fishing Village, in 2016, Barangay Tagalag declared an Ecotourism Zone while the City of Valenzuela implemented laws and policy that regulates the improvement and preservation of the environment of Tagalag. Development and maintenance are empowered as well as the imposition of administrative penalty by Ordinance 309. Numerous ordinances and resolutions sprung out after the implementation of the said ordinance to improve and innovate Tagalag Fishing Village as an Ecotourism zone. This part will be discussed by government datas or documents and the responses of the 2 interviewees. The Barangay Captain of Tagalag answered the interview question "Compared to Tagalag in the past and Tagalag today, has there been any change in the management of Barangay Tagalag?" he answered that "Tagalag used to be a rural area and fishpond through a transformation that was once unknown but is now known because Tagalag has become a tourist destination. Before, Tagalag was a quiet place with slow development, but now, aside from the rapid progress of the area, more people are coming to Tagalag."

The Ordinance 547 series of 2019 grants protection and incentives to anyone who will be affected by the development and construction of Tagalag Fishing Village, specifically the boardwalk project. To develop the Tagalag Fishing Village, the City Ordinance 630 series of 2019 invites any individual, company, or corporation to start, run, and/or invest in tourism-related businesses in Tagalag. To encourage individuals, businesses, or corporations to develop and/or run tourism-related businesses in Tagalog Fishing Village, tax advantages and reliefs will be offered. The cultural heritage of Barangay Tagalag, which is a fishing village with properties, histories, and ethnic identity, must be protected, preserved, conserved, and promoted before the implementation of City Ordinance 630 Series of 2019, which designates Barangay Tagalag as a City Ecotourism Zone. This is because cultural preservation is a strategy for upholding the identity of the Tagalag community, which is located in Valenzuela City. The proprietors or managers of Tagalag Fishing Village's tourism-related enterprises will now collaborate with the local government to address the effects of global warming and preserve our ecosystem. Amidst COVID-19 in 2021, The Local Government of Valenzuela City amended the City Ordinance 630 series of 2019 due to the effects of COVID-19. This ordinance modifies Ordinance No. 630 from 2019, also known as the "Tagalag Fishing Village Ordinance." It extends tax incentives to individuals, businesses, or corporations that establish or operate new tourism-related businesses in Barangay Tagalag, aiming to promote the Tagalag Fishing Village. According to the Officer of City Tourism Office, The Local Government expresses worry if the new projects and programs in Tagalag Fishing Village will prosper after the whole world undergoes the pandemic. He stated that the Local Government promotes the Tagalag on their social media platforms but the beauty of the natural resources of Barangay Tagalag does not hinder tourists from experiencing the Ecotourism zone of Tagalag

Fishing Village. In 2021, Ordinance 886 amended section 3 of ordinance 309. The amendments to Section 3 can be compared as follows: The amended Section 3 broadens the scope of the controlled development area within Barangay Tagalag, expanding it beyond the left side (water side) to encompass all tourism-related establishments in the entire barangay. The primary objective remains the preservation of the area as an ecotourism zone. It maintains the necessity for obtaining clearances from various offices for permits. Notably, the amendment introduces a new requirement dictating that any construction, erection, or improvements within these designated areas must adhere to a "vernacular-inspired or tropical character," aiming to foster a rural village or barrio ambiance. Approval by the Valenzuela Fishing Village Tourism Council (VFVTC) is mandated for this specific design aspect. Furthermore, the integration of design elements that align with Barangay Tagalag's identity as a fishing village is actively encouraged. The amendments expand the scope of the controlled development area to encompass not only the left side but also tourism-related establishments in the entire barangay, and they introduce specific design requirements and approval processes to maintain a cohesive and rural village-like atmosphere in the area. Declared as an Ecotourism Zone, Barangay Captain of Tagalag stated that "The number of people who are in the business sector is increasing, whether small or large, and their daily income is increasing. Even the tax revenues of our City of Valenzuela to preserve the beauty of Tagalag". Section 7 of Ordinance No. 630 from 2019 is being updated in the Ordinance 928 series of 2021 with various incentives for businesses promoting tourism in Tagalag Fishing Village until 2024. These incentives include simplified permit processes, fixed fees, and reduced taxes based on business size, along with other benefits like no property tax assessments for residential and zonal properties until 2024, waived building inspection fees, and exempted application fees for building permits, as long as minimum requirements are met. The amendment makes it easier for businesses to get their building and business permits by allowing them to operate within the allowed or conforming use, making it simpler to start and run a tourism-related business in Tagalag Fishing Village. It specifies that processing fees will be based on conforming use, and non-conforming fees will be exempted during the operation of these businesses, even after 2024, provided that certain minimum requirements are met. Businesses that fall under the category of "tourism-related" will automatically receive locational clearance, eliminating the need for land use conversion before applying for permits from the Office of the Building Official and Business Permits and Licensing Office. The annual Mayor's/Business Permit fee is set at a fixed rate of 1,350.00 php until 2024, offering businesses a predictable cost structure. The amendment outlines a progressive tax structure based on business size, where smaller businesses (Micro Enterprises) pay a lower percentage of their annual gross receipts, and larger businesses (Macro Enterprises) pay a higher percentage. Until 2024, there will be no property tax assessments for properties used for residential purposes and zonal properties. After 2024, property tax will be assessed based on the property's actual use. Building annual inspection fees will be waived, but this is subject to businesses complying with certain minimum requirements. The application and submission process with the Office of the Building Official will be required, but the fees associated with these processes will be exempted, as long as certain minimum requirements are met. These amendments aim to simplify the regulatory and financial aspects of starting and operating tourism-related businesses in Tagalag Fishing Village, offering various incentives and benefits to promote such businesses in the area until 2024. This is very important to determine the ordinances, policies and laws applied to build businesses and livelihoods in a said community.

The Impacts of Tagalag Fishing Village to the Socio-Economic Status of the Community

Before going straight deep into the survey questionnaire, the respondents were asked in part 3 of the survey "How does the Tagalag Fishing Village contribute to the improvement of your quality of life?" There are a total of 4 major answers from the community of Tagalag. The data shows the positive effects of Tagalag Fishing Village

on the livelihood of Valenzuela residents, focusing on Tourists, Livelihoods, and Jobs. 37.6% answered Tourism and 57.3% of the community responded that Livelihood is the positive impact of Tagalag Fishing Village. With said data, the researchers decided to divide this section of the paper into 3 parts which is Residents, Livelihood, and Local Tourism Industry to give each deeper understanding.

Residents

This section will discuss the residents or the community in Barangay Tagalag. This section is relevant with identifying the impacts and the benefits the community in Barangay Tagalag receive from Tagalag Fishing Village. The following section Livelihood and Local Tourism Industry which are the impacts of Tagalag Fishing Village is deeply connected to this section.

Table 2. Monthly income per Household in Barangay Tagalag

Monthly income per Household	Number of respondents	Percentage of the total Population
5,000 or lower monthly income	21	15.6%
5,001 – 10,000 monthly income	27	20 %
10,001 – 15,000 monthly income	32	23.7%
15,001 – 20,000 monthly income	28	20.7%
20,001– 25,000 monthly income	19	14.1%
25,001 or higher monthly income	8	5.9%
Total	135	100%

Table 2 appears that based on the study discoveries, 32 (23.7%) of respondents detailed a month-to-month salary between PHP 10,001 and 15,000, 28 (20.7%) had a month-to-month salary was extending from PHP 15,001 to 20,000, 27 (20%) shown their month to month pay fell between PHP 5,001 and 10,000, 21 (15.6%) had a month-to-month salary of PHP 5,000 or less, 19 (14.1%) detailed a month to month pay within the run of PHP 20,001 to 25,000, and 8 (5.9%) expressed their month-to-month wage was PHP 25,001 or more. To clarify this table, not all the trade within the Tagalag were open each day, a part of them open their commerce week by week or based on their accessibility since few of them run a trade for a few additional salary to assist their family for their costs. The table showcases the monthly income distribution of households in Barangay Tagalag. A considerable number of households (32 or 23.7%) earn between ₱10,001 and ₱15,000 per month, indicating a concentration in the middle-income range. This suggests a moderate level of economic stability within the community. However, the presence of a smaller number of households at the lower and higher income ends points to potential disparities and challenges. Further analysis, such as comparing this data to regional or national income distributions, could offer deeper insights into the socioeconomic context of Barangay Tagalag.

Table 3 presents a detailed analysis of survey participants categorized by their gender. The data indicates that a total of 135 individuals were part of the survey. Out of these respondents, 67 were female, constituting approximately 49.6% of the overall sample, while 68 were male, representing the remaining 50.4%. This distribution of gender demonstrates a near-even split between males and females in the survey, showcasing a balanced and diverse group of participants. This diversity is essential for obtaining a wide spectrum of viewpoints and insights. The provided table offers a gender breakdown of the survey participants in Barangay Tagalag. With 67 female and 68 male respondents, the distribution is nearly even, suggesting a balanced representation of both

genders in the sample. This gender parity is crucial for obtaining a comprehensive understanding of the community's perspectives and ensuring that no specific viewpoint is overlooked. The near-equal distribution of male and female respondents in Barangay Tagalag suggests that both genders have similar levels of participation in community activities and decision-making processes. This is an important factor for achieving gender equality and social development within the community.

Table 3. Number by gender in Barangay Tagalag

Gender	Number of respondents	Percentage of the total Population
Female	67	49.6%
Male	68	50.4%
Total	135	100%

Following the analysis of gender and income distribution in Barangay Tagalag, we now turn our attention to the age demographics of the community. The table below provides a breakdown of the age groups of the survey participants.

Table 4. Age Groups in Barangay Tagalag

Age Groups	Number of respondents	Percentage
18-30 years old	18	13.33%
31-40 years old	37	27.41%
41-50 years old	53	39.26%
51-60 years old	20	14.81%
61 years old and above	7	5.19%
Total	135	100%

The age distribution table for Barangay Tagalag reveals a population pyramid-like structure, with a significant proportion of the population falling within the 31-50 age group. This suggests a relatively young demographic, with a higher concentration of individuals in their productive years. Approximately 39.26% of the respondents are aged between 41 and 50, indicating a substantial working-age population. This group likely contributes significantly to the local economy through employment and income generation. The 31-40 age group, comprising 27.41%, further supports the presence of a robust workforce. Conversely, the younger age groups (18-30 and 61 and above) constitute smaller percentages of the population. This suggests a lower birth rate or potential out-migration of young adults. Additionally, the relatively small proportion of individuals aged 61 and above indicates a limited elderly population. This age distribution has implications for various aspects of community development. A large working-age population can drive economic growth and innovation. However, it's essential to consider the needs of the younger and older generations as well. Adequate education and employment opportunities for young people, along with social services and healthcare for the elderly, are crucial for a well-rounded and sustainable community.

Livelihood

Since Barangay Tagalag was presented to the public as an ecotourism zone, various openings for the community of Tagalag and the neighborhood Government of Valenzuela have sprung out. Valenzuela City may be a

flourishing, intensely urbanized city due to its closeness to the cities of Manila, Quezon, and Caloocan. The area's flourishing little- and large-scale businesses incorporate nourishment products, metals, plastics, and materials, all of which contribute to the town's brisk financial development. This mechanical improvement moreover gave the extending labor constraints an ample supply of occupations, further improving the city's financial standing. Tourism is not the biggest economy of Valenzuela but in spite of contributing little entirety to the city, it makes a difference to the community of Barangay.

Table 5. Likert Scale Part 1

Indicators	Mean	Standard Deviation	Verbal Interpretation
The Tagalag Fishing Village provided additional livelihood opportunities.	4.47	0.82	Strongly Agree
Livelihood flourished because of the Tagalag Fishing Village.	4.18	0.97	Agree
Lives improved with the assistance of the Tagalag Fishing Village.	4.13	1.03	Agree
The child was able to finish education due to the growth of income with the help of the Tagalag Fishing Village.	3.14	1.21	Somewhat disagree
Able to save for the future.	2.45	1.27	Disagree
TOTAL	3.66	0.19	Agree

Note. Strongly disagree 1.00 - 1.80, Disagree 1.81 – 2.60, Somewhat disagree 2.61 – 3.40, Agree 3.41- 4.20, & Strongly agree 4.21 – 5

The Table appears the translation for Articulation of the Issue 2 which states how the programs move forward the socio-economic status of the community in Tagalag. The lives of people have moved forward with the help of the Tagalag Angling Town, as reflected in a cruel esteem of 4.13, appearing considerable attention among respondents. This profoundly positive finding demonstrates an important effect on the community members' lives. With respect to instructive achievement, the cruel esteem of 3.66 proposes that most respondents concur that their children may total their thoughts about commerce development encouraged by the Tagalag. This positive result highlights the project's part in upgrading the instructive prospects of the more youthful era. Concerning money related security, the cruel esteem of 2.45 proposes that most respondents concur they can presently spare for the end of the. Whereas typically a positive result demonstrating moved forward budgetary well-being, it's critical to note a marginally higher standard deviation, recommending changing suppositions on this matter. The information unequivocally recommends the victory of the Tagalag Angling Town venture in accomplishing its goals. The extent has not as it were given extra job openings, fortified commerce development, and improved lives but moreover contributed to moved forward instructive results and budgetary security for the community Alluding to table 9, The Tagalag Angling Town has made supplementary work openings, as demonstrated by a cruel esteem of 4.47, implying solid understanding among respondents. This positive result proposes that the extent is successfully creating occupations and lightening destitution within the community. Businesses have prospered due to the Tagalag Angling Town, with a cruel esteem of 4.18, showing far-reaching understanding among respondents. This favorable result proposes that the extent is contributing to the neighborhood economy's development.

Table 6. Likert Scale Part 2

Indicators	Mean	Standard Deviation	Verbal Interpretation
The new structures built in Barangay Tagalag did not help the community.	1.54	1.21	Strongly disagree
The Tagalag Fishing Village did not attract tourists.	1.34	0.99	Strongly disagree
The government in Barangay Tagalag lacks initiative.	1.44	0.75	Strongly disagree
The government's programs offered to the community did not help.	1.73	0.92	Absolutely disagree
The barangay has no plan to strengthen tourism.	2.45	0.99	Disagree
TOTAL	1.48	0.11	Strongly Disagree

The results of the survey suggest that the residents of Barangay Tagalag are to a great extent satisfied with the government's efforts to assist the community. The mean score for all five explanations is 1.48, which falls into the "strongly disagree" category. The standard deviation for all five statements is 0.11, which recommends that the responses are firmly clustered around the mean. The residents of Barangay Tagalag are exceptionally satisfied with the government's efforts to attract tourists to the Tagalag Fishing Village. The mean score for the statement "The Tagalag Fishing Village did not attract tourists" is 1.54, which falls into the "strongly disagree" category. The residents of Barangay Tagalag are also satisfied with the government's modern structures in Barangay Tagalag, the government's programs offered to the community, and the barangay's plan to strengthen tourism. The mean scores for these explanations all fall between 1.44 and 1.73, which drop into the "strongly disagree" and "disagree" categories to the statement. The residents of Barangay Tagalag are least dissatisfied with the statement "The government in Barangay Tagalag needs activity." The mean score for this articulation is 1.44, which falls into the "strongly oppose this idea" category. In any case, the standard deviation for this articulation is 0.75, which proposes that there is more variety in reactions to this articulation than to the other statements. Commerce undertakings are not the as it were openings that open entryways to the community of Tagalag. The Barangay Captain too expressed that "Not as it were modern and progressing food-related businesses, TODA, and Open spaces for stopping are too unused openings that were presented to the community due to Tagalag Fishing Village". He communicated that with individuals coming in Tagalag, TODA Tricycle Administrators and Drivers Affiliation With individuals coming in and out of Barangay Tagalag for its excellent sceneries, TODA or the Tricycle Administrators and Drivers Affiliation creates pay through tourism. The Tricycle Administrators and Drivers Association (TODA) within the Philippines plays a noteworthy part in neighborhood tourism, contributing to the financial well-being of its individuals and the community. Tricycles are a common mode of transportation in numerous Philippine towns and cities, especially in zones with contract roads where bigger vehicles may battle to explore. These three-wheeled vehicles, frequently motorbikes with sidecars, serve as a helpful means of transport for both local people and visitors. This vital situating permits tricycle administrators to capitalize on the convergence of guests. Tricycle administrators regularly act as casual neighborhood guides, recommending restaurants, shops, and other attractions to visitors which too makes a difference to other businesses in Barangay Tagalag.

Local Tourism Industry

This area will examine how the Tourism is Significant to Valenzuela City and to Barangay Tagalag. The results were shown through the format of questions and their corresponding answers interpreting the considerations and perspectives of the experts who are known as Officer in Charge of Valenzuela City's Social Issues and Tourism Improvement. "How important is tourism in community improvement?" With the question in mind, the expert stated that Tourism is basic since it may be a frame of financial action. Consider how improvement takes place—through financial movement activity action. There are numerous sorts of financial exercises, extending from huge companies looking for financial specialists to contribute, but this depends on the area. "Can you envision industrial facilities in Tagalag? No, it doesn't fit. What economic activities are conceivable in Tagalag? Tourism could be a plausibility. On the off chance that your town includes a shoreline with a wonderful coastline, what financial movement is doable? Tourism. In the event that you're within the mountains, what financial movement is conceivable? If it's distant from civilization with little else to see, it might not be tourism; it can be mining". It continuously depends on the assets accessible within the range. Tourism is just one of the few financial exercises. Address number 2 to the master is "How vital is tourism in community improvement?" With the address in intellect, the master expressed that Tourism is basic since it could be a frame of financial action. Consider how advancement takes place—through financial movement. There are numerous sorts of financial exercises, extending from expansive companies looking for financial specialists to contribute, but this depends on the area. "Can you envision industrial facilities in Tagalag? No, it doesn't fit. What financial exercises are conceivable in Tagalag? Tourism is a plausibility. In case your town incorporates a shoreline with an excellent coastline, what economic action is doable? Tourism. On the off chance that you're within the mountains, what financial movement is conceivable? In the event that it's distant from civilization with little else to see, it might not be tourism; it may well be mining". It always depends on the resources available within the range. Tourism is one of the few financial exercises." Tourism isn't significant in Valenzuela" the expert's beginning reply to the third question "How significant is tourism to the business and employment of the inhabitants of Valenzuela?" Area is not a visitor goal, not at all like other areas and communities where tourism could be a major portion of their economy. "To determine the noteworthiness of tourism, for example in an area, on the off chance that their tourism wage is 1 million and the entire pay is 3 million, at that point $\frac{1}{3}$ of their add up to salary comes from tourism. That's critical, and that's how you see it. In our case, as it were a little rate can be considered, fair a perception since there's no genuine tally however due to the trouble in computing tourism" For the final portion of this segment, the 135 respondents of the Community were asked how the opening of Tagalag Fishing Town to the open contributed to the source of pay for regular needs. The biggest major effect concurring to the community is the Sightseers beside Businesses. The percentage of sightseers suggests the town is favored by recreation travelers, possibly due to attractions like shorelines, verifiable destinations, and common ponders.

As Tagalag Fishing Village develops into a key tourism hub for Valenzuela City, it brings significant opportunities for local economic growth, particularly through tourism-related activities such as recreational fishing, biking, and nature-based attractions. According to local experts, tourism is seen as a viable economic activity for Tagalag, as other industries, such as manufacturing, may not align with the area's resources and natural features. The challenges of plastic waste and pollution are relevant to the development of Tagalag Fishing Village as an emerging eco-tourism destination. As Valenzuela City, including Barangay Tagalag, continues to explore tourism as a means of economic development, addressing environmental concerns like plastic waste becomes critical. Tagalag Fishing Village, known for its natural beauty and potential for tourism, could face similar challenges with plastic pollution, especially with increased tourist traffic and local commercial activities. While Valenzuela itself is not typically called "Plastic City," like many urban areas, it does struggle with waste

management, including plastics. As Tagalag Fishing Village attracts more visitors, particularly for its eco-tourism activities such as fishing, biking, and bird watching, the risk of increased plastic waste could harm the environment, especially if tourism activities outpace waste management capabilities. This environmental impact could undermine the village's sustainability goals, affecting not only the local ecosystem but also the tourism experience. The village's beautiful coastline and rich natural environment make it an attractive destination for visitors, and the opening of Tagalag to tourism has contributed to both business opportunities and increased livelihoods for local residents. However, with this growth in tourism comes the challenge of managing environmental sustainability, particularly with the risks of plastic waste and pollution. As more visitors are drawn to the area, the increase in human activity could exacerbate pollution issues, especially if waste management systems are not adequately scaled to meet the growing demands. Just as other urbanized areas like Valenzuela City struggle with plastic waste, Tagalag could face similar environmental concerns if pollution is not properly addressed. In order to sustain the long-term viability of tourism in Tagalag, it is essential to integrate waste management practices that emphasize reducing plastic waste, promoting recycling, and encouraging responsible tourism behavior. These steps will help safeguard the environment, ensuring that the tourism benefits are not overshadowed by negative environmental impacts, ultimately supporting both the economic and ecological well-being of the community.

Framework to Sustain the Livelihood Tourism Development and Economic Prosperity Programs of the Local Government

Barangay Tagalag, situated in Valenzuela City, has experienced a notable surge in tourist influx over recent years, predominantly attributed to its ecotourism allure and cultural richness. This paper examines the key drivers propelling tourism growth, shedding light on the economic impacts. Tourism comes with tourists and each tourist comes from different places. Tourist-generated trash poses a significant environmental challenge in popular destinations worldwide. As tourists explore natural and cultural sites, they often generate considerable waste, including plastic bottles, packaging, and other disposables. Improper disposal and inadequate waste management in tourist areas can lead to several adverse effects on the environment and the community such as Pollution, health risks to the community, and contamination. With numerous businesses expanding within the Barangay, tourist-generated trash and general waste will increase in this small Barangay. Environment-based tourism should also focus on generating funds to innovate, improve and sustain the beauty of nature by having enough staff and funds. The ordinances and resolutions that are presented and implemented in Barangay Tagalag are more focused on building infrastructure, business, and livelihood for the community. This recommendation will enhance the environmental element of the Barangay Tagalag to sustain and innovate its natural resources. To effectively address the challenges of sustainable tourism development in Tagalag Fishing Village, several key actions must be taken to ensure both environmental preservation and community growth. Strengthening waste management and pollution control is essential to maintaining the area's natural beauty. This can be achieved by establishing designated waste collection points, enforcing a zero-waste policy for businesses, and implementing waste management surcharges to fund ongoing cleanup efforts and educational campaigns. Another critical step is encouraging sustainable business practices within the local tourism industry. Streamlining business permits for eco-friendly enterprises and offering financial incentives for green initiatives will not only attract responsible investments but also promote eco-tourism packages that educate visitors about sustainability. In addition, creating and enforcing comprehensive environmental legislation is crucial for managing development while preserving the village's ecological and cultural integrity. Amending ordinances to mandate design standards and development regulations, alongside the establishment of a monitoring committee, will help ensure that growth

does not come at the expense of the environment. Promoting community involvement is equally important, as engaging local residents in the tourism sector ensures that development aligns with their values and needs. Establishing community-based tourism boards and offering incentives for local environmental initiatives can empower residents to take an active role in preserving their heritage and natural resources. Moreover, diversifying and enhancing local tourism offerings will help create new attractions and provide tourists with unique, educational experiences. By investing in eco-friendly infrastructure and expanding eco-tourism options, Tagalag can generate additional revenue while protecting its natural assets. Lastly, ensuring long-term financial sustainability through the creation of an Ecotourism Development Fund and exploring diverse funding sources will provide a stable financial base to support conservation efforts and tourism-related projects. By integrating these strategies into the development plans, Tagalag Fishing Village can strike a balance between promoting tourism, protecting the environment, and enhancing the livelihoods of its residents.

This policy recommendation will not only generate funds from the tourists but will also discourage the tourists as well as the people in the community not participating in any littering. Environmental responsibility within Barangay Tagalag's Tagalag Fishing Village, any individual, regardless of residency status, found engaging in littering or improper trash disposal shall receive a fine of PHP 200.00. For other offenses committed within a period of one year, the penalty is PHP 500.00 for second offense, PHP 1,000.00 for third and PHP 2,000.00 for fourth. This law in Tagalag Fishing Village is maintained by designated workers and members of the barangay who are to ensure that it happens. In Tagalag Fishing Village this legislation is enforced by Barangay officials and assigned personnel whose duty is to supervise its implementation. Such a low occurrence is maintained by the residents and tourists being asked in this way to report such acts which include throwing rubbish into the river or any other form of inappropriate garbage disposal to their barangay officials. All cases of offenses, notices given and fines paid are checked by the committee that employs a comprehensive reporting system under Barangay Tagalag Cleanliness and Sustainable Living Committee. Environmental projects in the barangay such as cleanliness campaigns will be supported using fines collected from sustainable living initiatives among others that demonstrate proactive commitment towards reducing negative implications of poor garbage management on community development and fostering community development within Tagalag Fishing Village. Besides, each environmental revenue source will incur a P50.00 environmental fee as part of Barangay Tagalag's comprehensive environmental management plan for the Tagalag Fishing Village. This is applicable to both tourists and residents engaging in fishing, boating or having floating bars or restaurant structures; the aim is to have this fee used directly in conservation and improvement projects in the locality's sustenance. The proceeds from these charges are utilized to fund specific development projects that fit together with what Barangay Tagalag stands for regarding nurturing their natural resources and promoting sustainable growth as well. Such an approach promotes responsible conduct while at the same time laying a financial foundation that can cater for ongoing environmental interventions within its larger community due to all these activities. It is a global growth trend but full of contradictions. In nature-based environments, there is an exponentially growing problem of tourist waste. The UNWTO notes that cases can be made for the increasing number of tourists globally as indicators of rapidly growing waste issues. For instance, potential case studies on renowned ecological tourist spots have unveiled some shocking figures which explain why they must be attended to urgently. This trash causes visual pollution, mars natural scenery and disrupts ecosystems thereby leading to loss of habitats for wildlife and fragile ecosystems. In environmental science journals and waste management researches however, plastic wastages stand out as one of the most extensively studied culprits exhibiting its wide proliferation and harmful impacts. Environmental fees play vital roles in sustaining community viability alongside guiding tourism enhancement. Such fees provide essential financial support for environmental activities such as garbage disposal, conservation of habitat hence safeguarding local natural assets promoting green tourism among other environment lovers

within that community. In addition, the thoughtful application of these levies facilitates the invention of environmentally friendly infrastructure and the adoption of sustainable tourism practices. Environmental fees become important instruments in ensuring that towns may profit economically from tourism while maintaining their natural integrity over time. This is achieved by finding a balance between ecological preservation and economic growth.

The primary objectives of the Policy recommendation are not to help the community's growth in the economy and sustain the livelihood, the Local Government should first improve the environment, nature, and natural resources of Barangay Tagalag. Currently, Tagalag Fishing Village is generating tourists and income through how tourists explore the place but no assurance that the tourists will keep on coming. Trash and Waste is also generated by tourists and as soon as possible the community and the Local Government Unit should reduce the future risk. Trash and waste will tarnish and destroy the natural resources that the Tagalog Fishing Village has today. Generating funds via littering or garbage violations and environmental fees will also generate or develop infrastructure that can be another tourist spot. This will help the livelihood of the community and will attract more tourists. Environmental funds can be also used for the maintenance of the current Tagalag Fishing Village to retain its beauty and natural resources. The people of the community will be the first ones to benefit from this policy recommendation. Cleanliness is crucial for both the community and tourists in an ecotourism zone. This maintains the original environment and is responsible for local ecosystems being well and ensuring better tourist experience of unaltered beauty. Moreover, a clean environment in any society leads to healthier livelihoods, cultural preservation, and good living conditions. Additionally, cleaning provides an educational platform where people are aware on how to conserve their environments. Lastly, a clean ecotourism area guarantees the existence of natural resources hence helping the community as a whole and making it possible for tourists to enjoy themselves. The fee of the environment holds a paramount importance for businesses and income generating activities in a tourism spot or eco-tourism zone that use Tagalag Fishing Village's natural resources. This promotes sustainable development directly, which helps businesses operate in an ecologically friendly way to secure the future of the place. It also leads to improvement of infrastructure and facilities making it more attractive to tourists. In addition, the fee attracts visitors who are responsible and concerned with conserving environments thus increasing business' attractiveness. These funds help in upholding natural attractions hence ensuring that these businesses have positive images and reputations. By creating community engagement and establishing financial self-sufficiency measures, environmental fees are very essential in ensuring that businesses not only thrive but also coexist harmoniously with their surroundings.

Conclusion

The study concluded that the local government measures sustaining the development of sustainable livelihood tourism in Tagalag Fishing Village, in 2016, Barangay Tagalag declared as an ecotourism zone while the City of Valenzuela implemented laws and policy that regulates the improvement and preservation of the environment of Tagalag. The development and maintenance are empowered as well as the imposition of administrative penalty by Ordinance 309. In addition, The Ordinance 547 series of 2019 grants protection and incentives to anyone who will be affected by the development and construction of Tagalag Fishing Village, specifically the boardwalk project. Amidst COVID-19 in 2021, the Local Government of Valenzuela City amended the City Ordinance No. 630 from 2019 due to the effects of COVID-19. This ordinance modifies Ordinance No. 630 from 2019, also known as the "Tagalag Fishing Village Ordinance." It extends tax incentives to individuals, businesses, or corporations that establish or operate new tourism-related businesses in Barangay Tagalag, aiming to promote the Tagalag Fishing Village. In examining the role of tourism in the economic development of Barangay Tagalag,

it becomes clear that fostering economic activity is crucial to the area's growth and sustainability. As highlighted in the interview with a local government official, "Economic development depends on the economic activity in an area. When there is economic activity, it means people are earning, and when people earn, the government collects revenue through taxes. If there is no way for people to earn, they will leave. Therefore, the government plays a key role in facilitating economic activities, such as businesses, so that development can continue." This perspective underscores the importance of a structured approach to developing tourism-related businesses, which not only attracts visitors but also supports local livelihoods, generates income, and contributes to the overall economic vitality of Barangay Tagalag. As Tagalag Fishing Village continues to grow as an ecotourism destination, it is essential that the local government facilitates economic activities that align with both the community's resources and the region's tourism potential. The introduction of policies, such as tax incentives and environmental fees, ensures a sustainable approach to tourism that benefits the local economy, preserves cultural heritage, and maintains the environmental integrity of the area. By encouraging local businesses, such as restaurants and souvenir shops, to flourish, the community can create more job opportunities, increase government revenue, and contribute to the long-term success of the region. Ultimately, the success of tourism in Tagalag hinges not only on attracting visitors but also on cultivating a thriving local economy that supports sustainable practices and creates lasting benefits for the residents. By continuing to prioritize economic development alongside environmental and cultural preservation, Barangay Tagalag can ensure that the positive changes seen in recent years are not just short-term improvements, but the foundation for a vibrant, sustainable future. The information given here exhibited the significant input of Tagalag Fishing Village Project in improving the socioeconomic status of Barangay Tagalag. The findings indicated that livelihoods, youth education and economic security have been enormously improved making it possible for them to live a decent life. Its success was underscored by the fact that most respondents agreed on its effectiveness in creating more employment opportunities, boosting the growth of businesses and enhancing the local economy. Besides, satisfaction among inhabitants; with government and community support brings about tourist attraction and new opportunities which demonstrate how successful this project has been at meeting residents' needs as well as wants for Barangay Tagalag. A respondent stated that "The business is growing from the tourist, therefore there are more income" which was similar to most population of the respondents. Tagalag generated livelihood and helped grow the local small and medium business along the area. Another indication that this project has multiple benefits can be seen through Tricycle Operators and Drivers Association's (TODA) implementation of local tourism which is not only contributing positively to the community's economy but also generating income for its society. This case study on development of a fisheries village demonstrated what can be achieved by pooling resources together between government departments, relevant stakeholders at local levels and community members. This showed the power of targeted activities to improve socio-economic conditions and the quality of life of people and families in rural areas. Based on the results of this study, the researchers developed a framework that implies enhancing the environmental features of Barangay Tagalag in order to preserve and innovate its natural resources. The policy recommendation will not only generate funds from the tourists but will also discourage the tourists as well as the people in the community not participating in any littering.

Recommendation

The researchers recommended the following actions be taken in order to maintain the Ecotourism Zone of Barangay Tagalag, Fishing Village, based on the previously described findings and conclusion. For the City Tourism of Valenzuela, to monitor the Tagalag Fishing Village on serving good customer service for the tourists that are entering and exiting the Barangay Tagalag Fishing Village, as well as to ensure the natural resources of

the Tagalag Fishing Village. The local community can actively contribute to the development of sustainable livelihood tourism by taking part in tourism-related activities like homestays, tour guiding, and handicraft making. The Barangay Tagalag is accountable for ensuring the safety of visitors and the residents of Tagalag Fishing Village. Also, communities can also promote the conservation of natural resources in the area. The local government of Valenzuela plays a crucial role in promoting sustainable livelihood tourism development by providing infrastructure, facilities, and services that attract visitors. As such, they have the ability to formulate regulations that both guarantee the conservation of their interests and encourage local community involvement in the tourism sector. Future research should explore the long-term socio-economic and environmental impacts of ecotourism in Barangay Tagalag, particularly focusing on the sustainability of local businesses and natural resources. Future research should evaluate the effectiveness of existing policies and regulations in promoting sustainable practices and mitigating the negative effects of increased tourism. A closer look at the engagement of the local community in these initiatives could also provide insights into strengthening their role in preserving Tagalag's cultural and natural heritage. Future research should focus on the long-term sustainability of ecotourism in Barangay Tagalag, examining both its economic and environmental impacts. Studies could assess the effectiveness of policies promoting sustainable practices like waste management, resource conservation, and community participation. Given that Tagalag Fishing Village is still in its early stages, research should also monitor the development of infrastructure, local businesses, and the preservation of natural resources to ensure they can thrive without compromising ecological balance. Ongoing research will be crucial in identifying challenges and opportunities as the village grows, ensuring its sustainability as a destination for future generations.

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