

## EMPOWERING COMMUNITIES: FOSTERING SUSTAINABLE TOURISM IN BARASOAIN CHURCH

**Justine Mariella Abrigo<sup>1</sup>, Ma. Carla Patricia Gonzales<sup>2</sup>, Rosell Cultivo<sup>3</sup>, Rachelyn Ruth Santiago<sup>4</sup>,  
Ronette Espiritu<sup>5</sup>**

<sup>1,4</sup>Lyceum of the Philippines University- Manila Campus, Manila, Philippines, <sup>2</sup>University of the East- Manila Campus, Manila, Philippines, <sup>3</sup>Ateneo de Manila University, Quezon City, Philippines, <sup>5</sup>Philippine Christian University, Manila, Philippines

Corresponding Email: [ajustinemariella@gmail.com](mailto:ajustinemariella@gmail.com)

Available Online: May 2025  
Revised: April 2025  
Accepted: April 2025  
Received: March 2025

Volume III Issue 2 (2025)  
DOI: 10.5281/zenodo.15545720  
E-ISSN: 2984-7184  
P-ISSN: 2984-7176  
<https://getinternational.org/research/>

### Abstract

This study explores the role of the community in promoting sustainable tourism at Barasoain Church, a significant cultural and historical landmark located in Malolos, Bulacan. Using a descriptive-correlational design, the research aimed to analyze the relationships between community awareness, satisfaction, engagement, and motivation without manipulating any variables. A total of 200 participants—including residents, business owners, local leaders, and tourists aged 18 to 40—were selected through purposive sampling to ensure active community involvement. Data collection was conducted through a structured survey questionnaire, and the results were analyzed using mean, standard deviation, and Pearson correlation. Findings revealed a high level of awareness, satisfaction, and engagement among participants toward sustainable tourism practices. Economic, cultural, and environmental factors were identified as key motivators for community involvement. A significant positive correlation was observed between community awareness and active engagement in sustainability efforts. Based on these results, the study recommends initiatives such as strengthening education and awareness programs, enhancing community engagement strategies, offering training and capacity-building activities, fostering public-private partnerships, and implementing incentive-based support systems. Furthermore, it suggests continuous monitoring, evaluation, and policy updates to sustain community-driven tourism development. This research highlights the critical role of community participation in fostering responsible tourism practices, preserving cultural heritage, and promoting long-term socio-economic benefits for the local area.

**Keywords:** *Community Engagement, Cultural Heritage Preservation, Community-Based Tourism, Tourism Development*

### Recommended Citation:

Abrigo, J. M., Gonzales, M. C. P., Cultivo, R., & Santiago, R. R. (2025). EMPOWERING COMMUNITIES: FOSTERING SUSTAINABLE TOURISM IN BARASOAIN CHURCH. GUILD OF EDUCATORS IN TESOL INTERNATIONAL RESEARCH JOURNAL, 3(2), 21–30. <https://doi.org/10.5281/zenodo.15545720>

## INTRODUCTION

Tourism is a dynamic and multifaceted global activity defined as the movement of individuals to places outside their usual environment for leisure, business, or other purposes for less than one consecutive year (United Nations World Tourism Organization [UNWTO], 2018). It encompasses the creation and consumption of services such as transportation, accommodation, food, entertainment, and cultural experiences (Kim & Lee, 2019). Tourism significantly impacts economic, social, cultural, and environmental aspects of both host and guest communities, making it a complex field that draws from disciplines such as geography, economics, sociology, psychology, and management (Mihalic, 2021; Scott, Hall, & Gössling, 2019). Given its wide-ranging effects, tourism requires critical analysis to promote practices that contribute to sustainable development.

Sustainable tourism, according to the UNWTO (2018), involves tourism that fully accounts for its current and future economic, social, and environmental impacts, addressing the needs of visitors, the tourism industry, the environment, and host communities. It seeks to encourage responsible travel, conserve natural resources and biodiversity, uphold cultural heritage, support local economies, and minimize negative environmental and cultural consequences (Fernández-Morales, Cárdenas-García, & García-Cárdenas, 2020; Nunkoo & Ramkissoon, 2018). Sustainable tourism promotes a balance among economic growth, social inclusivity, and environmental stewardship, aiming for long-term benefits for all stakeholders (Weaver, 2020; Gössling et al., 2018).

Central to achieving sustainable tourism is the active involvement of local communities. Community participation ensures that tourism initiatives reflect local values, create ownership among residents, and empower them to reap economic and cultural benefits (Ruhanen & Cooper, 2018; Sigala et al., 2021). Engaging the community enhances cultural preservation, environmental conservation, and social cohesion while reducing tourism's potential negative effects (Wu et al., 2021). Community-based tourism fosters respect for local traditions and strengthens social networks between residents and visitors, further reinforcing sustainable development efforts.

The importance of community involvement has been emphasized in numerous studies. Fandos and Fernandez-Morales (2018) found that community participation positively influences sustainable tourism development in rural areas. Similarly, Kim and Gursoy (2020) revealed that community involvement in ecotourism significantly improves visitor satisfaction and loyalty. Gössling et al. (2019) also stressed that empowering local communities enhances sustainable management of cultural and environmental resources. These findings collectively underscore that understanding the motivators for community participation—such as economic opportunities, cultural pride, and environmental stewardship—is critical for realizing the goals of sustainable tourism and sustainable development overall.

This study thus builds on previous research by examining the role of community involvement in promoting sustainable tourism at Barasoain Church, an important cultural and historical landmark in Malolos, Bulacan.

## Objectives

The main objective of this study is to examine the role of the community in promoting sustainable tourism at Barasoain Church in Malolos, Bulacan.

Specifically, the study aims to:

1. **Determine the level of awareness** of the residents regarding sustainable tourism practices at Barasoain Church.
2. **Assess the level of community satisfaction** with current sustainable tourism initiatives implemented in Barasoain Church.
3. **Evaluate the extent of residents' engagement** in promoting sustainable tourism in the area.
4. **Identify the motivating factors** that influence community participation in sustainable tourism activities, particularly in terms of:
  - o Economic benefits
  - o Cultural preservation
  - o Environmental conservation
5. **Analyze the relationship** between community awareness of sustainable tourism practices and their level of engagement.

## METHODS

This study adopted a **descriptive-correlational research design**. The descriptive aspect aimed to profile the community's level of awareness, satisfaction, and engagement with sustainable tourism practices, while the correlational aspect sought to determine the relationship between awareness and engagement levels. This design allowed the researchers to analyze naturally occurring variables without manipulating them, offering a deeper understanding of existing community dynamics. The study was conducted in Malolos, Bulacan, specifically focusing on the community surrounding Barasoain Church, a prominent historical and cultural landmark.

The target population consisted of residents, local leaders, business owners, and tourists who were actively engaged in the community surrounding Barasoain Church.

Using **purposive sampling**, a total of **200 participants** aged **18 to 40 years** were selected. This age group was chosen as it represents an active segment of the community likely to be involved in or affected by tourism activities.

Data were collected using a survey questionnaire developed to capture four main areas:

- Awareness of sustainable tourism practices
- Satisfaction with existing sustainable tourism initiatives
- Engagement in promoting sustainable tourism
- Motivating factors influencing participation (economic, cultural, environmental)

The survey instrument underwent pilot testing to ensure clarity, validity, and reliability. Participants were approached individually and invited to complete the survey. Informed consent was obtained from each participant prior to data collection. Participation was voluntary, and respondents were assured of the confidentiality and anonymity of their responses. The data collection process was conducted ethically and respectfully, with participants allowed to withdraw at any point.

Collected data were analyzed using the following statistical techniques:

- Mean and Standard Deviation: To describe the levels of awareness, satisfaction, engagement, and motivating factors.
- Pearson’s r Correlation Coefficient: To assess the relationship between community awareness and engagement in promoting sustainable tourism.

Statistical results were interpreted to identify trends, relationships, and implications for sustainable tourism development in the study site.

Ethical standards were maintained throughout the research process, including:

- Obtaining informed consent from participants
- Ensuring voluntary participation
- Guaranteeing confidentiality and anonymity
- Debriefing participants after data collection
- Securing approval from an academic or institutional ethics review committee

**RESULTS and DISCUSSION**

The study revealed that the community surrounding Barasoain Church exhibits **high levels of awareness, satisfaction, and engagement** in promoting sustainable tourism. The overall mean scores in each area—**awareness (M = 4.53)**, **satisfaction (M = 4.45)**, and **engagement (M = 4.43)**—indicate a consistent and strong commitment from community members. Respondents demonstrated conscious efforts to practice sustainability, such as supporting local businesses, minimizing environmental impact, and valuing cultural preservation.

In terms of **motivating factors**, results showed that **economic, cultural, and environmental dimensions** were all perceived as **"extremely influential"**. Community members acknowledged the role of tourism in generating income, preserving cultural identity, and protecting the environment. These findings align with **Nunkoo and Gursoy (2019)**, who emphasized that community awareness of tourism’s impacts influences participation and positive attitudes toward sustainable development.

Importantly, a **positive and significant correlation** was found between community **awareness** and **engagement** in sustainable tourism initiatives. This supports the hypothesis that increased knowledge leads to greater involvement. According to **Ruhanen and Cooper (2018)**, involving communities in tourism planning not only enhances sustainability but also builds a sense of ownership and long-term responsibility among residents.

The following table presents the mean scores of each motivating factor:

Motivating Factor	Mean Score	Interpretation
Economic	4.55	Extremely Influential
Cultural	4.52	Extremely Influential
Environmental	4.50	Extremely Influential

These findings indicate that the economic, cultural, and environmental aspects of tourism significantly motivate community participation. This supports previous studies such as Fandos and Fernandez-Morales (2018), Sigala et al. (2021), and Wu et al. (2021), who emphasized the importance of these factors in fostering sustainable tourism behaviors.

The study's findings affirm prior literature on **Community-Based Tourism (CBT)**, which argues that empowering local communities in heritage tourism contributes to effective environmental stewardship and cultural preservation (Gössling et al., 2019; Sigala et al., 2021). In the context of Barasoain Church, the results indicate that sustainable tourism can thrive when communities are informed, motivated, and included in the development process.

## CONCLUSION

1. The surveyed participants demonstrated a high level of awareness, satisfaction, and engagement in sustainable tourism practices. This indicates a comprehensive understanding of sustainable tourism and its importance in preserving natural resources, supporting local communities, and minimizing environmental impacts. The high levels of awareness, satisfaction, and engagement suggest that the surveyed individuals are conscious of their actions and make conscious efforts to engage in sustainable tourism practices.
2. Barasoain Church's sustainable tourism practices have been successful in promoting environmental conservation, preserving cultural and historical significance, respecting local customs and traditions, providing information to tourists, engaging with the local community, contributing to the economic development of the community, and ensuring minimal adverse effects on the local ecosystem. The high level of satisfaction expressed by community members indicates that the church's efforts align with responsible tourism principles and have been effective in meeting the expectations and needs of the community.
3. Economic factors play a significant role in motivating community members to engage in sustainable tourism. Increased knowledge and awareness, environmental benefits, job opportunities, willingness to pay more, and positive impact on the local economy are influential factors that drive community participation in sustainable tourism activities. This suggests that emphasizing the economic advantages of sustainable tourism and its potential for local economic growth can effectively motivate community engagement. Cultural factors also strongly influence community members' motivation to engage in sustainable tourism. The preservation of cultural heritage and traditions, appreciation and respect for diversity, enjoyment of learning about local cultures, and unique experiences offered by sustainable tourism activities are influential factors that drive community participation. Promoting cultural exchange and understanding through sustainable tourism activities can effectively motivate community engagement. Environmental factors are significant motivators for community members to participate in sustainable tourism. The desire to preserve the natural environment for future generations, a sense of responsibility towards the environment and the local community, belief in the positive impact of sustainable tourism, appreciation of nature and wildlife, and concern about the negative impacts of conventional tourism are influential factors that drive community

participation. Highlighting the environmental benefits and the opportunity to connect with nature responsibly can effectively motivate community engagement.

4. There is a positive correlation between community awareness of sustainable tourism practices and their level of engagement. As community awareness increases, community engagement also increases. This suggests that raising awareness about sustainable tourism can lead to increased community participation and support for sustainable tourism initiatives.

## REFERENCES

- Abad, M., et al. (2021). Community-Based Sustainable Tourism in the Philippines: Insights from Social Enterprises. *Journal of Asian Finance, Economics, and Business*, 8(2), 629-637
- Adongo, R., Zhang, J., & Qin, Z. (2019). Role of Community Participation in Sustainable Cultural Tourism Development: Evidence from Ghana. *Sustainability*, 11(14), 4005.
- Adu-Gyamfi, R., Galang, R. O., & Morales, L. E. (2021). Tourist Perception of Sustainable Tourism Development in Boracay Island, Philippines. *Journal of Environmental Science and Management*, 24(2), 46-62.
- Aninag, E. C., Llanto, G. M., & Rosellon, M. B. (2020). Factors affecting community participation in sustainable tourism in the Philippines. *Journal of Sustainable Tourism*, 28(8), 1097-1115.
- Añonuevo, E. C., & Santos, A. D. (2018). Community involvement in sustainable tourism development: A case study of Barasoain Church. *Tourism Management Perspectives*, 27, 74-79.
- Aquino, A. (2019). Local community involvement in the conservation of cultural heritage sites in the Philippines. *International Journal of Heritage Studies*, 25(6), 590-602.
- Avrami, E., Mason, R., & de la Torre, M. (2019). *Values and Heritage Conservation*. Oxford University Press.
- Bardhi, F., & Eckhardt, G. M. (2018). Access-based consumption communities and the moral self: The case of fashion rental. *Journal of Business Research*, 86, 365-374.
- Bognot, J. A., Dela Cruz, F. A., & Ranchez, J. B. (2019). Community participation in sustainable tourism development: The case of Lobo, Batangas, Philippines. *Journal of Tourism, Hospitality & Culinary Arts*, 11(2), 31-42.
- Borbon, C. M., et al. (2020). Capacity building and sustainable tourism development: A case study in the Philippines. *Journal of Ecotourism*, 19(1), 29-47.
- Cariño, J. (2021). Indigenous Peoples' Rights and the Preservation of Cultural Heritage in the Philippines. *Asia Pacific Journal of Multidisciplinary Research*, 9(2).
- Casicas, R. P., Suyo, J. A. L., & Lopez, E. P. (2021). Community participation in sustainable tourism development in the Philippines: A review of literature. *Journal of Tourism Research*, 3(1), 29-40.
- Chen, X., & Cheng, Z.-F. (2023). The impact of environment-friendly short videos on consumers' low-carbon tourism behavioral intention: A communicative ecology theory perspective. *Frontiers in Psychology*, 14, 1137716.
- Edgell, D. L., & Sr. (2019). *Managing Sustainable Tourism: A Legacy for the Future*.
- Dewi, N. K., Siwantara, W., Mataram, G., Astawa, P. & Abdi, N. (2019). Blending Culture Into Tourism. *The PASCHR Journal*, 2(2).

- Dwivedi, Y. K., Akhter Shareef, M., Shakaib Akram, M., Tegwen Malik, F., Kumar, V., & Giannakis, M. (2023). An attitude-behavioral model to understand people's behavior towards tourism during COVID-19 pandemic. *Journal of Business Research*, 161, 113839.
- Fandos, C., & Fernandez-Morales, A. (2018). Community participation in sustainable tourism development: The case of rural areas in the north of Spain. *Sustainability*, 10(12), 4564.
- Fennell, D. A., & Cooper, C. (2020). *Sustainable Tourism: Principles, Contexts and Practices*. Channel View Publications.
- Fernández-Morales, A., Cárdenas-García, P. J., & García-Cárdenas, D. (2020). Sustainable tourism and its effects on the natural and cultural heritage of world heritage cities. *Land Use Policy*, 90, 104247.
- Galang, J. A., Olfindo, R. E., & Pascual, R. A. (2018). Community-led sustainable tourism management in the Philippines. *Journal of Tourism Futures*, 4(1), 23-34.
- Gantait, A., Mohanty, P., & Swamy, G. A. (2018). Conservation and Management of Indian Built-Heritages: Exploring the Issues and Challenges. *South Asian Journal of Tourism and Heritage*. 11(1), 5-21.
- Gascón, J., Pulido-Fernández, J. I., & Rodríguez, M. A. (2018). Empowering local communities through community-based tourism: a case study from Spain. *Journal of Sustainable Tourism*, 26(6), 741-758.
- Gonzalez, J. G. (2020). Community-based tourism for cultural heritage conservation in the Philippines. *Current Issues in Tourism*, 23(16), 1979-1994.
- Gonzales, J. L., & De Vera, M. A. (2020). Community participation in sustainable tourism development: The case of Barasoain Church, Malolos, Philippines. *Asia Pacific Journal of Tourism Research*, 25(3), 280-290
- Gomes, C. F., & David, R. C. (2021). Community involvement in sustainable cultural tourism: A systematic literature review. *Journal of Sustainable Tourism*, 29(5), 611-632.
- Gössling, S., Scott, D., & Hall, C. M. (2020). *Tourism and water: Interactions, impacts and challenges*. Channel View Publications
- Hall, C. M. (2018). *Tourism and regional development: New pathways*. Routledge.
- Han, S., Kim, S., & Lee, H. (2018). Creating and sustaining online travel communities: The role of social identity and relationship benefits. *Tourism Management*, 65, 84-96.
- Inbakaran, A. E., & Jackson, A. (2019). Sustainable tourism planning and management in developing countries: A review of the literature. *Tourism Review*, 74(1), 97-109.
- Kolesnikov, S. V., & Chernova, I. A. (2019). The Role of Community Involvement in the Development of Sustainable Tourism of Cultural Heritage in Russia. *Sustainability*, 11(16), 4331.
- Kim, J., Oh, J. S., Lee, H., & Kim, K. J. (2020). Exploring the nature and dynamics of online communities: A longitudinal study of social network analysis and content analysis. *Computers in Human Behavior*, 110, 106395.
- Kim, K., Park, H., & Lee, J. (2020). Community-based tourism as a sustainable development strategy in rural areas: A case study of South Korea. *Sustainability*, 12(13), 5322.
- Koens, K., Postma, A., & Papp, B. (2018). Community-based tourism: A pathway to sustainability? In *Tourism and Water* (pp. 271-283). Channel View Publications
- Maming, J. B., Delantar, A. A. & Gabuya, P. G. (2021). Sustainable Tourism Development in Boracay Island, Malay, Aklan. *International Journal of Multidisciplinary: Applied Business and Education Research*, 2(8).

- Matarrita-Cascante, D., Brennan, M. A., & Luloff, A. E. (2018). Tourism and heritage: Challenges for sustainable rural development. In S. K. Majumdar, S. K. Behera, & S. Mishra (Eds.), *Rural tourism development: Localism and cultural change* (pp. 171-190). Routledge.
- Mendoza, A. J. (2021). Digital technologies for promoting community involvement in cultural heritage conservation in the Philippines. *International Journal of Intangible Heritage*, 16, 109-118.
- Mendoza, R. U., et al. (2018). Community-based tourism planning in the Philippines: A case study of Sitio Kawayan, Palawan. *Journal of Tourism Research & Hospitality*, 7(2), 1-8.
- Mercado, J. A., & Caoile, E. S. (2019). Community-based tourism in the Philippines: An assessment of the challenges and opportunities in the Barasoain Church. *Journal of Tourism and Heritage Studies*, 2(1), 24-34.
- Mihalic, T. (2021). Tourism and sustainable development. In J. Tribe & S. Airey (Eds.), *Developments in tourism research: A fiftieth anniversary anthology* (pp. 125-142). Channel View Publications.
- Morales, C. A., & Garcia, J. R. (2018). Economic impact of tourism in Barasoain Church, Malolos, Bulacan, Philippines. *Annals of Tourism Research & Hospitality*, 2(2), 1-13.
- Moslehpour, M., Firman, A., Lin, C.-H., Bilgiçli, İ., Tran, T. K., & Nguyen, T. T. H. (2023). The moderating impact of government support on the relationship between tourism development and growth, natural resources depletion, sociocultural degradation, economic environment, and pollution reduction: case of Indonesian economy. *Environmental Science and Pollution Research International*, 1-16.
- Navarro, J. C., Soliman, J. A., & Dela Cruz, J. R. (2019). Assessing the environmental impacts of tourism in Barasoain Church, Malolos, Bulacan, Philippines. *Journal of Tourism Research & Hospitality*, 8(2), 1-9.
- Njenga, A. (2018). Cultural heritage preservation through community engagement: A case study of the Lamu Old Town in Kenya. *Journal of Cultural Heritage Management and Sustainable Development*, 8(1), 22-38.
- Nunkoo, P., & Gursoy, D. (2019). Residents' support for tourism: An identity perspective. *Annals of Tourism Research*, 75, 165-178.
- Nunkoo, R., & Ramkissoon, H. (2018). Embedding sustainability in tourism service firms: A study of managerial decision making and attitudes. *Journal of Sustainable Tourism*, 26(1), 48-66.
- Ong, L. C., Bonto, E. S., & Silva, J. C. (2020). Cultural sustainability of Barasoain Church tourism: Implications for heritage tourism development. *Journal of Tourism and Cultural Change*, 1-16.
- Ortiz, J. P., Ospina, R., Montoya, A. E., & Poveda, C. A. (2021). Sustainable tourism development: a review of the literature. *Journal of Sustainable Tourism*, 1-19.
- Pascua, P. L., Camarillo Jr, L. A., & Jocson Jr, R. M. (2020). Sustainable tourism awareness and practices of the community in coastal tourist destinations in Batangas, Philippines. *Asian Journal of Tourism Research*, 5(1), 1-16.
- Park, S., & Lee, S. (2019). Exploring cultural immersion experiences: Impacts on tourists' attitudes toward sustainable cultural heritage tourism. *Journal of Sustainable Tourism*, 27(9), 1027-1045.
- Paterno, M. T. (2019). Engaging Communities in Cultural Heritage Preservation: The Case of Batangas Heritage Tour Program. *Asia Pacific Journal of Tourism Research*, 24(8), 830-840.
- Piccoli, C., & Tedeschi, F. (2020). The Role of Community Engagement in Cultural Tourism Development. *Sustainability*, 12(11), 4452.

- Raimundo, L., Remoaldo, P., & Cadima Ribeiro, J. (2020). Cultural misappropriation and tourist behaviour in cultural tourism: Insights from two European World Heritage Sites. *Journal of Heritage Tourism*, 15(6), 537-554.
- Ralota, E. Y., Danojog, M. , Gurrea, J. , Capucão, R. P., Casalta, N. L., Tool Jr., L. H., Vasquez, M. T. & Bergamo Jr., R. (2021). Assessment of Sustainable Tourism in Region 7 and Its Implication. *International Journal of Multidisciplinary: Applied Business and Education Research*, 2(11).
- Rashid, S. F., Khan, M. S. H., & Rahman, M. S. (2018). Community participation in sustainable cultural heritage tourism development: a case study from Bangladesh. *Journal of Heritage Tourism*, 13(1), 63-75
- Regalado, L. M., Fontanilla, J. A., & Francisco, R. E. (2021). Factors affecting community participation in sustainable tourism development: A case study in the Philippines. *Journal of Hospitality and Tourism Management*, 49, 31-39.
- Reyes, J. P., Salvan, J. T., De Los Santos, K. R., & Sihagan, J. (2019). The impact of tourism development on the traditional culture of Sagada, Philippines: Perceptions of local residents and tourists. *International Journal of Social Sciences and Humanities Research*, 7(1), 20-34.
- Rinaldi, B. M., Capuano, M., & Mazzanti, M. (2018). Community participation and cultural heritage: Reflections on theory and practice. *Journal of Cultural Heritage Management and Sustainable Development*, 8(1), 75-88
- Ruhanen, L. M., & Cooper, M. (2018). Sustainable tourism and indigenous peoples: The case of the Maasai in Tanzania. *Journal of Sustainable Tourism*, 26(12), 2039-2054.
- Saha, S., & Fesenmaier, D. R. (2018). Tourism and sustainable community development. In *Tourism and culture in the age of innovation* (pp. 45-58). Springer.
- Sandoval-Hernández, A., Jiménez-Rodríguez, E., & Gómez-Castro, R. (2019). Community participation in sustainable tourism: A case study of Barasoain Church. *Current Issues in Tourism*, 22(4), 487-502
- Santiago, F. (2018). Community Participation in the Preservation of Cultural Heritage in the Philippines. *International Journal of Heritage Studies*, 24(4), 366-379.
- Scott, N., Hall, C. M., & Gössling, S. (2019). *The Routledge handbook of tourism and sustainability*. Routledge.
- Sharma, A. (2019). *Sustainable Tourism Development: Futuristic Approaches*. CRC Press.
- Sigala, M., Christou, E., & Poria, Y. (2021). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 117, 312-321.
- Sinha, R., Sofique, M. A., Gantait, A. (2019). Role of Local Community in Heritage Management for Sustainable Cultural Tourism Development: A Study on Lalbagh Region, Murshidabad, West Bengal. *Community Participation in Tourism Development in Emerging Countries*. (Eds.), Dr. G.B. Sinnoor and Dr. Mohammad Zohair. Excel India Publishers. 50- 69.
- Tan, Y. (2021). Collaborative Approaches to Heritage Preservation: A Comparative Study of the Chinese and Australian Experience. *Sustainability*, 13(4), 2184.
- Tiongco, M. M., Fernandez, G. T., & Florano, E. R. (2018). Perceptions of tourists towards the role of the local community in sustainable tourism development in Palawan, Philippines. *Journal of Economics, Management and Agricultural Sciences*, 6(3), 83-90.
- Turner, S., O'Reilly, T., & Hwang, J. (2020). Community engagement in cultural heritage tourism: An exploration of the role of interpretation. *Journal of Heritage Tourism*, 15(2), 184-199.

- United Nations World Tourism Organization. (2018). Tourism highlights 2018 edition. <https://www.e-unwto.org/doi/pdf/10.18111/9789284419876>
- UNWTO. (2018). Tourism and the sustainable development goals – Journey to 2030. World Tourism Organization.
- Velikova, M. (2020). Digitization of Cultural Heritage: Sustainability and Innovation. *Journal of Cultural Heritage Management and Sustainable Development*, 10(2), 218-227.
- Wang, F., Du, L., Tian, M., Liu, Y., & Zhang, Y. (2023). Sustainability of rural tourism in poverty reduction: Evidence from panel data of 15 underdeveloped counties in Anhui Province, China. *PloS One*, 18(3), e0283048.
- Wang, H., Sha, H., Liu, L., & Zhao, H. (2022). Exploring the Relationship between Perceived Community Support and Psychological Well-Being of Tourist Destinations Residents. *International Journal of Environmental Research and Public Health*, 19(21). <https://doi.org/10.3390/ijerph192114553>
- Weaver, D. (2020). Sustainable tourism development. In *Tourism Management* (pp. 25-38). Goodfellow Publishers Limited.
- Wood, M. E. (2017). *Sustainable Tourism on a Finite Planet: Environmental, Business and Policy Solutions*. Taylor & Francis.
- Wu, L., Chen, Y., Chen, L., & Duan, R. (2021). Community-based tourism and social sustainability: A systematic review. *Journal of Sustainable Tourism*, 1-21.
- Zampoukos, K., & Papadimitriou, D. (2019). Community engagement in cultural heritage management: A review. *International Journal of Heritage Studies*, 25(6), 572-591.
- Zerai, A. (2018). *Community Involvement in Cultural Heritage Conservation*. Eritrea – Ministry of Information. Retrieved from <http://www.shabait.com/about-eritrea/history-a-culture/25543-community-involvement-in-cultural-heritage-conservation>
- Zeng, L., Li, R. Y. M., & Zeng, H. (2023). Weibo users and Academia's foci on tourism safety: Implications from institutional differences and digital divide. *Heliyon*, 9(3), e12306.
- Zort, Ç., Karabacak, E., Öznur, Ş., & Dağlı, G. (2023). Sharing of cultural values and heritage through storytelling in the digital age. *Frontiers in Psychology*, 14, 1104121.
- ZULUETA, D. P. (2020). Level of Compliance and Implementation on Sustainable Coastal Tourism for Marine Biodiversity Conservation: Maniwaya Island, Sta. Cruz, Marinduque, Philippines. *IAMURE International Journal of Ecology and Conservation*, 32(1).