

**PERCEPTION OF LOCAL RESIDENTS ON THE CONTRIBUTION OF
LOBOC RIVER CRUISE AND TO THE COMMUNITY**

**College of Technology and Allied Sciences
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol**

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February 2022

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A Thesis
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**In Partial Fulfillment
Of the Requirements for the Degree of
Bachelor of Science in Hospitality Management**

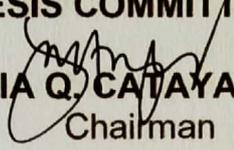
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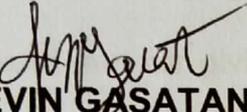
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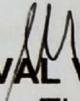
This thesis entitled **“Perception of Local Residents on the Contribution of Loboc River Cruise to the Community”** was prepared and submitted by Ivy B. Calamba, Raffy M. Dispo, Joname M. Mamogay in partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management has been examined and recommended for acceptance and approval for oral defense.

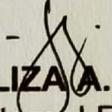
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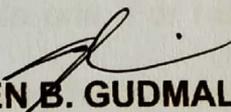

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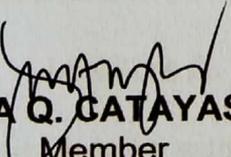

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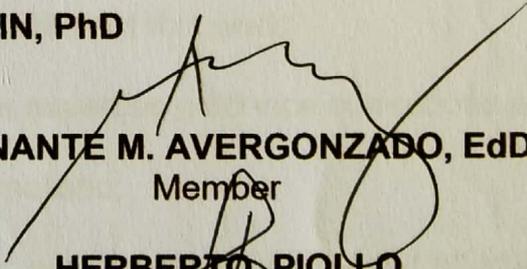

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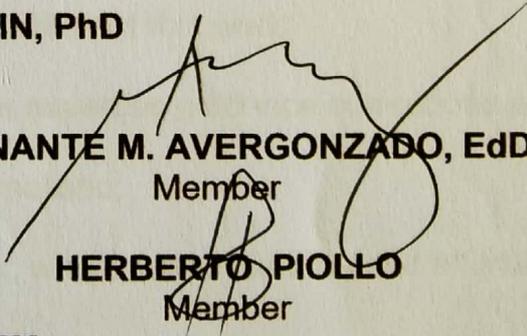
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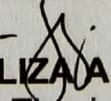

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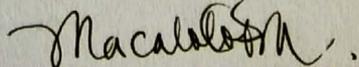

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ACKNOWLEDGMENTS

The completion of this book was made possible through the effort of the persons who provided their support and cooperation. In recognition of those people who gave and share their knowledge, we are honored to mention the names of those who made this study a reality.

Our Almighty Heavenly Father, for not letting us hit the ground during our hardest time; for giving the researchers the gift of strength, courage, motivation, and most specifically the gift of faith, patience, and knowledge which paved the way to the success of this work.

The researchers also convey their sincere appreciation and heartfelt thanks to the following persons for their effort and support that contributed much to our study:

Val Vincent M. Losaria, Thesis Adviser, for his constructive propositions that made this work a possible one. For his undying support and advice to the researchers which paved the way for the realization of this work;

Jerviliza A. Item, Thesis Expert, for her expertise guidance corrections and for her undying support to make this version realistic;

John Anthony D. Piollo, Thesis Editor, who exerted his time and efforts in constructing necessary corrections;

Kevin B. Gasatan, Thesis Statistician, for his expertise in statistical calculation and analysis and also for giving enough time for the correction of the interpreted data;

Nelia Q. Catayas, PhD, Chairperson of the Department of Hospitality Management and Industrial Technology, for her invaluable advice and suggestions to improve this study;

Manolito C. Macalolot, EdD, Panel Member, for volunteering his time to make suggestions and corrections for this research;

Renante M. Avergonzado, EdD, Panel Member, for his expertise and invaluable suggestions to improve this study;

Arlen B. Gudmalin, PhD, Dean of the College of Technology and Allied Sciences, for approval to conduct of the study;

Marietta C. Macololot, PhD, Campus Director, for her approval of the manuscript;

With great honor, the researchers wish to carry their grateful acknowledgment to their **beloved parents and guardians** for the financial support and understanding beyond measure;

To the **respondents**, for their time and patience in answering the questionnaires, sincerity, and generosity, and for the active cooperation in contributing the needed data for the study;

The researchers would like also to extend their great appreciation and enormous thanks to Ms. **Ivy B. Calamba**, for the laptop that we use for making the paper.

THANK YOU SO MUCH AND GOD BLESS!

Ivy, Raffy, and Mamogay

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ABSTRACT

This study was conducted to determine the contribution of Loboc River Cruise to the residence of the Loboc, Bohol according to the perception of the local residents. The respondents of the study were composed of 50 local residents living near the Loboc River. This study used an adapted questionnaire from the study of Jemma Q. Merano, Jonila M. Mamogay, Donita Rose L. Bitasolo, Lyndy N. Sagliba;(2019) entitled "Perception of the local people of Danao Adventure Park and its Contribution to the Community". The data gathered were tabulated using the weighted mean. The local residents have high positive when it comes to the environmental contribution, economic contribution, and social contribution. Since the positive perception is high, there is no need to improve their environment in the area. Thus, Loboc River Cruise still needs to improve its contribution to the community economically and socio-culturally and continue in providing other great opportunities for the local residents as part of the lifeblood of tourism in Bohol. Therefore, it is recommended that the management of the Loboc River Cruise should build a strong partnership among collaborating local government agencies, travel agencies, van operators, professionals' organizations, and business sectors to remain sustainable for the assistance in operating the business and marketing sites for more coming years. Expand their establishment for them to promote and provide more economic opportunities to the local people. Give more opportunities to the local people like a business opportunity in order to generate another source of income.

Chapter 1

THE PROBLEM AND ITS SCOPE

Rationale

Tourism has been one of the world's most consistently growing industries for many years. Its major global industry contribution to economic development has encouraged countries to pursue this highly dynamic sector. The growth of the industry has been fuelled by several factors such as the development of transportation and communication, opening up several barriers, and the growing demand for people to travel (Bosangit & Libosada, 2007).

Philippine had earned the reputation to be one of the most visited tourist destinations in the world. Bohol is one of the islands in the Philippines with numerous natural attractions such as the world-renowned Chocolate Hills, Eye Boggling Tarsier, and now the Loboc River Cruise. The Loboc River Cruise is now one of the major destinations of tourists, locals, and foreigners alike. It is Located in the municipality of Loboc, a mere 24 kilometers away from Tagbilaran City, the winding river plays host to cruisers onboard small bancas or floating restaurants. It is a tourism concept that helps boost the tourism capabilities of Loboc. It is built not only to support the local government and its people but also to conserve and enhance the rich natural environment of the town. The river cruise showcases the natural beauty of Loboc. Lots of activities can be done in the area that will surely be loved and enjoyed by the tourists. As Loboc River Cruise became known even in social media because of its capturing views and adventures, it arouses curiosity

with regards to its contribution specifically to the economy, environment, and social aspect.

There may be a certain problem occurring, but on the other side, there may be a great impact coming from a river cruise. In connection with this, the researchers were motivated to collect reliable data to determine the perception of the local people towards the contribution of the Loboc River Cruise to the community.

Literature Background

Loboc River Cruise is considered to be one of the most visited tourist destinations in Bohol. It plays an important role in improving the economy of the town and in Bohol itself through its generated income. The following legal bases supported the study.

The study is anchored to Republic Act No. 9593 or known as, "Tourism Act of 2009", which declares tourism as an indispensable element of the national economy and industry of national interest and importance which must be harnessed as an engine of socio-economic growth and cultural affirmation to generate investment foreign exchange and employment and to continue to mold an enhanced sense of the national Filipinos.

Additionally, the Act promulgates a connection between national and local governments to establish the urgent need to develop a national strategy for tourism development while giving due regard to the principle of local autonomy. In

the context of sustainable development, local government also plays an important role in the success of its local tourism industry as well as has a strong influence in conserving its resources. Sustainable tourism development refers to the management of all sources that meet the needs of the tourist and host region while protecting the opportunities for the future in such a way that the economic social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological process, biological diversity and life support systems.

According to Republic Act No. 7160 or "The Local Government Code of 1991", Section 17, states that municipalities shall endeavor to be self-reliant and shall discharge, the functions and responsibilities of national agencies and of that are necessarily appropriate for incidental to efficient and effective provision of basic services and the development of tourism facilities including the acquisitions of equipment regulation and supervision of business concession and security services for such facilities. The municipality where the tourism facility is based has the overall responsibility of improving its facilities and services. It is their task to provide good accommodation, food, attraction, equipment, and other tourist facilities and services.

With the view of the perception of the local settler of Loboc, the Social Exchange Theory (SET) specified that residents "seek benefits in exchange for something estimated as equal to the benefits they offer in return, such as resources provided to tourism developers, tour operators, and tourists" (Teye et al., 2002,). Furthermore, Social Exchange Theory explained by Gursoy et al. discovered that while residents who perceived gains from tourism had more positive attitudes

towards tourism and hopeful views about future tourism growth, residents who perceived more cost had more negative attitudes towards tourism and pessimistic views about future tourism development in their region. In researching the quality of life relationship between tourism and the community residents, the theory of social exchange has been seen as a more suitable theoretical structure. It identified the perceptions of residents of positive and negative attitudes in relation to the socio-economic and environmental impact of tourism development.

Butler's Tourism area life cycle (TALC) model (2011) has identified six stages involved in the lifecycle of tourism destinations. These stages include exploration, involvement, development, consolidation, stagnation, and decline/rejuvenation. The first stage is an exploration which involves a few tourists discovering new tourism areas. The second stage of involvement begins when a local community begins to participate in the tourism development process. The development stage begins to set in when the government and small-scale investors take notice of the interest of tourists in the area. The consolidation stage is marked by the entry of the big players in the tourism industry into this area. The stagnation is marked by stabilization in the growth of the number of tourists.

This simply indicates that a tourist destination undergoes the six stages which usually portray a minimal number of visitors due to limited knowledge and adequate facilities. Upon considering that few tourists are interested in a particular area, members of the local community begin to develop simple infrastructures and facilities such as roads and small accommodation and catering facilities

Another theory which is the Hall's Tourism Market System suggested by Michael Hall states that "the tourism experience is central to tourism it places the tourist or market" at the focal point of the entire system (Beeton, 2016), while this may seem an obvious statement it says much more than would be thought initially. Putting the center of tourism automatically puts all else on the periphery. Things like environmental effects, anti-social behavior, and of course, the community are after-thoughts in this system. The system is, in its most basic form, a profit-driven system which at the detriment of all else aims to bring money to the area. In this system, developments in the tourist area are made with the incoming tourist in mind, considering what they may need and want while in the area.

This study is also anchored by Community-Based-Tourism Concept by Murphy,(1985) that presents on how the tourism used as a development tool that aids the community to have a multiple benefits which tourism provides employments, bolster and creates a development inside the communities. Additionally, CBT as a community development tool helps to strengthen and empower remote communities as it becomes a poverty reduction tool that aids local community in various ways, such as by offering educational opportunities, environment conservation, and income-generating activities (Cooperation, 2014) that will be useful to the economy of the community. Furthermore, this concept allows maximizing the use of natural resources in order to obtain more benefits and create community enterprises for further income that will useful to community development (Harrison & Schipani, 2007).

Applying this literature residents' perceptions are important for the success of sustainable tourism development, meaning their opinions should be considered by decisions makers, policymakers, local government officials, tourism planners, and business owners (Evirgen & Baltaci, 2012). Social trust also fosters tourism governance (in general) (Strzelecka & Wicks, 2015) by facilitating other forms of trust necessary to implement tourism development projects (Nunkoo et al., 2012). Importantly, decreasing social trust may diminish processes of local tourism governance.

Thus, tourism is a prominent industry with the capability to generate income for developed as well as developing countries. The perception of the locals is important since it could determine the extent of their support for tourism development. In addition, previous research has found that male residents are more supportive of tourism development (Asyraf Afthanorhan et al., 2017).

Likewise, it is growing rapidly and is one of the most important industries in many developing countries. The subject of tourism development and destination residents, specifically host residents' support for tourism development. The impact of tourism development on a host population's perceived impacts and attitude toward support for tourism development (Sajad Ebrahimi Meimand et al., 2017).

According to Dr. M.A Sofique (2012), tourism development has been identified as an effective way to rejuvenate the economy of a destination, whether rural or urban. However, tourism relies closely upon the goodwill of the residents

as their support is necessary for the development of successful operations, especially for the sustainability of a destination.

Another study conducted by Hanafiah et al. (2013) revealed that the tourism industry faced rapid growth with holistic support from local communities who were involved directly and indirectly in this industry. Tourism is acknowledged as one of the major attributes for culture and economy today and it offers the opportunity to the local communities. Local community support for tourism is necessary to ensure the commercial, socio-cultural, physiological, political, and economic sustainability of the industry. Their role in influencing the tourism development activities through working together with the government is vital.

And the development renders various economic, socio-cultural, and environmental changes on the host community's life, some more beneficial than others (Lee, 2013). Thus, the participation and support of residents are imperative for the sustainability of the tourism industry at any destination (Gursoy, Chi & Dyer, 2010). Understanding the residents' perspective can facilitate policies that minimize the potential negative impacts of tourism development and maximize its benefits, leading to community development and greater support for tourism (Prayag, et al., 2013; Dimitros Styliadis, et al., 2014).

With the study it is an activity of strategic importance in most countries' economic, social and environmental circumstances it is often seen as a tool for development, at both national and regional levels. It is an important source of employment, income, and wealth. At any destination, the residents' support is vital

for the sustainability of the tourism industry. Thus, the success of any effort of sustainable development depends on engaged support from local communities (Vieira et al., 2016)

Furthermore, tourism is often considered as the vehicle for regional development due to the economic positive impacts of the industry and to mitigate economic difficulties. Community participation is considered necessary to obtain community support and acceptance of tourism development and to ensure that the benefits are related to the local community's needs (Lekaota, 2014).

And it is well known that tourism development relies on the goodwill of the residents, so destination managers should provide community support. Brehm and associates noted that it is also important to discover the emotive relations between residents and their places and what they want to protect and preserve. Also, meeting the needs of the host population in terms of improved living standards in the short and long term is one of the objectives of sustainable tourism (Demirovi et al., 2017).

Success in the tourism industry depends upon diverse attractions and quality services offered to tourists, it requires the hospitality and support of the residents and the community in general (Kariuki, 2013).

Hence, it is important that alongside professionals in nature conservation and government agency personnel, both tourists and residents are well aware of the importance of nature protection and biodiversity conservation to increase their

understanding of and contribution towards the preservation of the protected area (Szell, 2012).

According to Javier (2012), understanding and recognition of residents' attitudes and perceptions toward tourism development is integrated with the success and sustainability of any tourism development.

Thus, knowing how a region is perceived is especially important to be able to attract visitors to that region. Image perception is not solely is not result of media tools since it develops out of several personal experiences (Bertan & Altintas, 2013). Understanding and assessing tourism development at the level of communities is essential for achieving continued sustainable tourism (Dorcheh & Mohamed, 2013).

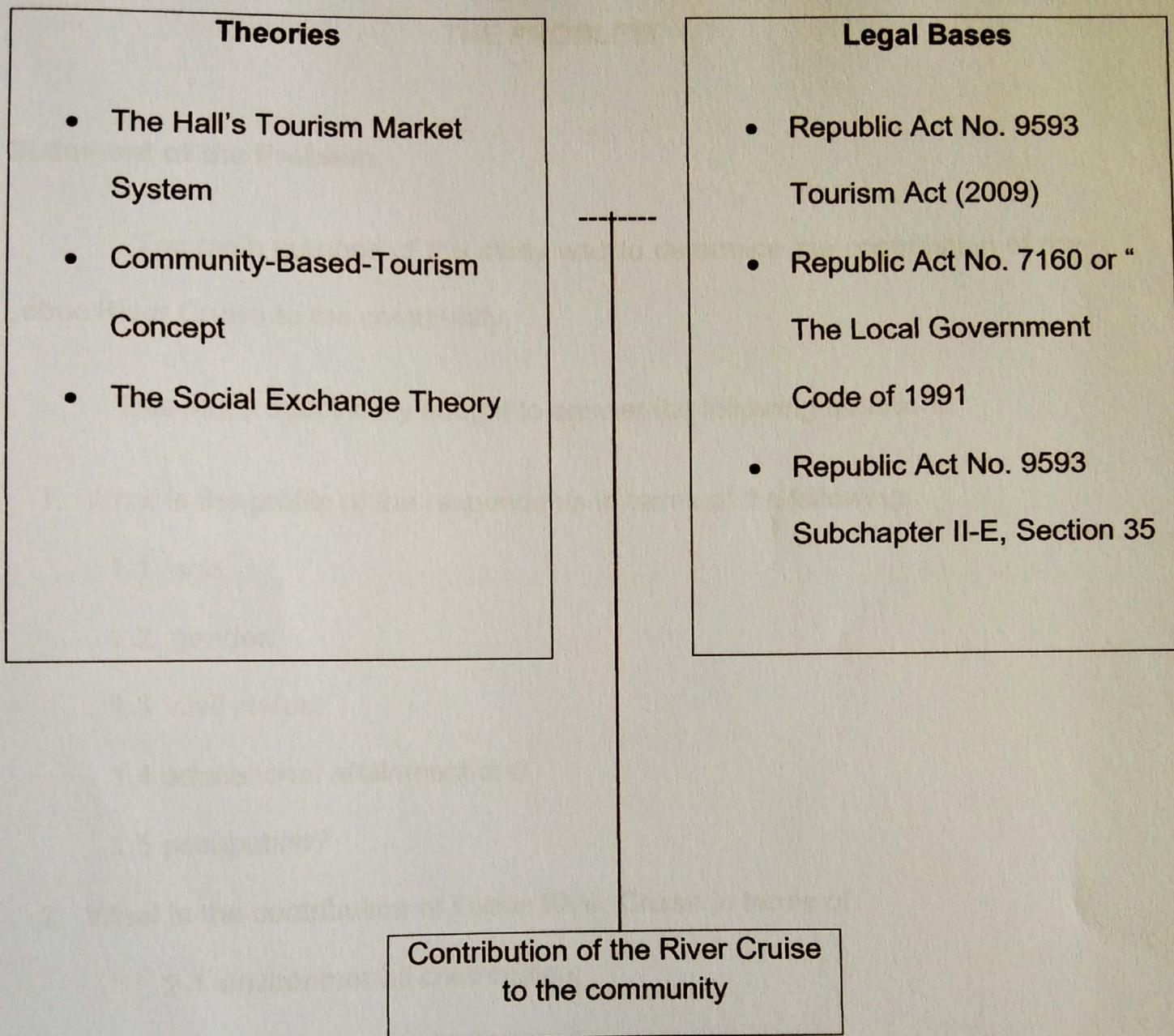


Figure 1. Conceptual and Theoretical Framework

THE PROBLEM

Statement of the Problem

The main purpose of the study was to determine the contribution of the Loboc River Cruise to the community.

This study specifically sought to answer the following questions:

1. What is the profile of the respondents in terms of the following:
 - 1.1 age;
 - 1.2 gender;
 - 1.3 civil status;
 - 1.4 educational attainment and
 - 1.5 occupation?
2. What is the contribution of Loboc River Cruise in terms of:
 - 2.1 environmental contribution;
 - 2.2 economic contribution; and
 - 2.3 social contribution?
 - 2.4 Summary
3. Recommendations can be drawn from the results of this study.

Significance of the Study

The researchers believe that the results of the study would be beneficial to the entities:

Local Community. The residents of Loboc would benefit from the improved services in tourism. The town would also benefit from the income gained by the Loboc River Cruise by providing them with more employment.

Local Government of Loboc. The results of this study would give enough knowledge to maximize the benefits and minimize the disgusting effects of tourism in their locality as its socio-economic aspect.

Management. This study would encourage the Loboc River Cruise personnel to improve their skills and maintain their responsibility to become more effective personnel.

Loboc River Cruise. The results of this study would help the Loboc River Cruise to provide better services, effective product quality and entertainment activities that help to promote the satisfaction of their customer.

Future Researchers. This study must serve as a reference for future researchers who would conduct a study related to this topic.

RESEARCH METHODOLOGY

Design

The researchers used a descriptive survey method in gathering and collecting data through a survey questionnaire given to the respondents. This method was appropriate to determine the contribution of the Loboc River Cruise to the community. The researchers obtained the data from the respondents through a survey further, analyzed, and evaluated.

Environment and Participants

The research was conducted at the Municipality of Loboc, Bohol specifically the community surrounding the Loboc River Cruise of the town. The town is located 24 kilometers from Tagbilaran City. This town was founded by Fr. Juan de Torres who succeeded in persuading the local population to settle their barangays in this site in 1602.

On the other hand, Loboc River Cruise is situated at barangay Villaflor, Loboc, Bohol. The cruise extended to the Busay Falls of Barangay Gotozon, Loboc, Bohol. Loboc River Cruise is a very popular tourist destination in Bohol Island primarily because of its emerald calm river, and secondly because of an old Christian church, which has not lost its greatness even after destruction. Locals are trying to develop tourism in the area by opening new hotels, restaurants, and attractions. A river cruise on a floating restaurant is the main activity that the Loboc River offers, attracting both local and foreign tourists. The river cruises start in the

town of Loboc and travel upstream to the Busay Falls because of its clean, green, and peaceful river environment along with the local food served, the place is now widely known across the country. On the other hand, the barangays that participates in this study were the Villaflor it's has population determined by the 2020 census was 788, Jimilian its population as determined by the 2020 census was 1,149, Gotozon its population as determined by the 2020 census was 963. This represented 5.53%, Poblacion Ondol its population as determined by the 2020 census was 769. This represented 4.41% of the total population of loboc. Villadolid its population as determined by the 2020 census was 519. This represented 2.98% of the total population of Loboc.

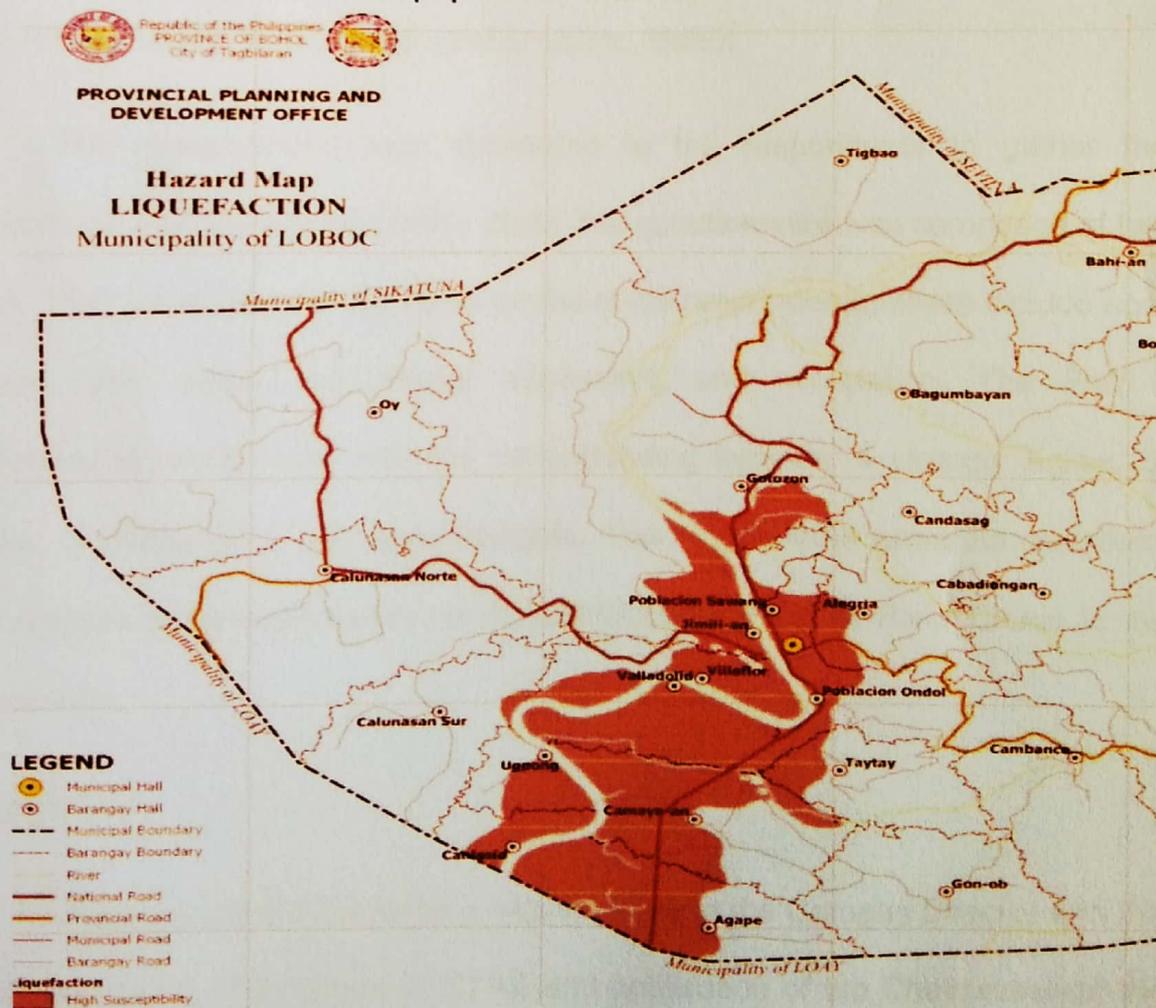


Figure 2. Map of Loboc, Bohol

The participants of the study were the 50 local residents near the Loboc River identified in the research locale. The respondents of Villaflor, Jimilian, Villadolid, Gotozon, Poblacion Ondol and Poblacion Sawang that participated in this study were determined through random sampling.

Instrument

To facilitate the gathering of data, the questionnaire was adapted from the study of Jemma Q. Merano, Jonila M. Mamogay, Donita Rose L. Bitasolo, Lyndy N. Sagliba;(2019) entitled "Perception of the local people of Danao Adventure Park and its Contribution to the Community" as an instrument in collecting the important data for this study. It was conducted in Loboc, Bohol.

The questionnaire was distributed to the respondents to gather the information. For the purpose of the study, the questionnaire was composed of two parts. Part I is for the demographic profile of the respondents, which include age, gender, civil status, educational attainment, and occupation. The Part II is in form of rating scale with the corresponding legends: 4 strongly Agree, 3- Agree, 2- Disagree, 1- Strongly Disagree. The respondents rated the questions with regards to their perception of the contribution of Loboc River Cruise to the community.

Procedure

The researchers prepared a request letter to the Campus Director with the recommendation of the Dean of CTAS and notification of the Chairperson of the Department and Thesis Adviser to conduct a study on determining the perception

of local residents on the contribution of loboc river cruise to the community. Another letter was secured asking permission from the Municipal Mayor of Loboc and Barangay Captains of each respective barangays for the conduct of the study.

Given the approval, the researchers conducted the study by administering the questionnaires to the respondents of Villaflor, Gotozon, Poblacion Ondol, Poblacion Sawang, Jimi-lian, Villadolid of Loboc, Bohol. During the survey, the researchers strictly observed the health and safety protocols mandated by the government like wearing face mask and face shield and following the proper physical distancing to keep the safety of the researchers and the participants from the COVID-19 virus. With the assistance of the local residents from Loboc River Cruise, the data were successfully obtained.

Statistical Treatment

The data gathered were tabulated, interpreted, and analyzed to establish the norm of the occurrence through the simple percentage of computations. The percentage is derived by dividing the frequency of the responses of each item by the number of cases for each category multiplied by one hundred. The formula is.

$$P = \frac{f}{n} \times 100$$

Where:

P= is the percent

f= is the response frequency

n= is the no. of respondents

For the instrument, weighted mean was used to determine the perception of local residents on the contribution of loboc river cruise to the community, each indicator corresponding to each statement is assigned the following weights:

$$WM = \frac{4SA+3A+2D+1S}{N}$$

Where:

- WM - Weighted Mean
- SA - Frequency of Strongly Agree
- A - Frequency of Agree
- D - Frequency of Disagree
- SD - Frequency of Strongly Disagree

Weighted Mean:	Descriptive Interpretation	Scale
3.26 – 4.00	Strongly Agree	4
2.51 – 3.25	Agree	3
1.76 – 2.50	Disagree	2
1.00 – 1.75	Strongly Disagree	1

OPERATIONAL DEFINITION OF TERMS

The following terms were defined operationally for a common understanding of the terms used;

Contribution. Something that we contribute or do to help produce or achieve something together with other people, or to help make something successful.

Economic Contribution. It refers to the contribution where the business opportunity and employment opportunity are available particularly in establishing a tourist destination like Loboc River Cruise.

Environment Contribution. It refers to the contribution where cleanliness is just and maintain because it has a big effect on the health of the people living in it.

Local Residents. This refers to the residents who benefited and living here in the area.

Perception of Local Residents. May be defined as a process by which individuals organize and interpret their sensory impressions to give meaning to their environment. In simple words, we can say that perception is the act of seeing what is there to be seen.

Chapter 2

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

This chapter deals with the presentation, analysis, and interpretation of data collected through the questionnaire answered by the 50 respondents' local residence along the Loboc River Cruise. The study was conducted in the period of October 2021. The succeeding table illustrates the response of the local residence on the problem of the study which determines the profile of the respondents in terms of age, address, gender, civil status, educational attainment, occupation. Moreover, the table also illustrates the contribution of Loboc River Cruise in terms of environmental contribution, economic contribution, and social contribution.

Table 1.1 shows the demographic profile of respondents in terms of age, address, gender, civil status, and educational attainment. The majority of the respondents belong to the 20-30 (86%) age bracket and the lowest belongs to the (20) 14% age bracket. Out of 50 respondents (23), 46% were females and (27) 54% were males. With regards to the civil status, single got the highest percentage 68% (34). As for educational attainment, the majority of the respondents were high school graduates that have a percentage of 34% (17). As for occupation entertainer got the highest percentage 37% (18). It implies that most of the local residences in Loboc River Cruise are aged 21 and above, male, and high school graduates. Loboc River Cruise was considered one of the main tourist site of the province that is why most of the means of livelihood of the residence is entertainer.

Table 1
Demographic Profile of the Respondents
n=50

Socio-Demographic Characteristics	Frequency	Percentage	
Age	16-20	7	14
	20 above	43	86
Gender	Male	27	54
	Female	23	46
Civil Status	Single	34	68
	Married	16	32
Educational Attainment	Elementary Level	3	6
	Elementary Graduate	0	0
	High School Level	7	14
	High School Graduate	17	34
	College Level	14	28
	College Graduate	9	18
Occupation	Cashier	12	24
	Crew	11	22
	Driver	9	18
	Entertainer	18	36

Table 2.1 shows the results of the survey to the local residence. The respondents were assessed as to their perception on the contribution of Loboc River Cruise to the community in terms of the environmental contribution. The item "The community is clean conscious due to the presence of Loboc River Cruise" got a high positive perception while "Observance of proper disposal of waste" got a low positive perception. Generally, the table revealed that the local people have a high positive perception in terms of environmental contribution with a grand mean of 3.82. Based on the results of this study, the environmental contribution is highly

properly maintained to the employees before the tourists will visit the Loboc River Cruise.

Table 2.1
Perception of Local Residents to Loboc River Cruise in terms of
Environmental Contribution
n=50

Environmental Contribution	Weighted Mean	Descriptive Interpretation	Rank
The community is clean conscious due to the presence of Loboc River Cruise	3.88	Strongly Agree	1
Presence of garbage can in community is evident	3.84	Strongly Agree	3
Signages of direction are posted in salient area.	3.86	Strongly Agree	2
Functional comfort rooms are provided and well maintained	3.8	Agree	5
Provision of adequate supply of water	3.84	Strongly Agree	3
Provision of well-structured comfort rooms	3.84	Strongly Agree	3
Observance of proper disposal of waste	3.70	Agree	6
Average Weighted Mean	3.82	Strongly Agree	4

INDICATORS:

Range
 3.26 – 4.00
 2.51 – 3.25
 1.76 – 2.50
 1.00 – 1.75

Description
 Strongly Agree
 Agree
 Disagree
 Strongly Disagree

Table 2.2 is the perception of local people in terms of economic contribution. The statement "There are people who had an opportunity to sell handicraft and souvenirs" got the high positive perception with the weighted mean of 3.82 while "The people who were employed in the Loboc River Cruise were commonly not residents in Loboc, Bohol" got the lowest positive perception with

the weighted mean 3.06. Generally, the table revealed that the local people have a high positive perception of the economic contribution with a grand mean of 3.65. It implied that the local people are totally satisfied with the employment opportunity provided by the Loboc River Cruise. It gave additional income but it's not that they can depend on it for their daily living.

Table 2.2
Perception of Local Residents to Loboc River Cruise in terms of Economic Contribution
n=50

Economic Contribution	Weighted Mean	Descriptive Interpretation	Rank
Employment Opportunity			
The local employment increased	3.66	Strongly Agree	5
It gives the people an opportunity in enhancing themselves to what job they are capable of.	3.70	Agree	9
The job offered with its equivalent value is enough to support everyday needs.	3.62	Strongly Agree	8
It decreases the no. of people who are unemployed in Loboc, Bohol	3.70	Agree	9
Most of the staff in restaurants and other establishment are coming from the community	3.64	Strongly Agree	7
People stay in place due to job opportunity	3.72	Strongly Agree	4
People are trained to their designated work	3.76	Strongly Agree	2
Increased the no. of people who are employed after establishing the River Cruise.	3.72	Strongly Agree	4
The people who were employed in the Loboc River Cruise were commonly residents in Loboc, Bohol.	3.06	Strongly Agree	10

Business opportunity			
People build restaurant near the River Cruise.	3.64	Strongly Agree	7
Other people sell native products (suman, bibingka, puto, etc.) for the tourist	3.74	Strongly Agree	3
There are people who had an opportunity to sell handicraft and souvenir	3.82	Strongly Agree	1
There are people who are able to build photoshop in the area.	3.64	Strongly Agree	7
It helps the people in the way that they are looking for a good product to sell to earn instead of doing nothing.	3.72	Strongly Agree	4
Average Weighted Mean	3.65	Strongly Agree	6

INDICATORS:	Range	Description
	3.26 – 4.00	Strongly Agree
	2.51 – 3.25	Agree
	1.76 – 2.50	Disagree
	1.00 – 1.75	Strongly Disagree

Table 2.3 presents the perception of the local residents in terms of social contribution. The statement "Local people establish friendship with foreigners" got the highest positive perception with the weighted mean of 3.76 while "The people enhance their language skills because of the influenced by the tourist" got the lowest positive statement with the weighted mean of 3.7. Generally, the table revealed that the local residents have a high positive perception of the social contribution with a grand mean of 3.71. It indicates that there are few of the local residents who get to socialize with the tourist and they had to get the chance to enhance their communication skills but not totally. It also reveals the value of Filipino's being hospitable.

Table shows 2.4 presents the summary of the contributions of Loboc river cruise. The table shows that the environmental Contribution got the highest average weighted mean of 3.82 (strongly agree) that means the residents of Loboc River Cruise is more concerned and influenced by the environmental factors as their environment contributes greatly to the number of their tourist visited their town. It was followed by the social contribution and economic contribution that has a descriptive interpretation strongly agree. On the other hand, the contributions of Loboc River Cruise got a composite mean 3.73 (Strongly Agree) which means that they fully considered the contribution of the environment, society, and economy in the aspect of tourism and the to the local residents of Loboc River Cruise.

Table 2.3
Perception of Local People to Loboc River Cruise in terms of Social Contribution
n=50

Social Contribution	Weighted Mean	Descriptive Interpretation	Rank
Tourists			
The local people are now more hospitable in dealing both foreign and local tourists.	3.74	Strongly Agree	2
Local people establish friendship with foreigners	3.76	Strongly Agree	1
The other Local people had already adopted the custom of the tourist like imitating them how they dressed.	3.64	Strongly Agree	4
The people enhance their language skills because of the influence of the tourist.	3.70	Agree	5
Average Weighted Mean	3.71	Strongly Agree	3

INDICATORS:

Range
3.26 – 4.00
2.51 – 3.25
1.76 – 2.50
1.00 – 1.75

Description
Strongly Agree
Agree
Disagree
Strongly Disagree

Table 2.4
Summary of the Contributions of Loboc River Cruise

Contributions	Overall Weighted mean	Descriptive Interpretation	Rank
Environmental Contribution	3.82	Strongly Agree	1
Economic Contribution	3.65	Strongly Agree	3
Social Contribution	3.71	Strongly Agree	2
Composite Mean	3.73	Strongly Agree	

INDICATORS:

Range

3.26 – 4.00
 2.51 – 3.25
 1.76 – 2.50
 1.00 – 1.75

Description

Strongly Agree
 Agree
 Disagree
 Strongly Disagree

Chapter 3

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter deals with the summary of this study, discussion of the findings, the conclusions drawn, and recommendations made as an outgrowth of this study based on the gathered data, which were analyzed and interpreted in the preceding chapter.

Summary of Findings

The data of this study were taken from the result of the inquiry that was made to determine the contribution of Loboc River Cruise to the community as perceived by the local people in Loboc, Bohol. It aimed to find out the demographic profile of the local people in terms of age, gender, civil status, educational attainment, and their occupation; the contribution of Loboc River Cruise to the community in terms of environmental contribution, economic contribution, and social contribution of tourist to the local people; and action plan that can be proposed to maximize the contribution of Loboc River Cruise to the community.

The subject of this study was composed of 50 local residents on the Loboc river cruise. The descriptive survey method was employed with an aid of the questionnaire. The questionnaires were designed to determine the contribution of Loboc River Cruise in terms of environmental contribution, economic contribution, and the social contribution of the tourists to the community and in order to formulate and propose an action plan to maximize its contribution to the local people.

After the data were analyzed and interpreted the researchers came up with the following findings:

This study revealed that the 50 respondents of local residents near the Loboc River Cruise were mostly belonged to 20 above. The majority of the respondents were male and single. In the educational attainment, most of them were high school graduates.

The local residents perceived Loboc River Cruise have contributed to their community economically except for the employment opportunity it provides. It implies that Loboc River Cruise gives a contribution to the community or local people. As to its social contribution, there few local residents still feel the need to have their confidence so they can better interact with tourists coming to the area.

Conclusions

Based on the findings of the study, the researcher comes up with the following conclusions:

The researchers concluded that the local residents have a high positive perception when it comes to the environmental contribution, economic and social contribution of the Loboc River Cruise. Since the positive perception is high, Loboc River Cruise still needs to improve its strategies to maintain the services given to the community for the local people as part of the lifeblood of tourism in Bohol.

Recommendations

Based on the data analysis and findings, the researchers arrived with the following recommendations:

1. The management of the Loboc River Cruise should build a strong partnership among collaborating local government agencies, travel agencies, van operators, professionals' organizations, and business sectors to remain sustainable for the assistance in operating the business and marketing sites for more coming years.
2. Expand their establishment for them to promote and provide more economic opportunities to the local people,
3. Provide good facilities for the security and safety of the tourist, and
4. Promote fascinating strategies to catch more attention to many people and give more information on their websites regarding the river cruise.
5. Give more opportunities to the local people like a business opportunity in order to generate another source of income.

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APPENDIX A
LETTERS

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Zamora, Bilar, Bohol



Vision: A premier S & T university for the formation of a world-class and virtuous human resource for the sustainable development in Bohol and the country.
Mission: BISU is committed to provide quality higher education in the arts and sciences, as well as in the professional and technological fields; undertake research and development of Bohol and the country.

COLLEGE OF TECHNOLOGY AND ALLIED SCIENCES (CTAS)

October 13, 2021

MARIETTA C. MACALOLOT, Ph. D.
Campus Director

Madam:

Good day!

The undersigned are fourth-year college students taking up Bachelor of Science in Hospitality Management at Bohol Island State University, Bilar Campus, Zamora, Bilar, Bohol presently conducting the thesis entitled, "**PERCEPTION OF LOCAL RESIDENTS ON THE CONTRIBUTION OF LOBOC RIVER CRUISE AND TO THE COMMUNITY**" as a requirement for graduation.

In this connection, we would like to request a permit from your office to conduct this study.

Thank you and more power.

Respectfully yours,

IVY B. CALAMBA
RAFFY M. DISPO
JONAME M. MAMOGAY

Noted by:

VAL VINCENT M. LOSARIA
Thesis Adviser

Recommending Approval:

ARLEN B. GUDMALIN, Ph.D.
Dean

Approved by:

MARIETTA C. MACALOLOT, Ph.D.
Campus Director



Republic of the Philippines
 BOHOL ISLAND STATE UNIVERSITY
 College of Technology and Allied Sciences
 Zamora, Bilar, Bohol



Date: October 13, 2021

Thesis Committee Member

Madam/Sir:

The undersigned has the honor to request your approval as a member of the committee for the thesis of the undergraduate students as their requirements of the degree BACHELOR OF SCIENCE IN HOSPITALITY MANAGEMENT.

TITLE

PERCEPTION OF LOCAL RESIDENTS ON THE CONTRIBUTION OF LOBOC RIVER CRUISE AND TO THE COMMUNITY.

The candidate has been instructed to have a consultation with you about the above title. Kindly make the necessary recommendations to have a successful research output.

Thank you for your assistance on this matter.

Very truly yours,

NELIA Q. CATAYAS, PhD
 Chairperson, DHMIT

CONFORM:

Name of Faculty	Committee	Signature
1. VAL VINCENT M. LOSARIA	Adviser	_____
2. KEVIN GASATAN	Statistician	_____
3. JERVILIZA A. ITEM	Internal Expert	_____
4. MANOLITO C. MACALOLOT	Editor	_____



APPENDIX B

COVER LETTER OF THE QUESTIONNAIRE

Republic of the Philippines
BOHOL ISLAND STATE UNIVERSITY
Bilar Campus
Zamora, Bilar, Bohol

Dear Respondents,

Greetings!

The undersigned students of Bohol Island State University (BISU) Bilar Campus with the course of Bachelor of Science in Hospitality Management is conducting action research entitled "Perception of local Residents on the Contribution of Loboc River Cruise and to the Community"

Any information and idea that you will share through this questionnaire is valuable input in achieving the objectives of this research. As your answers shall be handled with utmost confidentiality.

We sincerely request your cooperation by answering the questionnaires honestly.

Thank you very much.

Respectfully yours,

IVY B. CALAMBA

RAFFY M. DISPO

JONAME M. MAMOGAY

QUESTIONNAIRE

PERCEPTION OF LOCAL RESIDENTS ON THE CONTRIBUTION OF LOBOC RIVER CRUISE TO THE COMMUNITY

PART I.

Part I: Demographic profile of the Local People

Direction: Please answer the following question by placing it in the space provided.

Participant no.: _____

Age : () Below 20
 () Above 21-30

Gender : () Male
 () Female

Civil Status: () Single () Widow / Widower
 () Married () Separated

Educational Attainment: () Elementary Level () College Level
 () Elementary Graduate () College Graduate
 () High School Level () Graduate Study
 () High School Graduate () Post - Graduate

Occupation: () Driver
 () Entertainer
 () Crew
 () cashier

PART II

Instruction:

Please indicate how far you agree or disagree with each statement by putting a check to the space provided.

Legend:

	Rating	Weight Equivalent
SA	- Strongly Agree	4
A	- Agree	3
SD	- Strongly Disagree	2
D	- Disagree	1

Contribution of Loboc River Cruise in terms of:

2.1 Environmental Contribution				
	4 SA	3 A	2 SD	1 D
The community is clean conscious due to the presence of Loboc River Cruise.				
Presence of garbage can in community is evident				
Signages of direction are posted in salient area				
Functional comfort rooms are provided and well maintained				
Provision of adequate supply of water				
Provision of well- structured comfort rooms				
Observance of proper disposal of waste				

2.2 Economic Contribution				
Employment opportunity	4	3	2	1
	SA	A	SD	D
Local employment increased.				
It gives the people an opportunity in enhancing themselves to what job they are capable of.				
The job offered with its equivalent value is enough to support everyday needs.				
It decreases the no. of people who are unemployed in Loboc, Bohol				
Most of the staff in restaurant and other establishment are coming from the community.				
People stay in place due to job opportunity				
People are trained to their designated work				
Increased the no. of people who are employed after establishing the River Cruise.				
The people who were employed in the park were commonly not residents in Loboc, Bohol.				
2.2.2 Business opportunity	4	3	2	1
	SA	A	SD	D
People build a restaurant near the River Cruise.				
Other people sells a native product (suman, bibingka, puto, etc.) for tourists.				
There are people who had an opportunity to sell handicraft and souvenir				
There are people who are able to build photo shops in the area.				
It helps the people in the way that they are looking for a good product to sell to earn instead of doing nothing.				

2.3 Social Contribution				
Tourists	4	3	2	1
	SA	A	SD	D
The local people are now more hospitable in dealing both foreign and local tourists.				
Local people establish friendship with foreigners.				
The other local people had already adapted the custom of the tourists like imitating them how they dressed.				
The people enhance their language skills because of the influence of the tourists.				

APPENDIX C

Raw Data

Demographic Profile of the Local People

Respondent No.	Age	Gender	Civil Status	Educational Attainment	Occupation
1	2	1	1	6	3
2	2	1	1	5	4
3	2	2	2	4	4
4	2	2	1	1	4
5	2	1	1	6	1
6	2	1	1	5	2
7	2	1	1	5	2
8	2	2	2	4	1
9	2	1	1	6	4
10	2	2	1	5	1
11	2	2	1	6	2
12	2	2	1	4	1
13	1	1	1	1	4
14	2	2	2	4	4
15	2	2	2	4	1
16	2	2	2	6	4
17	2	1	2	6	3
18	2	2	2	5	1
19	2	1	1	5	2
20	2	1	1	4	3
21	2	1	1	4	2
22	2	2	1	3	4
23	2	2	1	4	4
24	1	2	1	3	1
25	2	1	1	5	4
26	2	1	1	4	3
27	2	1	1	5	2
28	1	2	2	3	2
29	1	1	1	1	2
30	2	1	2	4	1
31	2	1	1	4	3
32	2	2	1	5	1
33	2	1	1	5	4
34	2	2	1	3	4
35	2	1	1	5	3
36	2	1	1	5	4
37	2	2	2	3	1

38	1	1	1	4	4
39	1	1	1	5	2
40	2	1	2	4	3
41	2	1	1	4	2
42	2	2	1	5	4
43	2	1	2	4	3
44	2	1	1	3	4
45	2	2	1	6	4
46	1	2	1	4	4
47	2	2	2	4	1
48	2	1	2	3	3
49	2	2	2	6	2
50	2	2	2	6	1

Legend: 2**AGE**

1= Below 20

2= 20 and above

GENDER

1= Male

2= Female

CIVIL STATUS

1= Single

2= Married

3= Widow

4= Separate

EDUCATIONAL ATTAINMENT

1= Elementary Level

2= Elementary Graduate

3= High School Level

4= High School Graduate

5= College Level

6= College Graduate

OCCUPATION

1= Cashier

2= Crew

3= Driver

4= Entertainer

Contribution of Loboc River Cruise in terms of:

2. Environmental Contribution					
	4 SA	3 A	2 SD	1 D	Average weighted mean
The community is clean conscious due to the presence of Loboc River Cruise	44	6	0	0	3.88
Presence of garbage can in community is evident	43	6	1	0	3.84
Signages of direction are posted in salient area	44	5	1	0	3.86
Functional comfort rooms are provided and well maintained	41	8	1	0	3.8
Provision of adequate supply of water	42	8	0	0	3.84
Provision of well-structured comfort rooms	42	8	0	0	3.84
Observance of proper disposal of waste	37	12	1	0	3.7

2.2 Economic Contribution					
2.2.1 Employment opportunity	4 SA	3 A	2 SD	1 D	Average Weighted Mean
The local employment increased.	34	15	1	0	3.66
It gives the people an opportunity in enhancing themselves to what job they are capable of.	36	13	1	0	3.7
The job offered with its equivalent value is enough to support the everyday needs.	33	15	2	0	3.62
It decreases the no. of people who are unemployed in Loboc, Bohol	37	11	2	0	3.7
Most of the staff in restaurants and other establishment are coming from the community	35	12	3	0	3.64
People stay in place due to job opportunity	38	10	2	0	3.72
People are trained to their designated work	39	10	1	0	3.76
Increased the no. of people who are employed after establishing the River Cruise.	38	10	2	0	3.72
The people who were employed in the park were commonly not local residents in Loboc, Bohol.	8	37	5	0	3.06
2.2.2 Business opportunity	4 SA	3 A	2 SD	1 D	Average weighted mean
People build restaurant near the River Cruise.	37	8	5	0	3.64
Other people sells native product (suman, bibingka, puto etc.) for the tourists.	40	7	3	0	3.74

There are people who had an opportunity to sell handicraft and souvenir	42	7	1	0	3.82
Some people able to build photoshop in the area.	36	10	4	0	3.64
It helps the people in the way that they are looking for a good product to sell to earn instead of doing nothing.	39	9	1	1	3.72

Legend:**Weight Equivalent**

SA – Strongly Agree

4

A - Agree

3

SD- Strongly Disagree

2

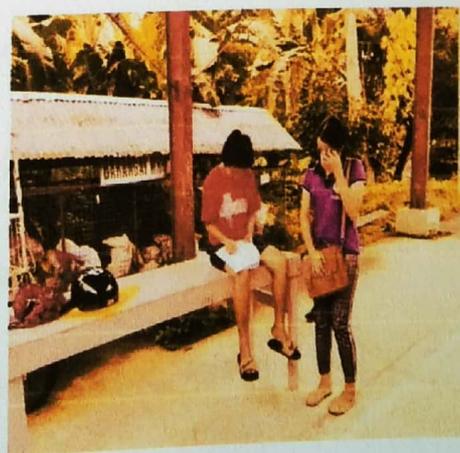
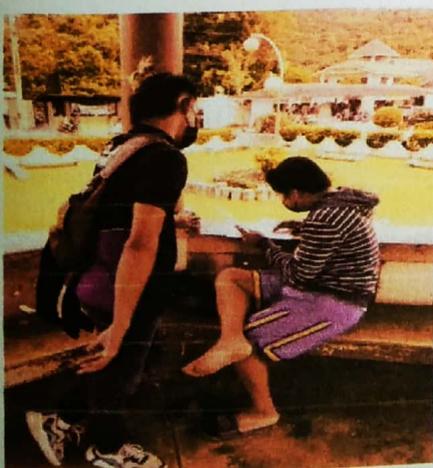
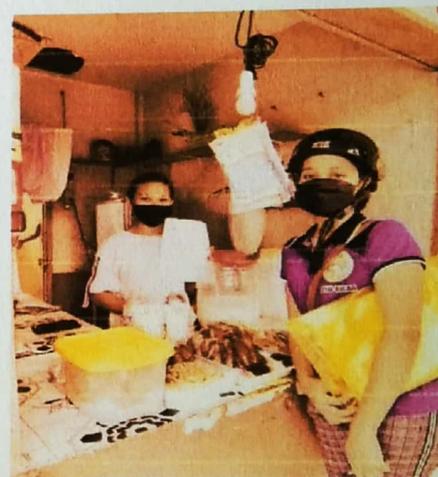
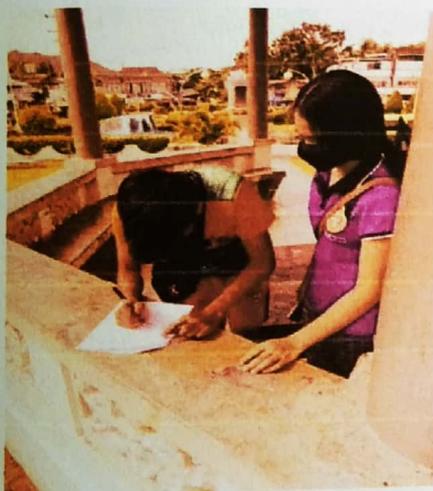
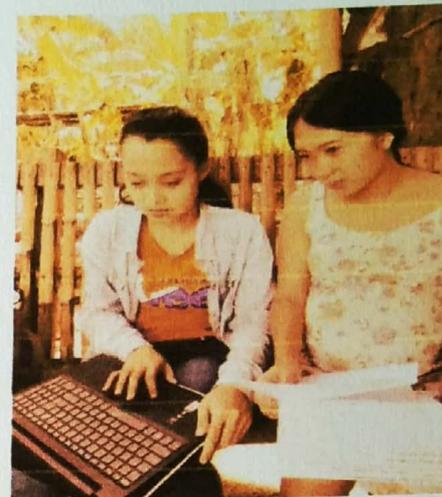
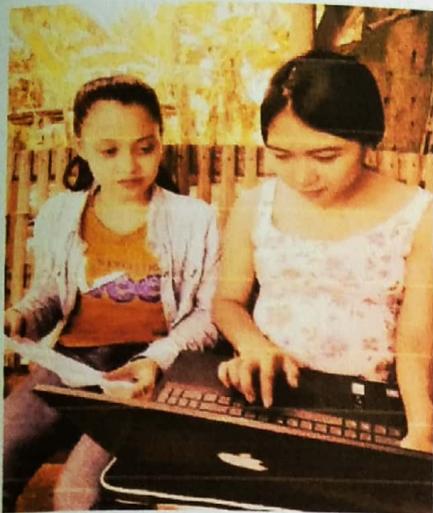
D- Disagree

1

2.3 Social Contribution

2.3.1 Tourists	4 SA	3 A	2 SD	1 D	Average Weighted mean
The local people are now more hospitable in dealing with foreign tourists and local tourists.	39	9	2	0	3.74
Local people establish friendship with foreigners	40	8	2	0	3.76
The other local people had already adapt to the custom of the tourists like imitating them in how they dressed.	32	18	0	0	3.64
The people enhance their language skills because of the influenced of the tourists.	35	15	0	0	3.7

APPENDIX D DOCUMENTARY PICTURES



RESEARCHER'S BIODATA

I. PERSONAL BACKGROUND

Name : Ivy B. Calamba
 Address : Bonbon Lower, Loboc, Bohol
 Birthdate : March 29, 2000
 Birthplace : Davao City
 Civil Status : Single
 Age : 22
 Father's Name : Mr. Germiniano S. Calamba
 Mother's Name : Mrs. Evangeline B. Calamba



II. EDUCATIONAL BACKGROUND

Elementary : Quinoguitan, Elementary School
 : Quinoquitan, Loboc, Bohol
 : S.Y. 2011-2012
 Secondary Junior : Loboc National High School
 : Bahi-an, Loboc, Bohol
 : S.Y. 2015-2016

Secondary Senior : Loboc National High School
: Bahi-an, Loboc, Bohol
: S.Y. 2017-2018
College : Bohol Island State University Bilar Campus
: Zamora, Bilar, Bohol

I. ACHIEVEMENT

: Cookery NCII holder
: Housekeeping NCII holder
Tourism NCII holder

RESEARCHER'S BIODATA**I. PERSONAL BACKGROUND**

Name : Raffy M. Dispo
Address : Bahi-an, Loboc, Bohol
Birthdate : August 31, 1996
Birthplace : Bajada, Davao, City
Civil Status : Single
Age : 25
Father's Name : Mr. Rosendo F. Dispo
Mother's Name : Mrs. Flora M. Dispo

**II. EDUCATIONAL BACKGROUND**

Elementary : Quinoquitan Elementary School
: Quinoquitan, Loboc, Bohol
: S.Y. 2009-2010
Secondary Junior : Loboc National High School
: Bahi-an, Loboc, Bohol
: S.Y. 2017-2018

College : Bohol Island State University Bilar Campus
: Zamora, Bilar, Bohol

III. ACHIEVEMENT

: Cookery NCII holder
: Housekeeping NCII holder
Bartending NCII holder

RESEARCHERS BIODATA

I. PERSONAL BACKGROUND

Name : Joname M. Mamogay

Address : La Victoria, Carmen, Bohol

Birthdate : April 30, 2000

Birthplace : La Victoria, Carmen, Bohol

Civil Status : Single

Age : 21

Father's Name : Mr. Antonio T. Mamogay

Mother's Name : Mrs. Nemesia M. Mamogay



II. EDUCATIONAL BACKGROUND

Elementary : La Victoria Elementary School

: La Victoria, Carmen, Bohol

: S.Y. 2011-2012

Secondary Junior : Manga National High School

: Manga District, Tagbilaran City

: S.Y. 2015-2016

Secondary Senior : Manga National High School

: Manga District, Tagbilaran City

: S.Y. 2017-2018

College : Bohol Island State University Bilar Campus

: Zamora, Bilar, Bohol

III. ACHIEVEMENT

: Cookery NCII holder

: Housekeeping NCII holder