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Research Article

Sustainable Tourism Development in Boracay Island, Malay, Aklan

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ABSTRACT

Sustainability is regarded as a critical goal in tourism planning and development. Boracay Island has faced challenges and deterioration as a result of rapid growth in tourism without proper planning and management, leading to its six-month temporary closure on May 8, 2018. Through qualitative interviews with key stakeholders, this paper aims to investigate the sustainable tourism development of Boracay Island, Malay, Aklan. Yin's data analysis and procedures were used to create a single case study design. Data was gathered and analyzed using interviews, observations, and data reviews. The study included twenty (20) key informants who were chosen at random. The study's conclusive report yields benefits and costs in three areas: first, economic characteristics of tourism benefit communities and improve the island's economy. However, the island's high cost of living rises, causing inflation. Second, in terms of the environment, its natural resources have been harmed in part by members of the local immigrant and business populations, but they will recover as a result of the recent national and local government efforts to restore the island's ecology. Third, in terms of social structure, improved infrastructure such as good housing and roads create better living conditions for residents. Nonetheless, tourists' influence on the social culture of Boracay Island's young residents is enthralling. The study's output is a theory on sustainable tourism development that will help future research on similar topics and improve the socio-economic quality of life.

Keywords: Sustainable tourism, Tourism development, Boracay Island

Background

Travel and Tourism accounted for 27.4 percent of the country's gross domestic product in 2018 (PAPI, 2019) while its employment

contribution in the country was estimated at 5.4 million or 13.0 percent in 2018 (Philippine Statistics Authority, 2019). The Philippines as a developing country capitalize on tourism as the

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vehicle in bridging the gap between poverty and progress. The industry has been growing over the years that impacted the lives of many Filipinos through the livelihood and opportunities it created. In the Philippines, Boracay Island is blessed by the growth of the tourism industry. This dumbbell shaped-like island is considered as the gem of tourism not only in the Philippines but also in the world (Limates, 2013). For centuries the island had been in obscurity. The backpackers discovered its grandeur that resulted in sporadic mass tourism development that tolls on the environment. Boracay Island reached an all-time high, spiraling trend in the influx of tourists from 1.4 million in 2014 to 2 million in 2017. Due to the rising desire to cater to the island's growing tourist population, company owners failed to observe environmental laws, resulting in pollution and degradation (DENR-ERDB, 2018). Efforts had been made in the past to remedy these difficulties.

President Ferdinand E. Marcos issued Proclamation No. 1801 proclaiming various islands, coves, and peninsulas in the Philippines. During this time, no development or construction projects of any kind were permitted within the zones without the President's prior approval, based on the recommendation of the Philippine Tourism Authority. Along with this, a Letter of Instructions No. 1298 establishes the Inter-Agency Committee with the Philippine Tourism Authority to regulate undesirable activities such as drug use, prostitution, illegal shell and coral gathering, and other illegal acts, as well as to preserve the island's pristine beauty and natural attractions. President Joseph E. Estrada issued Executive Order No. 6, establishing the Aklan Provincial Tourism Special Development Project Task Force (APT) upon his election. Reversing the situation by transforming Boracay Island into a beautiful and sustainable green tourism island destination that specializes in the rapidly growing ecotourism market necessitates an honest assessment of the issues. The entire world was shocked when, on February 9, 2018, President Rodrigo Roa Duterte declared Boracay Island a "Cesspool" and closed it to tourists for six months under Executive Order No. 53, s. 2018 for rehabilitation and reversal of its degradation

Aims of the Study

This paper aims to explore the sustainable tourism development of Boracay Island, Malay, Aklan. Specifically, it sought to answer the following sub-problems:

1. What are the experiences of the key informants relative to the ongoing sustainable tourism development in Boracay Island in terms of Infrastructure; Economic; Environment; Governance; and Socio-cultural aspects?;
2. How do the stakeholders or key informants react to the government programs on the rehabilitation of Boracay Island in terms of infrastructure, economic, environmental, governance, and socio-cultural aspects?;
3. What are the effects of the ongoing rehabilitation of Boracay Island on the stakeholders?;
4. What are the gaps and challenges in sustainable tourism development in Boracay Island?;
5. What are the other perceived factors that can further facilitate the sustainable tourism development of Boracay Island; and
6. What new theory for sustainable tourism development for Boracay Island may be proposed based on the findings of the study?

Methods

This study used a single case study method with a qualitative analysis to investigate data from key informants' experiences with sustainable tourism development on Boracay Island. According to Creswell (2007), qualitative research is not meant to be generalizable. The use of purposive sampling reduces the findings' generalizability. He also revealed that qualitative research prioritizes the experiences of a few people to assume components of a phenomenon involving many people. In this study, the researcher concluded that, while generalization is not applicable, the reality of interest resides in the key informants. Furthermore, when: a) the firm answers the questions "how" and "why"; b) the behavior of the subjects being studied cannot be manipulated; c) we want to cover the contextual conditions of the phenom-

enon relevant to the study; or d) the boundaries of the circumstance and the phenomenon are not clear (Yin, 2003).

A case study, according to Creswell and Poth (2018), is an existing reality as a human being, a small group, an association, or an enterprise that allows the researcher to investigate the lived experiences of individuals or organizations, from less intricate to intricate interventions, interactions, activities, and a group of people (Yin, 2003). As a result, it is frequently known that case study is a flexible type of qualitative investigation best suited for a broad and thorough analysis of intricate issues in context (phenomenon, event, situation, organization, program, individual, or group) where periphery among context and issue is ambiguous and covers various factors (Creswell, 2014; Flyvbjerg, 2011; Merriam, 2009; Simons, 2009; Stake, 2006; Yin, 2014). The ongoing Boracay Island Government Rehabilitation Program for tourism development and sustainability is used as a case study in this study. The Boracay Inter-Agency Task Force, Boracay Island residents, tourism industry practitioners, associations, media, local and foreign tourists, and academia comprise the study's bounded system.

Research Philosophy

Researchers' ontological positions are subjective and based on an interpretivist epistemology. The goal of the interpretivist paradigm is to comprehend the subjective world of human experience (Guba & Lincoln, 1989).

Research Setting

The case study was conducted on Boracay Island in Malay, Aklan, from November 2019 to February 2020. The island is located in the Western Visayas Region, northwest of Panay. Boracay Island has a land area of 1,006.64 hectares and is shaped like a boot. This island is 7 kilometers tall and 500 meters wide. From hundreds of years of obscurity, the island has been known to tourists that resulted in sporadic growth and development. Its panoramic view brought the local and international tourists to mesmerize with its grandeur. The island significantly contributed to the area of the economy not only in Aklan but in the country.

Key Informants and Sampling

The study's key informants included the TIEZA Chief Regulator, the Resident Engineer of the DPWH, the General Manager of Hotel and Restaurant, the Head of the DTI – Aklan, the Undersecretary of the Department of Tourism, the President of the Boracay Water Sports Association, an Australian tourist, the Deputy Ground Commander of the National Task Force, the CENRO Officer of the DENR – CENRO Boracay, the Chairman of the Boracay Foundation, and Local Tourist from Manila, Principal and ICT District Coordinator of Malay, Aklan, Manager/News Anchor of YES FM Boracay, Assistant Principal and Boracay Island Resident, Former PNP Chief, Head of Municipal Social Welfare and Development, Chair on Tourism and Environment of Sangguniang Bayan in LGU-Malay, Head of Municipal Planning Development Office, and Member of Manocmanoc Barangay Council. To gather the necessary information for the case study, purposeful sampling was used. The researchers choose individuals and locations for the study based on purposeful information and understanding of the research problem and phenomenon being studied (Creswell and Poth, 2018). Trochim, Donnelly, and Arora (2016) concluded that purposive sampling is dependent on the type of participants that a researcher seeks. It is used to describe a specific type of person. The Boracay Inter-Agency Task Force, Boracay Island locals/residents, tourism and hospitality practitioners, associations, media, local and foreign tourists, and academe were the study's informants. The participants were chosen using the following criteria: President Rodrigo R. Duterte's Executive Order No. 53 series, issued on May 8, 2018, specifies the composition of the Boracay Inter-Agency Task Force. Boracay Island residents/locals for at least 5-15 years. Age at most 65 years old; Actively engaged in any private business and non-governmental organizations on Boracay Island; Member of the local media practicing on Boracay Island; Local and foreign tourists visiting Boracay Island and held the position in the academe on the island.

Data Gathering Instrument

The main data collection instrument in this study was an interview guide, specifically a

semi-structured interview guide containing questions to be asked of key informants. This aided the researcher in directing the communication toward the topic and issues that he wished to discuss. The interview schedule or interview guide was tested and validated by two (2) experts on Boracay Island, who also happened to be the study's key informants, and have a reliability level of 3.15. The approved domains of inquiry were used to construct and draft the interview guide.

According to Aurini, Heath, and Howells (2016), interviews, as an investigative tool, allow a researcher to delve deeper into ideas and gain a better understanding of the participants' points of view. The researchers utilized the semi-structured open-ended interview guide. To ensure its privacy, interviews were conducted in a bias-free environment for 30-45 minutes, depending on the appointment given by each participant. Furthermore, document analysis was a useful tool used during the triangulation with key informant interviews. Denzin, as cited in Aurini et al. (2016), triangulation as a data collection method "means combining methods such as interviewing, surveys, and observation across times and places to offer multiple perspectives" (p. 64). The Boracay Environmental Master Plan (BEMP), Boracay Island Comprehensive Land Use Plan Volume I and 2, the Tourism Master Plan crafted by Pelino Palafox, and the Medium Term Boracay Action Plan were used to deepen and provide more information about tourism development and sustainability of Boracay Island.

Procedures of Data Collection

Before the conduct of the study, the researchers obtained permission from the Dean of the Center for Advanced Studies, the Office of the Municipal Mayor of Malay, Aklan, the Office of the Deputy Ground Commander of the Boracay Inter-Agency Task Force, and the various offices of participants. Following that, the researchers collect the data using the interview guide.

First and foremost, the key informants were given the interview guide and they were given ample time to read and re-read the instrument. The researchers read and explained the purpose of the interview to the key

informants. The researchers determined a hypothetical number of key informants; however, when the researcher felt that the answers were nearly identical, the researcher stopped the interview process, indicating that the saturation point had been reached. As a result, once the researcher had reached saturation, there was no need to interview any more informants. The interview lasted between 30 and 45 minutes, depending on how quickly the key informants responded to each question. The interview was conducted at the preferred time of the key informants in a biased-free environment. The participants were encouraged to speak freely and to express their opinions without coercion or pressure from the researchers. For the participants to provide their detailed narratives, an open-ended question self-made constructed semi-structured interview guide was used. As a result of their responses, the researchers were able to delve deeper by asking probing questions as a means of follow-up. Furthermore, the researchers assessed using basic skills such as observation and questioning. After each interview, the researchers reminded the participants of the need for a second contact with them to discuss the study findings and ensure that these findings reflect their perspectives.

A recorder was used during the interviews, and each interview was held outside the informants' homes to avoid apprehension. Only the researchers had access to the recordings. The recordings were destroyed once the necessary information had been gathered, transcribed, coded, clustered, and themed to ensure the confidentiality of each interview. The analysis and interpretation came next. There are four compelling reasons why this study's primary data source will be interviewed. First, qualitative interviews are appropriate when "studying people's understanding of meaning in their lived world" (Kvale, 1996, p. 105). Second, when the purpose of the interview was to learn what was in and on someone else's mind, "We interview people to find out from them, those things we can't observe" (Patton, 1987, p. 196). Third, qualitative interviews generated detailed descriptions of the subject under investigation, allowing readers to make informed decisions about the study's applicability (Merriam, 2002). Finally, the interview allowed

for the triangulation of information obtained from other sources, increasing the credibility of the study findings (Emerson, Fretz, & Shaw, 1995; Merriam, 2002; Stake, 1995).

Documents Review. In this study, interviews were the primary method of data collection, with additional information gathered and reviewed in archives. Documents were reviewed to clarify or substantiate the statements of participants (Glaser & Strauss, 1967), as well as to provide a detailed description of the case (Esterberg, 2002; Merriam, 2002). Executive Order No. 53; Medium-Term Boracay Action Plan 2018-2022; Comprehensive Land Use Plan of LGU-Malay; Malay, Aklan Public-Private Partnership (PPP) Code; Reports from DENR – Command Center Boracay Island; and Master Plan for Boracay Tourism prepared by Architect Felino “Jun” Palafox and Associates were reviewed.

Data Sources. The use of multiple data sources is a distinguishing feature of case study research, a strategy that also improves data credibility (Patton, 1990; Yin, 2003). Documentation, archival records, interviews, physical artifacts, direct observations, and participant-observation were all used as data sources in this study. In contrast to other qualitative approaches, case study research allows investigators to collect and integrate quantitative survey data, allowing for a more holistic understanding of the phenomenon being studied. Data from these various sources are then converged in the analysis process rather than handled individually in the case study. Each data source is a piece of the "puzzle," and each piece contributes to the researcher's overall understanding of the phenomenon. As the various strands of data are braided together to promote a better understanding of the case, this convergence strengthens the findings. Although the opportunity to collect data from various sources is extremely appealing due to the rigor associated with this approach, there are also risks. One of them is the collection of massive amounts of data that must be managed and analyzed. Often, researchers become "lost" in the data. A computerized database is used to organize and manage the massive amount of data to bring some order to the data collection.

Data Analysis and Interpretations. The type of analysis that will be used will be determined by the type of case study. Yin (2003) provides a brief overview of five analysis techniques: pattern matching, linking data to propositions, explanation building, time-series analysis, logic models, and cross-case synthesis. Stake (2006), on the other hand, defines categorical aggregation and direct interpretation as types of analysis. This study employs Yin's (2003) pattern matching by comparing the two patterns to see if they match (i.e., are the same) or do not match (i.e., that they differ). Pattern matching is the central procedure of theory testing with cases. This testing entails comparing an "observed pattern" (a pattern of measured values) to an "expected pattern" (a hypothesis) and determining whether these patterns match (resulting in hypothesis confirmation) or do not match (resulting in a disconfirmation). The expected pattern must be precisely specified before the matching takes place (as opposed to pattern recognition, which is a procedure by which theory is built).

By pointing out two main types of pattern matching in theory testing, Robert Yin (2003) revealed that pattern matching is the most ideal systematic approach in case study research, (a) the pattern in a non-equivalent dependent variables design (in which the initially predicted value must be found for each element of a pattern of dependent variables) and (b) the pattern in a non-equivalent independent variables design (in which the initially predicted value must be found for each element of a pattern of independent variables). A pattern derived from a typological or configurational theory in management is an example of the latter. Yin goes on to say that pattern matching in the design of the dependent variable should be rigorous, especially if the hypothesis is disproven, even if only one variable of the pattern fails to behave as predicted. He does, however, recommend a different approach for the design of the independent variable. Yin emphasized that different expected patterns of independent variables should be developed, each based on a different and mutually exclusive ("rival") theory, and that the case study's goal would be to determine which of the rival patterns has the greatest overlap with the observed one.

Another complication in this approach is that Yin provides some examples in which the rival pattern does not represent a real (theoretical) explanation but rather a version of a null hypothesis.

According to Esterberg (2002), the researcher should become acquainted with data, with the primary goal of immersing oneself in interview transcripts being to load up the researcher's memory with the collected data. Creswell's (2009) Six Steps Data Analysis Process was used in this study. Although these steps are described in a linear order, Creswell described data analysis as "an interactive practice." That is, following these steps has a recursive element to it. The procedure is more than just a static, but linear, order of analysis:

Step 1: Compile and organize the data for analysis. At this point, the researcher went over the interview audiotapes and converted them into word document transcripts.

Step 2: Go over the data. Throughout this process, the researcher began to familiarize himself with the collected data by reflecting on the overall meaning of the narratives to gain a general sense of the information and ideas that the participants would convey.

Step 3: Begin a detailed analysis of the coding process. Creswell's procedure of organizing the material into segments by taking the text data and segmenting sentences into categories was followed. The researcher labeled those categories with terms based on the actual language from the informants.

Step 4: Using the coding process, create a description of the setting or people, as well as data analysis categories. This process was used by the researchers to generate codes for the descriptions, which led to the generalization of a small number of categories or themes. The themes that emerged and were gathered from the various cases into a general description for this bounded case were then examined.

Step 5: Plan how the themes' descriptions will be represented in the qualitative narrative. The researchers weaved the emergent themes into narrative passages so that the findings flowed logically from the responses of the participants.

Step 6: Interpret the data's meaning. Creswell recognizes that a researchers'

background is just as important as researchers' adherence to a theoretical lens in the meaning-making process. During the interpretation process, the main researcher's experiences as a Boracay Island resident, a former employee of the hospitality industry in Boracay Island, and currently the Local Economic Investments Promotion (LEIPO) Officer of LGU - Malay, Aklan, who has jurisdiction over Boracay Island, informed of any understanding of the participants' stories, as well as to convey the participants' perspectives. The emphasis was on what they were saying, the conclusions they reached, and their plans for future practice. The themes that emerged from this study are directly related to the researcher's awareness of the healthy tension between the researcher's own biases and the meaning-making processes of the participants. About the document analysis, a separate discussion would support the tourism development phenomenon and how it can be sustainable.

Research Ethics

Protection of human rights. The ethical principles were used and guided by the researchers at all times throughout the study. Respect for persons, beneficence, and justice were three basic principles that served as a guiding light for the researcher throughout this research. To show respect, the researchers treated the individuals as autonomous and provided them with the highest level of protection. When it comes to beneficence, ethics is always demonstrated to the participants by ensuring their overall well-being. Finally, the principle of justice was applied to the key informants by observing the principle of "fairness in distribution" or "what is deserved." To further promote justice, the following things were observed: (a) an equal share for each person, (b) a share for each person based on individual need, (c) a share for each person based on individual effort, (d) a share for each person based on societal contribution, and (e) a share for each person based on merit.

Risk-benefit assessment. In the conduct of the study, the researchers acknowledge that there are risks as well as benefits that accrue to the participants in the study. Foremost, the participants have likely experienced the loss of

time, the feeling of apprehension as well as discomfort when they participated in the proposed research process, and they were hesitant to decide whether to participate. Key Informants might think that it was a disturbance to their work or it could be cumbersome to them. They need enough time to participate because some people do not like to listen and do not like to answer questions. Others were willing to participate but needed more time to finish the interview. Instead of finishing the interview that day, they tend to finish it the next day. They may experience fatigue while searching for comments and suggestions, but they will be unable to immediately compose their thoughts or share their opinion because the majority of them are preoccupied with their major work activities in their offices. Some were hesitant to provide accurate information because they were concerned that telling the truth would jeopardize their job status, making them fearful of future problems or entanglements. There is also stress in recalling traumatic or stressful events during a specific activity, which causes some level of suffering among participants and necessitates an extended period of flashbacks. Recalling is a part of data collection. This process causes them to experience boredom, mental discomfort, and anxiety. Even so, they would be able to express their concerns, gripes, and so on through their comments and suggestions. They are also excited to be a part of the study. This made them feel at ease and satisfied because they could assist the researcher by providing various data points as the basis for the researcher's recommendations.

Content, comprehension, and documentation of informed consent. A semi-structured interview guide was created to help gather relevant data for this study. This served as the foundation or guide for conducting interviews with key informants. It gives key informants enough information about the study to allow them to make an informed, voluntary, and rational decision to participate. The researchers informed them of the time and type of data required for the study, as it will be an important area of reliable research.

At the start of the study, the researchers and key informants established a flow to address issues related to the sustainable tourism

development of Boracay Island for data management. It was completed to save time and effort. The importance of the data produced and preserved in a clear, usable format was explained to the participants. These also include the study objectives, as this is the primary reason that participants can clearly understand the research studies as well as the procedures for data collection. A well-described data collection process has been emphasized in any innovative treatment to make them understand that the data collection procedure is one of the most important stages in researching to have the best research design. Furthermore, to avoid difficulties in the study, the key informants were made aware of the nature of the commitment or a timeframe to monitor the expected time commitment at each point of contact and the number of contacts within the given period. The researcher assigned the committed schedules, and the participants were informed of how they were chosen during the selection process, as well as the number of people who would participate. They were informed that no one is sponsoring the study because it is the proponent's voluntary research. Concerning the risks and benefits that would be accrued, participants were advised to clearly understand the risks that could jeopardize the achievement of one or more objectives, as well as the specific benefits that can be obtained. Furthermore, they were given information that was beneficial to them as well as an appropriate alternative treatment procedure that was beneficial to the study. Concerning the study's compensation, participants were informed that the study did not involve any monetary transaction and did not compensate individuals who participated in the research. They were also given the assurance that the management study's confidentiality or privacy would be protected, as well as its secrecy. Anent to this, the study's participants were informed that voluntary informed consent was required for a subject's participation. Participation in this study was entirely voluntary, and failure to volunteer would result in no penalty or loss of benefits. In addition, prospective participants were informed that once they consented, they had the right to withdraw from the study or withhold any specific piece of information. Furthermore,

the researcher has informed the participants that if they have any questions or concerns about their role or rights, they should seek information, provide input, or file a complaint about this study. The researcher also informs the participants of who they can contact if they have any further questions, comments, or complaints.

Permission to access private information. Before conducting the interview, the researchers obtained permission and authorization from the Dean of College of Management, Business, and Accountancy, Ground Commander of the Boracay Island Inter-Agency Task Force, the Acting Municipal Mayor of Malay, Aklan, and the heads of offices to access private information from the participants. Access to Private Information authorization was obtained separately and will not be included in the Consent Form. Furthermore, the participants were thoroughly briefed on the authorization. According to the Consent Form, the researcher was the only person authorized to access any study information for the University's use only.

Confidentiality procedures. Confidentiality and privacy were strictly adhered to. Measures and guarantees are required to protect the privacy and confidentiality of participants' information, as specified in data collection methods, including data protection plans. It is critical to maintaining the confidentiality of all information to protect the study's participants and management at all levels. To ensure the confidentiality of the study's participants, codes and anonymity were assigned to the study's area. In addition, the key informants were informed that their names would not be mentioned in the final presentation or manuscript of the research paper to maintain confidentiality at all times.

Debriefings, communications, and referrals. The researchers felt that debriefings, communications, and referrals were unnecessary during and after the study because no participant experienced stress while recalling traumatic or distressing events, causing them to become weak due to flashbacks and the recall of embarrassing moments. In addition to being gracious and polite, the researcher asks questions in a very tactful manner. Following the

completion of data collection, a debriefing was held to allow participants to air their concerns, complaints, or even gripes. If a psychologist is available for the participants, the researcher will make contact with them. Communicating with them is a huge help in recovering what happened in the past and making them more effective in their studies.

Conflict of interest. The researchers declared no conflict of interest because the interview was conducted through a third party to avoid any unfavorable feelings, apprehension, or whatever, despite being a stakeholder, resident, and LGU-Malay employee. The key informants were informed that participation is entirely voluntary and that no penalty will be imposed for those who do not respond, implying that there will be no coercion during and after the study's completion.

Incentive or compensation. Given that the research only entails answering questions from an interview guide, no incentives or compensation have been provided to study participants.

Researcher's Reflexivity and Trustworthiness. As part of the qualitative research design, this study used a reflexive journal in which the interviewer logs the details of how he may be influenced in the questioning and proving of each interview. The diary made the interviewer more aware of his prejudices and subjectivities, while also better informing the researcher about the impact of these influences on the credibility of the research findings. In qualitative research, trustworthiness defines quality criteria in terms of credibility, transferability, dependability, and confirmability (Lincoln and Guba, as cited by Triharne and Riggs, 2015). Trustworthiness was established in this study through qualitative data collection, analysis, and interpretation. Triangulation was used to demonstrate that the findings of the research study are plausible (Nowell, et.al, 2017). Furthermore, data triangulation was used in this study, with data from five sources: 1) Documents such as President Rodrigo R. Duterte's Executive Order No. 53 and other Presidential Proclamations and Letters of Instruction, Medium-Term Boracay Action Plan 2018-2022, Comprehensive Land Use Plan of LGU-Malay, Malay Public-Private Partnership (PPP) Code, Aklan, Medium Term Boracay Action Plan, and

The Master Plan for Tourism crafted by world-renowned architect, Architect Felino “Jun” Plafon, Jr. and Associates, 2) online website records, such as those found on the Department of Tourism's (www.dot.gov.ph) and the Department of Environment and Natural Resources (www.denr.gov.ph) websites (www.denr.gov.ph), 3) in-person interviews, 4) direct observations, including the researcher's narrative log (transcription), observation and photo journals, and artifacts such as newspaper and magazine clippings. A detailed description of the findings demonstrate transferability. The data collected from participants ensure the study's dependability. Confirmability is reflected in the data interpretation of the data-driven findings. To provide a rationale for the decision, the researcher created an audit trail that highlighted procedures in the data analysis. This contributes to the argument that the findings accurately represent the responses of key informants.

Results and Discussion

Aim Number 1. What are the experiences of the key informants relative to the ongoing sustainable tourism development in Boracay Island in terms of Infrastructure; Economic; Environment; Governance; and Socio-cultural aspects?

The informants opined and keenly experienced that infrastructures such as the drainage system, sewer asset realignment, and 21-kilometer long with 12 meters width path walks and drainage road networks were gradually implemented very satisfactorily.

According to the informants, economic development is being implemented satisfactorily because it funds government programs, projects, and activities, sustains livelihoods/jobs for locals/residents, empowers locals/residents of the island by establishing a business, sending their children to private schools, and nearby colleges, building their own houses and purchasing property in neighboring countries.

The key informants to environmental phenomenology had very positive experiences with the ongoing government rehabilitation program in terms of air quality, water quality, road widening and expansion, drainage system

alignment, coastal condition, flora and fauna, and water sports activities.

It revealed that there is an improved state of livability on the ecological system of tourists, locals, and nature regarding the surrounding air, sea, land, and drinking water, including sanitation and pollution mitigation, which included the following events: coastal protection and conservation, solid waste management, community cleanliness, local environmental laws, and ordinances.

The national governance, laws, and policies implemented as followed by the province of Aklan and the Municipality of Malay show satisfactorily implemented in its administration and management of resources, particularly in terms of how they plan and implement the various programs and projects as services to the people with the generation and expenditure of funds by the province of Aklan and the Municipality of Malay.

The key informants mostly discuss the reasonably well-implemented socio-cultural aspects of Boracay Island's peace and order situation, residents' health conditions, locals' food needs, education and acculturation, and social services. Furthermore, the socio-cultural aspect had an impact on their lifestyle, culture, values, and parties as a result of their extensive exposure, high cost of living, unequal wealth distribution, displacements and in-migration, and tourism leaks to LGU-Malay as perceived by residents/locals. It is critical to the long-term socio-cultural development of the residents and locals.

Aim Number 2. How do the stakeholders or key informants react to the government programs on the rehabilitation of Boracay Island in terms of infrastructure, economic, environmental, governance, and socio-cultural aspects?

The key informants' experiences with ongoing tourism development in terms of infrastructure, economic, environment, governance, and socio-cultural aspects revealed that infrastructure development is being implemented very satisfactorily; economic development is being implemented satisfactorily; environmental development is being implemented satisfactorily, and governance development is being implemented satisfactorily.

Aim Number 3. What are the effects of the ongoing rehabilitation of Boracay Island on the stakeholders?

The implementation of the government rehabilitation project is well done; the effects of the government rehabilitation are well done, and other factors that promote sustainable tourism development are well done.

Aim Number 4. What are the gaps and challenges in sustainable tourism development in Boracay Island?

The following gaps and challenges were identified: Lax Policy Implementation, Slow Treasury Fund Release, and Ease of Doing Business on the part of the LGU – Malay; Inadequate Tourist Services, Transportation, and High Cost of Living, and Stakeholders are concerned about tainted values, a noisy environment, and a hospital that lacks medical equipment, medicine, and competent medical personnel.

Aim Number 5. What are the other perceived factors that can further facilitate the sustainable tourism development of Boracay Island?

Among the perceived factors that can facilitate the sustainable tourism development of Boracay Island are the formation of the Boracay Inter-Agency Task Force (BIATF), which did proper planning, received adequate funding, was guided by the strong political will of all government agencies, and had active cooperation and collaboration from stakeholders.

Conclusion

According to the findings, the ongoing tourism development of Boracay Island is well implemented in terms of government rehabilitation projects, the effects of rehabilitation on stakeholders, and other factors such as the formation of a Task Force, proper planning, adequate funding, strong political will, and active participation of stakeholders. However, gaps and challenges such as lax policy implementation, slow treasury fund release, and ease of doing business have resulted in issues with tourist services, transportation services, high cost of living, corrupted values, a noisy environment, a lack of hospital facilities, medicine, and competent personnel, a lack of public access to the beach, high prices of basic commodities, and a lack of housing facilities.

Recommendation

The researchers proposed a theory for Boracay Island's Sustainable Tourism Development, which can be found in the Appendix. This theory is intended to address the issues in Boracay Island tourism to improve the current state of the industry and ensure its long-term development. When this is realized in the future, it will complement the current rehabilitation efforts to attract more tourists and increase Boracay Island's revenue.

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