

# Exploring the Local Tourism Industry of San Lorenzo Ruiz Camarines Norte: A Closer Look at Their Economic Contribution

Norielyn C. Redondo, Dr. Rosalie A. Almadrones

Graduate School, Camarines Norte State College

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## ABSTRACT

This study aimed to describe the local tourism industry of the Municipality of San Lorenzo Ruiz, Camarines Norte along accessibility, brief description of site/attraction, carrying capacity, facilities and activities, portfolio classification and waste disposal. This study also determined the economic contribution of local tourism industry to employment as perceived by cottage owners, resort owners, jeepney drivers and small businesses. This study utilized quantitative method with descriptive design of research. Purposive sampling was employed in this study which involved a total of 76 respondents which of composed of nine (9) resort owners, five (5) cottage owners, twenty-seven (27) jeepney drivers, and (35) owners of small business located near the seven barangays namely Barangay Daculangbolo, Laniton, Dagotdotan, Mampurog, Maisog, Maisog, Matacong and San Isidro where tourist destinations located. Furthermore, a survey questionnaire was used to gather all the pertinent data for this study. The survey questionnaire is a researcher made questionnaire. The information collected in this research was evaluated and explained using several statistical methods and tools. Descriptive statistics were utilized to assess the data within this research. The description and objectives of local tourist destinations were investigated through secondary document analysis to address the first objective. Additionally, frequency counts and weighted means were applied to analyze and present data from the raw information which intended to determine the local tourism industry contribution to employment as perceived by the cottage owners, resort owners, jeepney drivers and small businesses. This second (2) statement of the problem was examined through the use of survey questionnaire. Findings reveled that tourist destinations that can be found in the municipality of San Lorenzo Ruiz are accessible to tourists. Moreover, in terms of carrying capacity, Mampurog River exceed carrying Capacity during Holy Week Season; The local tourism industry's contribution to employment further describes that jeepney drivers, small businesses, cottage owners and resort owners strongly agree that there are more jobs and employment opportunities at peak season with the highest weighted mean of 4.88, 4.40, 4.71 and 4.50, respectively. The researchers recommend that the Municipal Tourism Council of San Lorenzo Ruiz Camarines Norte may identify various projects in the next implementation year to improve the tourism facilities and infrastructures of different tourist destinations; The researchers recommend to the Municipal Tourism Council to have appropriate monitoring and evaluation committee and may conduct surprise ocular inspection in different tourist destinations during peak season; and also the Municipal Tourism Office may enhance the marketing of the tourist destinations with the use of social media;

**Keywords:** Local Tourism Industry, Local Tourist, Small Businesses, Cottage Owners, Resort Owners, Employment

## INTRODUCTION

The idea of people traveling to other places—domestically or internationally—for leisure, social, or professional reasons is connected to the tourism industry. It is closely related to the hotel, hospitality, and transportation industries, and most of it is focused on keeping travelers satisfied, entertained, and provided with what they desire while they are away from home (Barten & Ward, 2017). The global economy benefits greatly from the tourism industry. Developed and large growing economies alike heavily rely on the tourism sector (Loss, 2019).

One of the dynamic elements that supports overall national economic growth is the tourism sector, which reaches out to all areas of the nation and continuously generates a large-scale exchange in trade and commerce in every province and municipality through to the uniquely remarkable marketing tourism services and programs that their location specifically processes (Executive order 29 s. 2022 of SLR). Tourism is essential because of the benefits it provides as well as its role as an economic sector that generates demand as well as opportunity for many other sectors. Tourism not only promotes greater economic activity, but it also provides more jobs, revenue, and plays an important part in growth (Delhi, 2014). Tourism can have a positive impact on local economic development (LED), leading to poverty reduction in destination towns and countries (Tatsuji & Rivero, 2009). Tourism not only leads to economic growth, but the opposite may also be true: revenue generation encourages tourist. Tourism, as an industry, differs from typical ideas of what an industry is. Another unintended consequence of tourism has been environmental challenges. This frequently leads to underdevelopment of other industries that rely on the same natural resources. As a result, economic development may be hampered (IvyPanda, 2020).

San Lorenzo Ruiz is a fifth (5<sup>th</sup>) class municipality located at the southern part of the province of Camarines Norte. It is bounded on the east by the municipalities of Basud and Daet, on the west by San Vicente & Lupi, Camarines Sur, on the North by Daet and on the South by Lupi. The local Government Unit was created by the virtue of Republic Act 6144 enacted by the Congress on November 8, 1970 as the Municipality of Imelda with seven (7) barrios Daculangbolo, Laniton, Langga, Maisog, Dagotdotan, Mampurog and Matacong taken from Daet and five (5) barrios San Isidro, San Antonio, San Ramon, Manlimonsito and Salvacion from Basud. These 12 barangays comprise of total land area of 20,000 hectares or 200 square kilometers. On February 10, 1989 Congress enacted republic Act 6708 changing its name to San Lorenzo Ruiz in honor of the first Filipino Saint. Latest population data is 14,798 inhabitants in 3,534 households as of CY 2022 CBMS survey of 12 barangays namely: Barangay Daculangbolo, Laniton, Langga, Dagotdotan, Mampurog, Maisog, Matacong, San Isidro, San Antonio, San Ramon, Manlimonsito and Salvacion.

The area is primarily agricultural, with coconut and pineapple (Formosa species) being the main products. The majority of the population rely on farming for a living. Fruits, rice, and other diverse crops are also grown. Handicrafts made from abaca fibers, rattan, tiger grass (walistambo), and other natural materials can also be found in the area. The Municipality has a good source of drinkable water, which is already being used by numerous Barangays.

In the development plan of the municipality of San Lorenzo Ruiz, tourism is viewed by the constituency of the municipality as a vital feature in the socio-economic development of the area. Tourism has been recognized as an avenue that would promote development in the locality. By enhancing the potential for tourism, development opportunity for other economic concerns like agriculture, commerce, and industry will likewise be enhanced. It would therefore complement other economic development strategies. LGU SLR is an excellent tourist destination which is visited by many tourists. The number of visiting tourists before the pandemic hit for the year 2018 and 2019 are 40,772 and 43,868, respectively, while during pandemic for the year ended 2020 tourist arrivals decrease to 8,575 tourists, however, after the pandemic hit the number of tourist arrival back and increasing significantly to 23,029, 34,523, and 36,851 from year ended 2021, 2022, 2023, respectively.

Moreover, the view is strengthened by the thrust of the municipality in wanting to sustain both food and environmental security for all. Therefore, the Municipality of San Lorenzo Ruiz promotes local tourism industry. There are various potential and developing tourism sites both man-made and natural which are now rising as tourism destination for all kinds of Eco-tourism activities in the Province of Camarines Norte. Despite its rural environment as a small town, the Municipality of San Lorenzo Ruiz has established tourism-related leisure areas. As of 2023 local tourist destinations that can be found in the Municipality both man-made and nature-based are Altheas Dreamland Resort, Club Noah Eco Resort, Lavista De Mampurog, Athena's Nature Park & Resort, Cabana De Rojas, Adelaida's Native Farm and Painuman Baka Resort, Natura Verde Farm and Private Resort, Noah's Ark by Jybon, Earth farm, Dagotbolo, Mampili River, Tuo River, Nacali Falls, Mt. Labo, Rafflesia Viewing site, zipline, colgante river, Mampurog river, Maisog river, highlands and

environmental park, Ibatan falls, Angelina falls, and Nabangko falls. These tourism sites have many activities which can be offered to visitors depending on the choice of the tourist. These may include activities like trekking, mountain climbing, bird watching, camping and all kinds of nature adventure. Domestic and foreign tourists frequently visited the municipality because of rivers, falls, springs and mountains for outdoor adventures.

This once unrecognized town is already known not only to Camnortenos but other people outside the province because of its nature-given wealth of unique tourism assets and resources. As the holder of having the cleanest inland bodies of water in the Bicol region made the town popular and becomes an advantage for its tourism industry to gain distinction and recognition as Eco-Tourism area in the province of Camarines Norte.

Throughout the years, most local governments in the lower class have always had a revenue deficit. The local government unit of San Lorenzo Ruiz relies on the National Tax Allotment coming from the National Government as its source of income and funding for providing different basic services to its citizens. Therefore, the Municipality of San Lorenzo Ruiz enacted and approved on July 27, 2020 a Municipal Ordinance No. 10 s. 2020 "An ordinance prescribing tourism ecological/environmental fee and imposing penalties for violation thereof in the municipality of San Lorenzo Ruiz, Camarines Norte" amended on August 30, 2022 with Municipal Ordinance No. 6 s. 2022 "An ordinance amending and repealing some sections and sub sections of Municipal Ordinance No. 10 s. 2020 also known as SLR tourism ecological/environmental fee and imposing penalties for its violation ordinance" on section 5 policies and guidelines on collection of TEF that 50 percent gross collection derives from tourist destinations shall accrue to the LGU and the remaining 50 percent shall accrue to the Barangay wherein the tourist destinations/establishments are respectively located. The TEF collection will be used for maintenance of their respective tourist destinations while the LGU shall prioritize tourism related projects and activities. Based on the data from the accounting office of SLR the receipts from TEF showed that the revenue collection from different tourist destinations that can be found in the municipality of San Lorenzo Ruiz from year ended 2022 and 2023 are 236,240 and 447,460 respectively. It shows that it can be contributed to the revenue of the municipality and help to increase the existing economic condition of the municipality hence, this study was conducted to describe the local tourism industry in the Municipality of San Lorenzo Ruiz, assess how local tourism contribute to employment as perceived by cottage owners, resort owners, jeepney drivers and small business located near the tourist destinations of 7 barangays namely Barangay Daculangbolo, Laniton, Dagotdotan, Mampurog, Maisog, Matacong and San Isidro.

In this situation, the Local Government Unit must prioritize the programs/projects/and activities that will support the people's livelihood programs, develop other potential tourism sites, and invite investors to join forces for all plans/programs to work together and complement one another in order to achieve the common goal of development.

The LGU of San Lorenzo Ruiz shall incorporate the principles of sustainable tourism development into local tourism development plans, with a focus on the conservation of natural resources and the preservation of cultural heritage, while providing opportunities for local communities to improve their quality of life and raising people's awareness of their own cultural values in order to strengthen their culture and promote nationalism. This study additionally focuses on the importance of undertake management and preservation programs to contribute to the Municipality's economic growth as the San Lorenzo Ruiz (SLR Inland Bodies of Water) has been declared by the LGU as one of the municipal treasures and assets for economic and tourism development.

## METHODS

This study utilized both qualitative and quantitative methods of research. Descriptive method was used to determine the contribution of local tourism industry to employment as perceived by cottage owners, resort owners, jeepney drivers and small businesses near tourist destination located. The respondents of this study are the community of San Lorenzo Ruiz composed of nine (9) resort owners, five (5) cottage owners, twenty-seven (27) jeepney drivers, and (35) owners of small business located near the seven barangays namely Barangay Daculangbolo, Laniton, Dagotdotan, Mampurog, Maisog, Matacong and San Isidro where tourist destinations located, with a total of 76 respondents. In this study, the researcher employs purposive

sampling in selecting the respondents that can answer the survey questionnaire. Two instruments were used in data gathering. First, conducting document analysis on the existing documents on inventory of tourist destinations that can be found in the municipality. Second, a survey questionnaire was used to gather all the pertinent data for determining the economic contribution of local tourism industry in terms of employment. The survey questionnaire is a researcher made questionnaire.

The information collected in this research was evaluated and explained using several statistical methods and tools. Descriptive statistics were utilized to assess the data within this research. The description and objectives of local tourist destinations were investigated through secondary document analysis to address the first objective. Additionally, frequency counts and weighted means were applied to analyze and present data from the raw information which is intended to determine the local tourism industry contribution to employment as perceived by the cottage owners, resort owners, jeepney drivers and small businesses. This second statement of the problem were examined through the use of survey questionnaire.

## RESULTS AND DISCUSSION

This part presents the results and discussion of the data gathered.

Accessibility. Table 1 presents the description of the local tourist destinations in San Lorenzo Ruiz in terms of accessibility which includes the mode of transportation and estimated time to reach the destinations. Based on the documentary analysis that local tourist destinations that can be found in the municipality of San Lorenzo Ruiz revealed that the duration time from Daet going to the tourist destinations such as zipline, Hanging Bridges, San Lorenzo Ruiz Parish Church, Adelaida Native Farm and Painumang Baka Mountain Resort, and Earthfarm which will take minimum of about 25 minutes to maximum of 35 minutes from the town proper of Daet using a public transportation (I.e., transport jeepney, renting a tricycle or vehicle) or a private vehicle is reachable, and available. While, tourist destinations such as Highlands and Environmental Park and Palakata will take about 25 to 35 minutes duration of travel time from Daet bound to Barangay Matacong, with an addition of travel time of 10-15 minutes from town proper going to resettlement, tourist can use public transportation or a private vehicle. Another tourist destination is the Maisog River which will take about 25 to 30 minutes travel time from Daet bound to Barangay Mampurog, from barangay Mampurog going to Maisog River tourist can ride a tricycle which will take 5 to 10 minutes, tourist can also use public transportation or a private vehicle.

However, the duration of travel time from Daet going to the tourist destination such as Mampurog River, Lavista De Mampurog, Altheas Dreamland Resort, Club Noah Eco-Resort. which will take minimum of about 25 minutes to maximum of 30 minutes from the town proper of Daet using a public transportation (I.e., transport jeepney, renting a tricycle or vehicle) or a private vehicle is reachable and available. On the other hand, the duration of travel time from Daet going to the tourist destinations such as Natura Verde Farm and Private Resort, and Athena's Nature Park and Resort will take minimum of about 20 minutes to maximum of 25 minutes from the town proper of Daet using a public transportation (I.e., transport jeepney, renting a tricycle or vehicle) or a private vehicle is reachable and available also. While, the duration of travel time from Daet going to the tourist destinations such as Nacali Falls which will take about 25-35 minutes travel time, tourist can use public transportation or a private vehicle, addition of 2 hours and 1/2 minutes trek from zipline area.

Another tourist destination is Rafflesia Viewing Site, the duration of travel time from Daet bound to Brgy. San Isidro which will take about 45 minutes to 1 hour travel time, tourist can use public transportation or a private vehicle, addition of 3 hours jump-up from barangay proper to rafflessia viewing site. Also, Ibatan Falls the duration of travel time from Daet bound to Brgy. San Isidro which will take about 45 minutes to 1 hour travel time, tourist can use public transportation or a private vehicle, addition of 10 hours jump-up from barangay proper to Ibatan falls. However, Angelina Falls, which will take about 45 minutes to 1 hour travel time from Daet bound to Brgy. San Isidro, tourist can use public transportation or a private vehicle, addition of 12 hours jump-up from barangay proper to Angelina Falls.

Tourist destination like Nabangko Falls, will take about 45 minutes to 1 hour travel time from Daet bound to



Brgy. San Isidro, tourist can use public transportation or a private vehicle, in addition of 11 hours jump-up from barangay proper to Nabangko Falls. The Mt. Labo, which will take about 45 minutes to 1 hour travel time from Daet bound to Brgy. San Isidro, tourist can use public transportation or a private vehicle, in addition of 15 hours jump-up from barangay proper to Mt. Labo. The Mampili River, which will take about 45 minutes to 1 hour travel time from Daet bound to Brgy. San Isidro, tourist can use public transportation or a private vehicle, in addition of 2 hours walk from barangay proper to Mt. Labo.

The Spillway TUO River, which will take about 45 minutes to 1 hour travel time from Daet bound to Brgy. San Isidro tourist can use public transportation or a private vehicle, an addition of 3 hours walks from barangay proper to spillway TUO river. While, the Cabana De Rojas, which will take about 20 minutes to 30 minutes travel time from Daet bound to Brgy. Daculangbolo, tourist can use public transportation or a private vehicle. On the other hand, Noahs Ark by Jybon, which will take about 20 minutes to 25 minutes travel time from Daet bound to Brgy. Laniton, tourist can use public transportation or a private vehicle.

The data reveals that with regard with the accessibility, in general, there are public transportation available from the town of Daet going to the municipality of San Lorenzo Ruiz such as jeepneys and tricycles, or the visitors can use their own motorcycles or cars to visit the tourist destinations. Roads going to tourist destinations are passable, accessible, and reachable. In addition, there are various PPAs related to accessibility proposed in the Annual Investment Plan for the year 2024 such as construction of various FMR/tourism access roads, construction of 8km road from Brgy. Mampurog leading to Nacali Falls at Brgy. Maisog, Construction of 10km road from San Isidro leading to Angelina Falls and Rafflesia Site, Construction of 17km road from San Isidro to La Purisima Del Gallego, and road opening to TUO river. As of now there are ongoing road construction in the municipality located at Barangay Daculangbolo, Dagotdotan, Mampurog and Maisog funded by the DPWH, those ongoing roads construction are located wherein mostly tourist destinations can be found.

Table 1 Description of the Local Tourist Destinations in San Lorenzo Ruiz in terms of Accessibility

Name of Attraction / Site	Accessibility			
	Mode of Transportation	Destination	Estimated time to reach the destination (in minutes)	Location
Zipline	Transport jeepney / own vehicle	From Daet to Brgy. Matacong	25-35	Purok 2 Brgy. Matacong San Lorenzo Ruiz, Camarines Norte
Mampurog River	Transport jeepney / own vehicle	From Daet to Brgy. Mampurog	25-30	Purok 6 Brgy. Mampurog San Lorenzo Ruiz, Camarines Norte
La Vista De Mampurog River Resort	Transport jeepney / own vehicle	From Daet to Brgy. Mampurog	25-30	Brgy. Mampurog San Lorenzo Ruiz, Camarines Norte
Highlands and Environmental Park	Transport jeepney / own vehicle	From Daet to Brgy. Matacong	35-50	Purok 7 Resettlement, Brgy. Matacong San Lorenzo Ruiz, Camarines Norte
Nacali Falls	Transport jeepney / own	From Daet to	25-35	Purok 3 Brgy. Maisog San Lorenzo Ruiz, Camarines

	vehicle	Brgy. Matacong	150 jump up from barangay maisog to Nacali Falls	Norte
Hanging Bridges	Transport jeepney / own vehicle	From Daet to Brgy. Mampurog and Brgy. Matacong	25-35	Purok 6 Brgy. Mampurog, San Lorenzo Ruiz, Camarines Norte and Matacong San Lorenzo Ruiz, Camarines Norte
San Lorenzo Ruiz Parish Church	Transport jeepney / own vehicle	From Daet to Brgy. Matacong	25-35	Purok 1 Brgy. Matacong, San Lorenzo Ruiz Camarines Norte
Rafflesia Viewing Site	Transport jeepney / own vehicle	From Daet to Brgy. San Isidro	45 - 60 180 minutes jump-up from barangay proper to rafflesia viewing site	Mt Guinatungan San Lorenzo Ruiz Camarines Norte
Ibatan Falls	Transport jeepney / own vehicle	From Daet to Brgy. San Isidro	45 10 hours jump-up from barangay proper - Ibatan falls	Brgy. San Isidro, San Lorenzo Ruiz Camarines Norte
Angelina Falls	Transport jeepney / own vehicle	From Daet to Brgy. San Isidro	45-60 12 hours jump-up from barangay proper - Angelina Falls	Brgy. San Isidro, San Lorenzo Ruiz, Camarines Norte
Nabangko Falls	Transport jeepney / own vehicle	From Daet to Brgy. San Isidro	45-60 60 minutes jump-up from barangay proper - Nabangko Falls	Brgy. San Isidro, San Lorenzo Ruiz, Camarines Norte
Mt. Labo	Transport jeepney / own vehicle	From Daet to Brgy. San Isidro	45-60 15 hours jump-up from barangay proper -Mt. Labo	Brgy. San Isidro, San Lorenzo Ruiz, Camarines Norte (Jump-off point)
Mampili River	Transport jeepney / own vehicle	From Daet to Brgy. San Isidro	45-60 120 minutes walk from barangay proper -Mampili River	Brgy. San Isidro, San Lorenzo Ruiz, Camarines Norte

Spillway Tuo River	Transport jeepney / own vehicle	From Daet to Brgy. San Isidro	45-60  180 minutes walk from barangay proper to spillway TUO river	Purok 4 San Isidro, San Lorenzo Ruiz, Camarines Norte
Natura Verde Farm and Private Resort	Transport jeepney / own vehicle	From Daet to Brgy. Dagotdotan	20-25	Purok 6 Brgy. Dagotdotan, San Lorenzo Ruiz, Camarines Norte
Athena's Nature Park and Resort	Transport jeepney / own vehicle	From Daet to Brgy. Dagotdotan	20-25	Purok 3 Brgy. Dagotdotan, San Lorenzo Ruiz, Camarines Norte
Club Noah Eco-Resort	Transport jeepney / own vehicle	From Daet to Brgy. Mampurog	25-30	Purok 2 Brgy. Mampurog San Lorenzo Ruiz Camarines Norte
Cabana De Rojas	Transport jeepney / own vehicle	From Daet to Brgy. Daculangbolo	20-30	Purok 7 Brgy. Daculangbolo, San Lorenzo Ruiz, Camarines Norte
Adelaida Native Farm and Painumang Baka Mountain Resort	Transport jeepney / own vehicle	From Daet to Brgy. Matacong	25-35	Purok 3 Brgy. Matacong San Lorenzo Ruiz, Camarines Norte
Earth Farm	Transport jeepney / own vehicle	From Daet to Brgy. Matacong	25-35	Purok 1 Brgy. Matacong, San Lorenzo Ruiz, Camarines Norte
Altheas Dreamland Resort	Transport jeepney / own vehicle	From Daet to Brgy. Mampurog	25-30	Purok 2 Brgy. Mampurog, San Lorenzo Ruiz, Camarines Norte
Noahs Ark by Jybon	Transport jeepney / own vehicle	From Daet to Brgy Laniton	20-25	Purok 4 Brgy. Laniton San Lorenzo Ruiz, Camarines Norte
Palakata	Transport jeepney / own vehicle	From Daet to Brgy. Matacong	25-35  From town proper going to resettlement 20	Purok 7 Resettlement, Brgy. Matacong-Brgy. San Isidro San Lorenzo Ruiz, Camarines Norte

			minutes	
Maisog River	Transport jeepney / own vehicle	From Daet to Brgy. Mampurog	25-30  From Brgy Mampurog, ride a tricycle to Maisog River 5-10 minutes	Purok 2 Brgy. Maisog San Lorenzo Ruiz Camarines Norte
Mt. Daet	Transport jeepney / own vehicle	From Daet to Brgy. Matacong	25-35  24 hours / 3 days jump-up from barangay proper - Mt. Daet	Brgy. Matacong, san Lorenzo Ruiz Camarines Norte
Mt. Nasiete	Transport jeepney / own vehicle	From Daet to Brgy. Matacong	25-35  6 hours jump-up from barangay proper -Mt. Nasiete	Brgy. Matacong, san Lorenzo Ruiz Camarines Norte

**Brief Description of Site/Attraction.** Table 2 shows the description of the local tourist destinations in San Lorenzo Ruiz in terms of Brief Description of Site/Attraction. The tourist destinations that can be found in the municipality are zipline which is dubbed as the longest zipline in bicol with 755m long cables. The Mampurog River which is the Bicol Region's multi-awarded and 2005 national finalist for the cleanest in-land bodies of water which is popularly known as the bathing escapade and summer destinations of the province of Camarines Norte. The La Vista De Mampurog River Resort which offers the mampurog river as its main attraction. The Highlands and Environmental Park which is always fascinates every visitor with its breathtaking and panoramic view of municipalities of Vinzons, Talisay, Daet, Basud and Mercedes, with an elevation of 300 meters above sea level and an overlooking site which can be seen as far as Bagasbas Beach and Miguel Bay.

The Nacali Falls, which is in the mountainous area of the municipality that reveals the wonders of nature through its voluminous crystal-clear watercourse from springs of inner forest of the Bicol peninsula. It is best for nature lovers, hiking and trekking enthusiasts. The Hanging Bridges which are visitors feel a different kind of thrill crossing the hanging bridge while enjoying the view of the river. The San Lorenzo Ruiz Parish Church which is built in honor of the first saint Lorenzo Ruiz. The Rafflesia Viewing Site which is the world's largest flower wherein several types of rafflesia varieties can be found in the lower sloped of Mt. Guinatungan, during June or July, there is a week or two when the rafflesias are in bloom, making them a seasonal but very rewarding destination for hikers who have an interest in our unique tropical flora and fauna. Another tourist destinations are the Ibatan falls which is located in the mountainous area of the municipality that reveals the wonders of nature through its voluminous crystal-clear watercourse from springs of inner forest of the Bicol peninsula. It is best for nature lovers, hiking and trekking enthusiasts. The Angelina Falls which are a worthy side-trip if visitors are hiking/trekking to Mt. Labo, this majestic waterfall was named after the local tourist guide named Angeles "Tiyong Ani" Malate. The Nabangko Falls which is located in the mountainous area of the municipality that reveals also the wonders of nature through its voluminous crystal-clear watercourse from springs of inner forest of the Bicol peninsula. It is best for nature lovers, hiking and trekking enthusiasts.

The Mt. Labo which is perfect for hiking and trekking enthusiasts, it is a potentially active strato volcano in the province of Camarines Norte rising to an impressive height of 1544 meters above sea level. Mt. Labo in Camarines Norte is a haven of biodiversity whose roster of species include the rafflesia (*Rafflesia Manillana*) as well as the rufous hornbill (*Buceros hydroconax*). Hikers, for their part, can take delight in the challenging trails of the mountain system (it is too big to be called just a single mountain) straddling three different



municipalities, the possibilities for traverse trails, are many. The Mampili River which is located in Brgy. San Isidro, the river boasts of crystal-clear water and magnificent rock formations.

Furthermore, the Spillway TUO River which is located just adjacent to Mampili river. The Natura Verde Farm and Private Resort which is a vacation home rental located in Brgy. Dagotdotan, surrounded with lush greeneries where tropical birds abound. The Athena's Nature Park and Resort which have DOT Mabuhay Accreditation. The Club Noah Eco Resort which is an instagram worthy place, they have open cabanas where visitors can relax and enjoy the beauty and serenity of nature with DOT mabuhay accreditation. The Cabana De Rojas with pool, glamping area and rooms. The Adelaida Native Farm and Painumang Baka Mountain Resort and Earthfarm which is campsite. Altheas Dreamland Resort a resort with complete amenities. The Noahs Ark by Jybon with swimming pool, concrete cottages. The Palakata with swimming pool, glamping area and rooms available. The Maisog river it reveals the wonders of nature through its voluminous crystal-clear river. The Mt. Daet and Mt. Nasiete it is best for nature lovers. the newly developed tourist destinations which is perfect for hiking and trekking enthusiasts.

The data shown upon review of the documents that the tourist destinations in the municipality has different characteristics depending on the preferences of the tourists. In addition, San Lorenzo Ruiz is popularly known as tourist destinations in the province of Camarines Norte, there are available various characteristics of tourist destinations that can be offered to tourists, this tourist destinations aim to expand and boost tourism by giving visitors more opportunities to look into tourist destinations. The entry of the zip-line heightened the expectations of visitors. The SLR Zip-line is considered as the longest zip line in Bicol region with 755m long cables; while travelling on it, a tourist could see the magnificent mountain ranges and the nearby towns of the province, however for the meantime zip-line is not operational, the local government unit of SLR continuous looking for funding to rehabilitate the zip-line.

Table 2 Description of the Local Tourist Destinations in San Lorenzo Ruiz in terms of Brief Description of Site/Attraction

Name of Attraction / Site	Brief Description of Site / Attraction
Zipline	Dubbed as the longest Zipline in Bicol with 755m long cables
Mampurog River	Bicol Region's multi-awarded and 2005 national finalist for the cleanest inland bodies of water. Popularly known as the bathing escapade and summer destinations of the province of Camarines Norte
La Vista De Mampurog River Resort	Offers Mampurog river as its main attraction
Highlands and Environmental Park	It always fascinates every visitor with its breathtaking and panoramic view of municipalities of Vinzons, Talisay, Daet, Basud and Mercedes. With elavation of 300 meters above sea level and an overlooking site which can be seen from this vantage point, one can see as far as Bagasbas Beach and San Miguel Bay
Nacali Falls	Located in the mountainous area of the municipality. It reveals the wonders of nature through its voluminous crystal-clear watercourse from springs of inner forest of the Bicol peninsula. It is best for nature lovers, hiking and trekking enthusiasts

Hanging Bridges	Visitors feel a different kind of thrill crossing the hanging bridge while enjoying the view of the river.
San Lorenzo Ruiz Parish Church	Built in honor of the first Filipino Saint Lorenzo Ruiz
Rafflesia Viewing Site	Rafflesia is the world's largest flower. Several types of rafflesia varieties can be found in the lower sloped of Mt. Guinatungan. During June or July, there is a week or two when the rafflesias are in bloom. making them a seasonal but very rewarding destination for hikers who have an interest in our unique tropical flora and fauna
Ibatan Falls	Located in the mountainous area of the municipality. It reveals the wonders of nature through its voluminous crystal-clear watercourse from springs of inner forest of the Bicol peninsula. It is best for nature lovers, hiking and trekking enthusiasts
Angelina Falls	A worthy side-trip if visitors are hiking/trekking to Mt. Labo. This majestic waterfall was named after the local tourist guide named Angeles "Tiyong Ani" Malate
Nabangko Falls	Located in the mountainous area of the municipality. It reveals the wonders of nature through its voluminous crystal-clear watercourse from springs of inner forest of the Bicol peninsula. It is best for nature lovers, hiking and trekking enthusiasts
Mt. Labo	Perfect for hiking and trekking enthusiasts. Mount Labo, is a potentially active strato volcano in the province of Camarines Norte. Rising to an impressive height of 1544 meters above sea level, Mt. Labo in Camarines Norte is a haven of biodiversity whose roster of species include the rafflesia ( <i>Rafflesia manillana</i> ) as well as the rufous hornbill ( <i>Buceros hydrocorax</i> ). Hikers, for their part, can take delight in the challenging trails of the mountain system (it is too big to be called just a single mountain) Straddling three different municipalities, the possibilities for traverse trails are many. ( <a href="http://www.pinoymountaineer.com/2013/09/mt-labo-camarines-norte-1544.html">http://www.pinoymountaineer.com/2013/09/mt-labo-camarines-norte-1544.html</a> )
Mampili River	Located in Brgy. San Isidro. The river boasts of crystal-clear water and magnificent rock formations
Spillway Tuo River	Located just adjacent to Mampili river
Natura Verde Farm and Private Resort	A vacation home rental located in Brgy. Dagotdotan, surrounded with lush greeneries where tropical birds abound.  (with DOT mabuhay accreditation)
Athena's Nature Park And Resort	With DOT Mabuhay Accreditation
Club Noah Eco-Resort	An instagram worthy place. They have open cabanas where visitors can relax and enjoy the beauty and serenity of nature  (with DOT Mabuhay Accreditation)

Cabana De Rojas	With pool, glamping area and rooms
Adelaida Native Farm and Painumang Baka Mountain Resort	Campsite
Earth Farm	Campsite
Altheas Dreamland Resort	Resort with complete amenities
Noahs Ark by Jybon	With swimming pool, concrete cottages
Palakata	With swimming pool, glamping area and rooms
Maisog River	It reveals the wonders of nature through its voluminous crystal-clear river. It is best for nature lovers
Mt. Daet	(Newly developed tourist destinations) Perfect for hiking and trekking enthusiasts.
Mt. Nasiete	(Newly developed tourist destination) Perfect for hiking and trekking enthusiasts.

Carrying Capacity. Table 3 shows the description of the local tourist destinations in San

Lorenzo Ruiz in terms of Carrying Capacity. The maximum number of tourists which could visit in different tourist destinations in the municipality within a day for zipline 1 person per ride, Mampurog River 300 persons per day, Lavista De Mampurog River Resort 150 persons per day, Highlands and Environmental Park 50 persons per day, Nacali Falls 50 persons per day, Hanging Bridges 10 persons per ride, San Lorenzo Ruiz Parish Church 150 persons per day, Rafflesia Viewing Site 30 persons per day, Ibatan Falls 20 persons per day, Angelina Falls 50 persons per day, Nabangko Falls 20 persons per day, Mt. Labo 15 persons per day, Mampili River 50 persons per day, Spillway Tuo River 50 persons per day, Natura Verde Farm and Private Resort 100 persons per day, Athena's Nature Park and Resort 100 persons per day, Club Noah Eco Resort 100 persons per day, Cabana De Rojas 100 persons per day, Adelaida Native Farm and Painumang Baka Mountain Resort 200 persons per day, Earthfarm 100 persons per day, Altheas Dreamland Resort 300 persons per day, Noahs Ark by Jybon 150 persons per day, Palakata 100 persons per day, Maisog River 100 persons per day, Mt. Daet 20 persons per day, and Mt. Nasiete 20 persons per day.

The data means that carrying capacity is crucial to different tourist destinations in the municipality of San Lorenzo Ruiz, all tourist destinations have acceptable number of tourists to visit to avoid overcrowding in the area, protect the environment and reduce the negative impact during peak season wherein crowds of people visit the tourist destinations mostly along Mampurog and Maisog river. Based on the data from MDRRM the total arrivals during Holy Week Season for the month of April 06-10, 2023 are 19,976 tourists which is consider as peak season.

Table 3 Description of the Local Tourist Destinations in San Lorenzo Ruiz in terms of Carrying Capacity

Name Of Attraction / Site	Carrying Capacity (no. of persons per day)
Zipline	1 per ride
Mampurog River	300

La Vista De Mampurog River Resort	150
Highlands And Environmental Park	50
Nacali Falls	50
Hanging Bridges	10
San Lorenzo Ruiz Parish Church	150
Rafflesia Viewing Site	30
Ibatan Falls	20
Angelina Falls	50
Nabangko Falls	20
Mt. Labo	15
Mampili River	50
Spillway Tuo River	50
Natura Verde Farm and Private Resort	100
Athena's Nature Park and Resort	100
Club Noah Eco-Resort	100
Cabana De Rojas	100
Adelaida Native Farm and Painumang Baka Mountain Resort	200
Earth Farm	100
Altheas Dreamland Resort	300
Noahs Ark By Jybon	150
Palakata	100
Maisog River	100
Mt. Daet	20
Mt. Nasiete	20

Facilities and Activities. Table 4 shows the description of the local tourist destinations in San Lorenzo Ruiz in terms of Facilities/Activities. Available activities that can be offered to tourists by various tourist destinations that can be found in the municipality of San Lorenzo Ruiz such as Mampurog River, Lavista De Mampurog, Maisog River are swimming and picnic and the available facilities are cottages. Meanwhile tourist destinations such as Rafflesia Viewing Site, Nabangko Falls, Mt. Labo, Mt. Daet, and Mt. Nasiete offers trekking, camping, viewing, and hiking. While, Natura Verde Farm and Private Resort, Athena's Nature Park and Resort, Club Noah, Cabana De Rojas, Altheas Dreamland Resort, and Noah's Ark Resort by Jybon offers

swimming, picnic, events and gatherings and the available facilities are room accommodation and cottages. However, Angelina Falls and Ibatan Falls offers trekking, camping, viewing and hiking. Whereas, Zipline offers viewing, zipline riding and bird watching. The highlands and environmental park offer viewing, camping, and bird watching. The Nacali Falls offers swimming, hiking, and trekking. While, Hanging Bridges offer viewing and San Lorenzo Ruiz Parish Church offers viewing and workshop. The Mampili river offers trekking and swimming. However, the Spillway TUO river offers trekking, swimming and bird watching. The Earthfarm offers camping available facilities consist of room accommodation.

The data indicates that with regard to the facilities and activities that can be offered to the tourists there are established resorts in the area, also there are available cottages along mampurog and maisog river. In addition, there are various activities that can be offered to the tourists like swimming, picnic, bird watching, trekking, hiking and many more depending on the preferences of tourists visiting on the area. At present, based on the Annual Investment Plan of the Municipality of San Lorenzo Ruiz there are various PPAs that the Municipal Tourism plans to construct supplementary amenities, such as Development of St. Lorenzo Ruiz shrine grotto in SLR highland and environmental park, establishment of wildlife and zoological park in SLR highland and Environmental Park, construction of function/conference/training building at SLR highland and Environmental Park and other similar facilities, water-sports development (water rafting) in SLR Inland Bodies of water, development of outdoor sports sites/trails such as mountain bike, motocross, and trekking and environmental adventure, construction of product center/tourists/visitor's building at rafflesia area, nacali falls, and tram-line area, establishment of tourism facilities (e.g. rappelling, wall climbing), establish of sun flower farm, provision of strawberry farm at Brgy. Maisog.

Table 4 Description of the Local Tourist Destinations in San Lorenzo Ruiz in terms of Facilities/Activities

Name Of Attraction / Site	Activities	Facilities
Zipline	Viewing, zipline riding, bird watching	
Mampurog River	Swimming, picnic	Cottages
La Vista De Mampurog River Resort	Swimming, picnic	cottages
Highlands and Environmental Park	Viewing, camping, bird watching	
Nacali Falls	Swimming, hiking, trekking	
Hanging Bridges	viewing	
San Lorenzo Ruiz Parish Church	Viewing, workshop	
Rafflesia Viewing Site	Viewing, trekking, hiking, camping	
Ibatan Falls	Trekking, camping, viewing, hiking, swimming	
Angelina Falls	Trekking, camping, viewing, hiking, swimming	
Nabangko Falls	Trekking, camping, viewing, hiking	
Mt. Labo	Trekking, camping, viewing, hiking	
Mampili River	Trekking, swimming	



Spillway Tuo River	Trekking, swimming, bird watching	
Natura Verde Farm and Private Resort	Swimming, picnic, events and gathering	Cottages and room accommodation
Athena's Nature Park and Resort	Swimming, picnic, events and gatherings	Cottages and room accommodation
Club Noah Eco-Resort	Swimming, picnic, events and gatherings	cottages
Cabana De Rojas	Swimming, picnic, events and gatherings	Room accommodation
Adelaida Native Farm And Painumang Baka Mountain Resort	Camping, bird watching, swimming, picnic	Cottages/room accommodation
Earth Farm	Camping	
Altheas Dreamland Resort	Swimming, picnic, events and gatherings	Cottages/room accommodation
Noahs Ark By Jybon	Swimming, picnic, events and gatherings	cottages
Palakata	Swimming	Room accommodation
Maisog River	Swimming, picnic	cottages
Mt. Daet	Trekking, camping, viewing, hiking	
Mt. Nasiete	Trekking, camping, viewing, hiking	

Portfolio Classification. Table 5 shows the description of the Local Tourist Destinations in San Lorenzo Ruiz in terms of Portfolio Classification. The tourist destination found in the Municipality of SLR mostly identify as man-made, adventure, nature-based, pilgrimage tourism, and educational. In natural asset, San Lorenzo Ruiz is blessed by natural resources where the vicinity is ample of scenery.

The man-made/adventure asset consist of zip-line, hanging Bridges, while the man-made/nature based asset are Natura Verde Farm and Private Resort, Athena's Nature Park, Club Noah Eco Resort, Cabana De Rojas, Adelaida Native Farm and Painumang Baka Mountain Resort, Earthfarm, Altheas Dreamland Resort, Noahs Ark by Jybon, Palakata, and La Vista De Mampurog River Resort however solely nature-based tourist destinations are Mampurog River, Highland and Environmental Park, Nacali Falls, Ibatan Falls, Angelina Falls, Nabangko Falls, Mt. Labo, Mampili River, Spillway TUO River, Maisog River and the new developed tourist destinations the Mt. Daet and Mt. Nasiete, meanwhile pilgrimage tourist consist of San Lorenzo Ruiz Parish Church. However, Rafflesia Viewing Site is nature based/educational tourist destination.

The municipality of San Lorenzo Ruiz has been one of those primary tourism areas visited in the Province of Camarines Norte as the holder of the cleanest inland body of water in the Bicol region, this municipality is frequently visited by picnikers and now identified as one of tourist area in the province for its popular water resources as bathing escapade because of springs and rivers such as San Lorenzo Ruiz river especially during summer season resulted to increase on the number of visitors during peak season.

Table 5 Description of the Local Tourist Destinations in San Lorenzo Ruiz in terms of Portfolio Classification

Name Of Attraction / Site	Portfolio Classification
Zipline	Man-made /adventure
Mampurog River	Nature-based
La Vista De Mampurog River Resort	Nature-based/man-made
Highlands And Environmental Park	Nature-based
Nacali Falls	Nature-based
Hanging Bridges	Manmade/Adventure
San Lorenzo Ruiz Parish Church	Pilgrimage tourism
Rafflesia Viewing Site	Nature based, educational
Ibatan Falls	Nature based
Angelina Falls	Nature based
Nabangko Falls	Nature based
Mt. Labo	Nature based
Mampili River	Nature based
Spillway Tuo River	Nature based
Natura Verde Farm And Private Resort	Man-made and nature based
Athena'S Nature Park And Resort	Nature-based / man-made
Club Noah Eco-Resort	Nature-based / man-made
Cabana De Rojas	Man-made / nature based
Adelaida Native Farm And Painumang Baka Mountain Resort	Manmade/nature-based
Earth Farm	Manmade/Nature-based
Altheas Dreamland Resort	Manmade
Noahs Ark By Jybon	manmade
Palakata	Man-made
Maisog River	Nature-based
Mt. Daet	Nature-based
Mt. Nasiete	Nature-based

The data indicates that the different tourist destinations found in the Municipality of SLR identify as man-

made, adventure, nature-based, pilgrimage tourism, and educational tourism, ranging from the religious landmarks, natural scenic spots to man-made edifices, rivers, falls, springs, and mountains for outdoor

Waste Disposal. Table 6 shows the description of the local tourist destinations in San Lorenzo Ruiz by means of Waste Disposal. In line with the waste disposal, the available waste segregation of tourist destinations such as zipline, La Vista de Mampurog, Athena's Nature Park and Resort, Club Noah Eco Resort, Cabana De Rojas, Adelaida Native Farm and Painumang Baka Mountain Resort, Earthfarm, Noah's Ark by Jybon, Palakata, and Maisog River have segregated compost-pit as waste disposal, Meanwhile, tourist destinations such as Natura Verde Farm and Private Resort have compost-pit also as waste segregation and other garbage is taken by the garbage collector coming from the municipality of Daet. While, the garbage of Altheas Dreamland Resort is taken also by the garbage collector from Daet.

However, the garbage coming from the Mampurog River is responsible by the cottage owners and tourist. While, those tourist destinations such as San Lorenzo Ruiz Parish Church do not have waste disposal the tourist should bring their own garbage, same with the Highlands and Environmental Park, Nacali Falls, Hanging Bridges, Rafflesia Viewing Site, Ibatan Falls, Angelina Falls, Nabangko Falls, Mt. Labo, Mampili River, Spillway TUO river, Mt. Daet, and Mt. Nasiete which is government owned do not have waste disposal, the tourist cannot dispose or leave any waste or trash in ecotourism destinations, their waste should take them to the barangay proper where there is a trash can. The nature-based tourism embodied by the saying "Take nothing, but pictures; Leave nothing, but footprints".

The data show that as of now, the Municipality of San Lorenzo Ruiz do not have sanitary landfill therefore resorts and cottages provide their own waste disposal which is compost pit while there are some resorts that their garbage or waste are pick up by the garbage collector from Daet. There is a proposed sanitary landfill in the municipality but as of now there is no available land that can be purchased for the said proposed sanitary landfill. Moreover, it is crucial that the local government unit of San Lorenzo Ruiz has a plans and programs regarding where to dispose the garbage because during peak season with the influx of visitors there are a lot of garbage collected during clean up drive along the Mampurog river.

Table 6 Description of the Local Tourist Destinations in San Lorenzo Ruiz in terms of means of Waste Disposal

Name Of Attraction / Site	Waste Disposal
Zipline	Compost pit
Mampurog River	Collected by cottage owners
La Vista De Mampurog River Resort	Compost pit
Highlands And Environmental Park	Collected by the barangay
Nacali Falls	Collected by the barangay
Hanging Bridges	Collected by the barangay
San Lorenzo Ruiz Parish Church	by the tourist
Rafflesia Viewing Site	Collected by the barangay
Ibatan Falls	Collected by the barangay
Angelina Falls	Collected by the barangay

Nabangko Falls	Collected by the barangay
Mt. Labo	Collected by the barangay
Mampili River	Collected by the barangay
Spillway Tuo River	Collected by the barangay
Natura Verde Farm And Private Resort	Pick up-Daet, Compost pit
Athena'S Nature Park And Resort	Compost pit
Club Noah Eco-Resort	Compost pit
Cabana De Rojas	Compost pit
Adelaida Native Farm And Painumang Baka Mountain Resort	Compost pit
Earth Farm	Compost pit
Altheas Dreamland Resort	Pick-up daet
Noahs Ark By Jybon	Compost pit
Palakata	Compost pit
Maisog River	Compost-pit
Mt. Daet	Collected by the barangay
Mt. Nasiete	Collected by the barangay

### Perception on the Local Tourism Industry Relative to the Contribution to Employment

A total of 76 respondents were identified as respondents of the survey questionnaire. Respondents answered the questionnaires based on their perception or how they feel about the corresponding contribution of local tourism industry to employment.

Table 7 shows the perception of cottage owners, resort owners, jeepney drivers, and small businesses on the contribution of local tourism industry to employment in the municipality of San Lorenzo Ruiz, Camarines Norte, there were 20 indicators which were rated to determine the contribution to employment of the local tourism industry in the municipality. The contribution of local tourist destinations to employment is based on the respondents' perception and survey conducted.

Cottage Owners. In Table 7 presents the data reveal that cottage owners perceived that there are more jobs and employment opportunities at peak season with a highest weighted mean of 4.71. As shown in the result, the respondents strongly agree that the local tourism industry contribute to employment in the municipality of San Lorenzo Ruiz Camarines Norte during peak season. Followed by indicators that tourism industry provides opportunities to earn extra income with a weighted mean of 4.43, tourism generates employment for cottage owners, resort owners, jeepney drivers, and small businesses due to the increases in the demand of tourists for local goods and services provided by the tourism-related sector with a weighted mean of 4.43, it creates temporary employment to people and other direct jobs in the area with the same weighted mean of 4.43. The over-all weighted mean for cottage owners is 4.00, which means that as perceived by the respondents they agree that all indicators under the local tourism contribute to employment in the municipality.

The result means that cottage owners perceived that the local tourism industry contribute to more jobs and

employment opportunities in the municipality mostly during peak season. The peak season of tourism industry in the municipality is during summer times which begins at the tail end of March and ends at the first week of June, and with temperatures rising to almost boiling hot degrees. In this time of peak season, the influx of tourist arises, which result that most of the cottages along the Maisog and Mampurog river are rented by the tourist. The summer vacation gives opportunities to cottage owners to earn more than usual.

Resort Owners. In table 7 presents the data reveal that resort owners perceived that there are more jobs and employment opportunities at peak season with a highest weighted mean of 4.50. As shown in the result, the respondents strongly agree that the local tourism industry contribute to employment in the municipality of San Lorenzo Ruiz Camarines Norte during peak season. Followed by indicators that tourism industry provides opportunities to earn extra income with a weighted mean of 4.40, tourism generates employment for cottage owners, resort owners, jeepney drivers, and small businesses due to the increases in the demand of tourists for local goods and services provided by the tourism-related sector with a weighted mean of 4.40, it creates temporary employment to people and other direct jobs in the area with the same weighted mean of 4.40. The over-all weighted mean for resort owners is 4.03, which means that as perceived by the respondents they agree that all indicators under the local tourism contribute to employment in the municipality.

The result indicates that resort owners perceived that the local tourism industry contribute to more jobs and employment opportunities in the municipality mostly during peak season. The peak season of tourism industry provides more jobs and employment opportunities to different resorts in the municipality. According on the terminal report of MDRRMO on the 2023 observance of Semana Santa and summer vacation from April 06 to 10, 2023 at the San Lorenzo Ruiz riverside and resorts had an estimated 19,976 picnic goers who enjoyed the relaxation on the Bicol region's multi-awarded and national finalist for cleanest inland body of water.

Table 7 Perception on the Local Tourism of their Contribution to Employment

Indicators	Jeepney Driver		Small Businesses		Cottage Owners		Resort Owners	
	Weighted Mean	Interpretation	Weighted Mean	Interpretation	Weighted Mean	Interpretation	Weighted Mean	Interpretation
1. It offers more job opportunities to the local community.								
2. It creates employment opportunities	4.42	SA	4.37	SA	4.29	SA	4.10	A
3. There are more jobs and employment opportunities at peak season.	4.71	SA	4.34	SA	4.29	SA	4.20	SA
4. It increases the number of part-time jobs.								
5. There is an increase on the number of employees in the past three years.	4.88	SA	4.40	SA	4.71	SA	4.50	SA
6. It Increases in the percentage of tourism jobs requiring specialized skills.	4.58	SA	4.11	A	4.29	SA	4.10	A
7. It provides higher number								



of open positions in tourism-related sectors.	3.00	NAND	3.69	A	3.29	NAN D	3.10	NAN D
8. It increases the number of seasonal employees								
9. The majority of the tourism-related sectors earned a high salary/wage during peak season	3.38	NAND	3.77	A	3.71	A	3.80	A
10. There is easy employment in the tourism-related sector during the peak season	3.88	A	3.74	A	3.71	A	3.60	A
11. It provides opportunities to earn extra income	3.58	A	3.91	A	4.00	A	4.20	SA
12. It reduces poverty for it introduces new types of alternative livelihood.	4.42	SA	3.57	A	3.71	A	3.90	A
13. There is an increase in the employment of the industry/business due to growing tourism in the area	3.75	A	3.77	A	3.86	A	4.00	A
14. It provides better employment opportunities due to locally made products and services that can be marketed.	3.75	A	4.14	A	4.43	SA	4.40	SA
15. It creates both direct and indirect employment for skilled workers and unskilled workers as well.	3.54	A	3.86	A	3.86	A	3.80	A
16. It has the potential as a source of job creation as well as a driving force for economic growth and development of the tourism-related sector.	3.92	A	4.03	A	3.86	A	4.00	A
17. Tourism generates employment for cottage owners, resort owners, jeepney drivers, and small businesses due to the increases in the demand of tourists for local goods and services provided by the tourism-related sector.	4.04	A	4.00	A	4.14	A	4.30	SA

18. It provides better profit on tourism-related jobs	4.00	A	3.80	A	3.57		4.10	
19. It develops and improves the way of living of employees in the area						A		A
20. It creates temporary employment to people and other direct jobs in the area.	4.00	A	3.91	A	3.71		3.80	
						A		A
	4.13	A	4.29	SA	4.43		4.40	
						SA		SA
	4.17	A	3.97	A	3.71		4.00	
						A		A
	3.96	A	3.97	A	4.00		3.90	
						A		A
	4.17	A	4.00	A	4.43		4.40	
						SA		SA
Over-all Weighted Mean	4.01	A	3.98	A	4.00	A	4.03	A

Rating Scale:		
4.20-5.00	-	Strongly Agree (SA)
3.40-4.19	-	Agree (A)
2.60-3.39	-	Neither Agree nor Disagree (NAND)
1.80-2.59	-	Disagree (D)
1.00-1.79	-	Strongly Disagree (SD)

Resort Owners. In Table 7, the data reveal that resort owners perceived that there are more jobs and employment opportunities at peak season with a highest weighted mean of 4.50. As shown in the result, the respondents strongly agree that the local tourism industry contribute to employment in the municipality of San Lorenzo Ruiz Camarines Norte during peak season. Followed by indicators that tourism industry provides opportunities to earn extra income with a weighted mean of 4.40, tourism generates employment for cottage owners, resort owners, jeepney drivers, and small businesses due to the increases in the demand of tourists for local goods and services provided by the tourism-related sector with a weighted mean of 4.40, it creates temporary employment to people and other direct jobs in the area with the same weighted mean of 4.40. The over-all weighted mean for resort owners is 4.03, which means that as perceived by the respondents they agree that all indicators under the local tourism contribute to employment in the municipality.

The result indicates that resort owners perceived that the local tourism industry contribute to more jobs and employment opportunities in the municipality mostly during peak season. Those tourists are using amenities and facilitates that resorts can be offered. The peak season of tourism industry provides more jobs and employment opportunities to different resorts in the municipality. Based on the tourism attraction visitors record data of tourist arrival showed that for the month of April 2023 that number of tourist increases to 23,184 compared to the month of March 2023 and May 2023 which data showed a total of 1,408 and 3,722 respectively, According on the terminal report of MDRRMO on the 2023 observance of Semana Santa and summer vacation from April 06 to 10, 2023 at the San Lorenzo Ruiz riverside and resorts had an estimated 19,976 picnic goers who enjoyed the relaxation on the Bicol region's multi-awarded and national finalist for cleanest inland body of water.

Jeepney Drivers. In table 7 presents the data reveal that jeepney drivers perceived that there are more jobs and employment opportunities at peak season with a highest weighted mean of 4.88. As shown in the result, the respondents strongly agree that the local tourism industry contribute to employment in the municipality of San Lorenzo Ruiz Camarines Norte during peak season. Followed by indicators that tourism industry creates employment opportunities with a weighted mean of 4.71, it increases the number of part-time jobs with a weighted mean of 4.58. The over-all weighted mean for jeepney drivers is 4.01, which means that as perceived by the respondents they agree that all indicators under the local tourism contribute to employment in the municipality.

The data reveals that jeepney drivers perceived that the local tourism industry contribute to more jobs and employment opportunities in the municipality mostly during peak season as considered that the municipality of San Lorenzo Ruiz as the bathing escapade and the summer destinations of the province of Camarines Norte due to exquisite and relaxing tourists' attractions that made a lot of people enjoyed the summer vacation in the Municipality. Many tourists are using public transportation like jeepney for their transportation going to different tourist destinations in the locality and some tourists are renting transport jeepneys which it is call special trip that resulted to increase the income of the jeepney drivers during peak season.

Small Businesses. In table 7 presents the data reveal that small businesses perceived that there are more jobs and employment opportunities at peak season with a highest weighted mean of 4.40. As shown in the result, the respondents strongly agree that the local tourism industry contribute to employment in the municipality of San Lorenzo Ruiz Camarines Norte during peak season. Followed by indicators that tourism industry offers

more job opportunities to the local community with a weighted mean of 4.37, it creates employment opportunities with a weighted mean of 4.34.

The data show that small businesses perceived that the local tourism industry contribute to more jobs and employment opportunities in the municipality mostly during peak season because the demand of tourists for local products provided by small businesses increases during peak season. In addition, as the municipality of San Lorenzo Ruiz has been one of those primary tourism areas visited in the Province of Camarines Norte as the holder of the cleanest inland body of water in the Bicol region, this municipality is now identified as one of tourist area in the province for its popular water resources as bathing escapade because of springs and rivers such as San Lorenzo Ruiz River especially during summer season. Thus, tourism industry in the municipality provides more opportunity for the small businesses like sari-sari store to increases their sales by marketing their products to the tourist.

## CONCLUSION

The research arrived at the following conclusions: 1) The tourist destinations found in the municipality of San Lorenzo Ruiz are accessible to the tourists. Moreover, in terms of carrying capacity, different tourist destinations have corresponding carrying capacity that needs to be observed during peak season; 2) The respondents further describe that they strongly agree that there are more jobs and employment opportunities at peak season.

## RECOMMENDATION

The following recommendations were suggested: 1) the Municipal Tourism Council of San Lorenzo Ruiz Camarines Norte may identify various projects in the next implementation year to improve the tourism facilities and infrastructures of different tourist destinations; 2) the Municipal Tourism Council may consider having appropriate monitoring and evaluation committee and may conduct surprise ocular inspection in different tourist destinations during peak season; 3) the Municipal Tourism Office may enhance the marketing of the tourist destinations with the use of social media; 4) the future researchers may conduct study on how quarrying affects the local tourism industry in the municipality of San Lorenzo Ruiz.

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