

NATURE-BASED TOURISM: ASSESSING THE POTENTIALS OF MT. BALAGBAG, SAN JOSE DEL MONTE BULACAN

ABSTRACT

AUTHORS

Cristine Mae Cabana
Dina Laurente
Glenly Lebios
Criselda Nifulda
Aivy Joy Pongao

RESEARCH ADVISER

Christine A. Aliñabo

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Tourism & Hospitality

KEYWORDS

nature-based tourism;
sustainable tourism; bulacan
attractions; mt. balagbag;
tourism development; outdoor
recreation

ARTICLE ID

AASGBCPJMRA-B14201

This study, titled Nature-Based Tourism: Assessing the Potentials of Mt. Balagbag, San Jose del Monte, Bulacan, explores the site's capacity to develop into a prominent nature-based tourism destination. Renowned for its scenic landscapes and outdoor activities, Mt. Balagbag has the potential to attract a wide range of visitors. Nature-based tourism contributes not only to local economic growth but also to environmental awareness and conservation. Despite its potential, limited research exists on the current tourism offerings and areas for development at the site. This study aims to assess Mt. Balagbag's tourism potential and identify key areas for improvement. The research utilized a combination of surveys and field observations to gather data. Visitor surveys collected information on demographics, travel frequency, and group dynamics (solo, family, or group travel). On-site observations were conducted to assess the condition and accessibility of existing facilities and infrastructure. The collected data were analyzed to identify the site's tourism strengths and limitations. Findings revealed that Mt. Balagbag appeals to a diverse group of visitors interested in outdoor recreation. While some facilities were found to be functional and well-maintained, notable issues emerged regarding accessibility and the upkeep of infrastructure. Visitors consistently pointed out these weaknesses, indicating a need for targeted improvements to enhance their overall experience. Enhancing site accessibility and ensuring regular maintenance of tourism facilities are crucial steps in unlocking Mt. Balagbag's full tourism potential. Addressing these concerns can lead to increased visitor satisfaction, greater tourist arrivals, and the promotion of environmentally responsible tourism. Sustainable development of the area can position Mt. Balagbag as a model for nature-based tourism in Bulacan and beyond.

RECOMMENDED CITATION

Cabana, C. M., Laurente, D., Lebios, G., Nifulda, C., & Pongao, A. J. (2025). Nature-Based Tourism: Assessing the Potentials of Mt. Balagbag, San Jose Del Monte Bulacan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(2), 169.