

EFFECTS OF ADVENTURE TOURISM TO THE LOCALS OF DOÑA REMEDIOS TRINIDAD (DRT), BULACAN

ABSTRACT

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This study aims to investigate the various impacts of adventure tourism on the local communities of Doña Remedios Trinidad (DRT), Bulacan. As one of the province's most ecologically diverse and culturally rich municipalities, DRT has become a growing destination for adventure seekers. The study seeks to understand how this tourism trend affects the community in terms of its social, economic, environmental, cultural, and psychological dimensions. This study utilizes a descriptive research design with a quantitative approach to explore the influence of adventure tourism in DRT, Bulacan. A total of 100 local residents were selected through random sampling. Data collection was conducted using a structured questionnaire that included both closed and open-ended questions, covering demographics, tourism impacts, and community issues. The instrument was reviewed and validated by experts to ensure clarity, reliability, and relevance. The research primarily focuses on identifying the social, economic, and environmental outcomes of tourism on the local population. The findings revealed that local communities and government units actively contribute to the promotion of sustainable tourism by highlighting cultural heritage, implementing environmental protection efforts, and supporting inclusive development programs. Practices such as using eco-friendly transport and organizing cleanup drives were noted to reduce ecological footprints. Initiatives aimed at improving educational infrastructure were also observed as part of long-term community investment. Tourism stakeholders emphasized responsible travel, skills training for locals, and the promotion of ecotourism. Tourists were encouraged to adopt sustainable behaviors and support small local enterprises. Additionally, the study acknowledged the role of researchers in analyzing tourism trends, proposing actionable recommendations, and fostering collaboration with both the community and institutions. The results indicate that adventure tourism in DRT primarily appeals to young adults, particularly those aged 23 to 27. Respondents were evenly divided by gender and represented various religious affiliations, with Catholicism being the most prevalent. Frequent visits to the area suggested high local engagement with tourism. Economically, adventure tourism contributed significantly to business growth and community development. From an environmental perspective, respondents supported the need for sustainable practices. Culturally, tourism was seen as a means of preserving traditions and educating visitors. Socially, it promoted unity and a sense of shared identity among locals. Psychologically, adventure tourism enhanced residents' pride and strengthened their connection to their culture. Overall, the study found that adventure tourism had a positive, multifaceted impact on the DRT community.

RECOMMENDED CITATION

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