

# COMMUNITY-BASED INITIATIVES AND PERCEIVED SOCIOECONOMIC OUTCOMES AMONG RESIDENTS OF INTRAMUROS, MANILA

## ABSTRACT

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This study examined community-based and heritage-oriented tourism initiatives in Intramuros, Manila, in relation to social cohesion, cultural participation, and local livelihoods. Anchored in inclusive and sustainable development, it assessed participant characteristics, community priorities, perceived outcomes, barriers to participation, and strategies for strengthening heritage-based projects. The study used a quantitative descriptive design with simple random sampling. Data were collected through structured questionnaires and analyzed using descriptive statistics. Participation was reported primarily among mature residents, particularly women, who held operational and leadership roles in tourism and cultural initiatives. Residents identified cultural tourism, youth heritage education, and heritage-skills training as contributors to income generation, cultural identity, and social cohesion. Local business fairs, livelihood training, and support for artisans were perceived as improving participation and employment opportunities, including for underrepresented groups. Reported constraints included seasonal tourism, infrastructure limitations, competition, and limited government support. The findings suggest a need for stronger institutional development and coordinated support from regional and national stakeholders. Recommendations include expanding heritage-based capacity building, encouraging youth leadership, adopting gender-responsive tourism policies, diversifying year-round cultural events, and integrating digital and environmental approaches. Continued collaboration and strategic investment may support inclusive economic development, cultural preservation, and community participation in Intramuros.

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