

Needs Assessment of one Municipality in the Philippines: Basis for Sustainable Community Extension Tourism Program

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Abstract – *Community Extension is one of the tri-fold functions in Lyceum of the Philippines University Batangas. It plays an important role in the social transformation and becomes an instrument in changing lives of many Batanguenos by providing sustainable projects. This study is aimed to propose a sustainable tourism community extension program that would seek to develop the community and improve the quality of life of the local resident. This study used the descriptive method of research with the local residents serving as the respondents of the Result shows that most of the respondents are 55 years old and above, students and employed. The community has a great need in terms of environmental followed by health and economic and lastly socio-cultural. The age, occupation and educational attainment and residence are not significantly related and not significant factors in determining the community needs. A sustainable Tourism community extension program is proposed for the benefit of the local community.*

Keywords – *Community Extension, Environmental, Sustainable Tourism, Batangas*

INTRODUCTION

Tourism is a vital activity to the economic growth of a certain locality. It is because of its special features, creates the possibility of using natural resources for all nations of the world, regardless of their level of development [1]. Moreover, Tourism and related development can lead to the displacement and resettlement of communities, disrupting local livelihood systems, socio-political processes and organizations. However, limited attention has been paid to community resettlement in the tourism context [2].

Needs assessment is a systematic process of investigating a population or community to assess the state of current resources such as knowledge, abilities, interests, and approaches pertinent to the focus of the need's assessment such as a concern, aspiration, or

intention [3]. Assessing the needs of a local community would help for the effective project implementation and would eventually result into more sustainable community extension program. Evaluating the needs of the local community will be part of the community development as it would be the fire starter for the betterment of their community life. Moreover, Green et al. [4] believed that community development needs an effective scrutinizing to increase the capacity of the host community to improve the quality of life. Also, Santilli et al. [5] recommend for future community-engaged efforts and workforce development, which are important for responding to increasing calls for community needs assessments.

The income of the Municipality under study mostly comes from the agricultural sector. Poultry and livestock farming are the common sources of income in the municipality. In this study, there will be four (4) aspects to be assessed: the need in terms of economic, health and the sociocultural and environmental. According to the Department of Interior and Local Government (DILG), that the Municipality, as perceived by the government assessment, passed in the aspect of good financial housekeeping, disaster preparedness, social protection, business friendliness and competitiveness, peace and order and environmental management [6]. It is yet to be developed and there is a potential for this municipality to be one of the tourist attractions, more specifically, for San Lorenzo Ruiz Parish, through boosting religious tourism.

Tourism's role in achieving the 17 Sustainable Development Goals (SDGs) can be significantly strengthened when sustainable development becomes a shared responsibility and moves to the core of decision-making within the tourism sector. A joint effort by UNWTO, UNDP and other partners, Tourism and the Sustainable Development Goals – Journey to 2030 aims to build knowledge and empower and inspire tourism stakeholders to take necessary action to accelerate the

shift towards a more sustainable tourism sector by aligning policies, business operations and investments with the Sustainable Development Goals [7]. Moreover, according to the National Competitiveness Council of the Philippines, there are three pillars in Batangas which includes: Economic Dynamism, Government Efficiency and Infrastructure. This is evidently seen in the provincial tourism developmental plan which is the product development and marketing. Each municipality is encouraged to create livelihood projects and opportunities to reach this plan of developing a product. The Municipality belongs to the 4th district of Batangas, Philippines which almost ninety percent rural having agriculture and handicrafts as the main source of their income.

Community Extension is one of the tri-fold function in Lyceum of the Philippines University Batangas thus plays an important role in the social transformation and became an instrument in changing lives of many Batanguenos by providing sustainable projects. This study is made to propose a sustainable tourism community extension program that would seek to develop the community and improve the quality of life of the local resident and not only to the residents but more so to San Lorenzo Ruiz Parish as a potential religious tourist site in Batangas.

OBJECTIVES OF THE STUDY

This study aims to identify and assess the need of one local community in the Philippines. More specifically, it aims to discuss the profile of the local residents in terms of their age, current employment status, residency status and condition. Moreover, the study also assessed the needs of the local community in terms of economic, health, sociocultural and environmental. As an output, the researcher proposed a sustainable community extension tourism program for the benefit of the local community under study.

METHODS

Research Design

This study used the descriptive method to assess the need of the community in Taysan as a basis for the proposal for sustainable tourism community extension program.

Participants of the Study

The participants of the study are those residents of the Municipality under San Lorenzo Ruiz Parish, this parish is the chosen beneficiary of the College of International Tourism and Hospitality Management to conduct their

community Extension for the tourism program. According to the parish priest, out of the twenty barangays in Taysan there are four barangays comprising the parish's area of responsibility. There a total of 36 respondents who voluntarily served under the parish. These 36 respondents are equivalent to the one hundred percent of the main persons responsible in social apostolate which includes the livelihood, social responsibility, environmental catalyst and youth program.

Instrument of the Study

The instrument that is used in this study is the Needs Assessment form from the Community Extension Office. The survey has two parts; first part is to identify the demographic profile of the local residents and the second part is to assess the needs in terms of economical, health, sociocultural and environmental. This instrument is a university survey form for needs assessment. This tool will be used to evaluate as what degree is the need of the community to help in developing the Municipality as a religious tourism site in Batangas City, Philippines.

Data Collection Procedure

After the approval of the proposed topic by research committee and the University President, the researcher conducted the distribution of questionnaires to the community. The researcher also interviewed the parish secretary, Ms. Rea Asis, to gather relevant information to assess the needs of the community.

Data Analysis

The collected data were tallied, encoded and interpreted using different statistical tools such as weighted mean and Analysis of Variance (ANOVA). Weighted mean was used to determine the demographic profile and to assess the needs of the local community in terms of economical. Health, sociocultural and environmental need.

The given scale was used to interpret the result of the data gathered: 3.50 – 4.00 = very much needed (VWM); 2.50 – 3.49 = moderately needed (MN); 1.50 – 2.49 = slightly needed (SN); 1.00 – 1.49 = not needed (NN)

Ethical considerations

In the 21st Century, research opportunities, approaches and environments are in a continual state of flux, and this is also the case for the associated ethical issues thus, the Issues of privacy and confidentiality have been considered beyond what is legally required [8]. In accordance with the Code of Ethics, the researcher

ensured that all data collected from the respondents were free consent- fully volunteered by the respondents. The researcher also ensured that there is a high reverence and value regarding the integrity of the respondents in the treatment in order to achieve an effective response from them. Hence, respecting the ideas and opinions of the respondents and recoding their advice on the topic can ensure a fruitful and reliable study.

RESULTS AND DISCUSSION

Table 1. Percentage Distribution of the Respondents' Profile

Profile Variables	Frequency	Percentage (%)
Age		
15 – 24 years old	10	27.80
25 – 34 years old	2	5.60
35 – 44 years old	6	16.70
45 – 54 years old	6	16.70
55 years old and above	12	33.30
Occupation/Educational Attainment		
Student	10	27.80
Elementary Graduate	3	8.30
High School Graduate	3	8.30
College	3	8.30
Graduate/Vocational		
Employed	10	27.80
Not Employed	7	19.40
Shelter/Residence		
Owned	35	97.20
Rented	1	2.80
Toilet Availability		
Yes	36	100.00
No	0	0.00

Table 1 shows the percentage distribution of the respondents' profile. Most of the respondents are aged 55 years old and followed by 12-24 years old. Also, majority of the respondents are students and employed, both with 27.80 percent. The results are clearly seen that San Lorenzo Ruiz Parish are mostly served by the youth and the older women. There are youth facilitators who are commonly high school to college students as well as the mass lector, collectors and other church services led by the ministry of women. The table 1 also presents the percentage with regard to their shelter and toilet availability which shows that majority or 97.20 percent of the respondents has the ownership of shelter with and 100 percent has their own toilet. This shows that the respondents have the capability to stand on their own in terms of basic necessity such as shelter.

Table 2.1 presents the needs of the community in terms of Economics results shows that economic need is

very much needed with the composite mean of 3.58. Majority of the respondents agreed that there is a need when it comes to youth enrichment (3.86), having a training on starting a business or livelihood program (3.33) and nurturing the attitude towards work and society (3.64). However, creating cooperative and union (3.33) ranked the lowest.

Table 2.1. Community Economic Needs Assessment in Taysan

Indicators	WM	VI	R
Help in youth enrichment	3.86	VWM	1
Creating a cooperative or union	3.33	MN	10
Providing a capital for small starter business or livelihood project.	3.61	VWM	5
Training on starting a business or livelihood project.	3.67	VWM	2
Nurturing the attitude towards work and society	3.64	VWM	3
Sewing as a part time work	3.44	MN	9
Welding as a part time work	3.61	VWM	5
Food processing as a part time work	3.50	VWM	7.5
Handicrafts as a part time work	3.61	VWM	5
Agricultural related part time work	3.50	VWM	7.5
Composite Mean	3.58	VWM	

Based on the result, it is important to establish youth enrichment program having the known the concern of the youth generation today such as early pregnancy, and depression. This is timely, since San Lorenzo Ruiz Parish has its own outreach program every second Monday of the month for family members. For parents, the priest commonly does teach and producing input as to the most relevant topics depending to their needs on the other hand, there is a feeding program for the youth. Since the result shows that there is a need in youth enrichment, it is time to feed the spirit with teaching and not only with food. This would help so that the emerging issue mentioned can somehow be minimalized through the youth enrichment program.

The livelihood program can also be beneficial as regard to economic status of the local residents. Though, it may take time and effort in planning and executing, according to Alley et al. [9], maintaining motivated and skilled stable of community livelihood programs can be

challenging, yet possible with a strategic plan that is geared towards to the needs of the community. With a strategic planning of the livelihood program could result for the betterment of the local residents. Also, creating cooperative and worker’s union has the lowest ranking that denotes that the local residents may have good working relationship as the Municipality is considered as second municipality with only 20 barangays yet most of the residents harmoniously know each other which proves and rationalize why there is a great number of volunteer work in the San Lorenzo Ruiz parish.

Usually, for religious tourism, one of the incomes generating factors that improves the economic stability of the tourism site is the souvenir shop. For a parish like San Lorenzo Ruiz, there could have a program to improve their souvenir shop by adding more products or items to sell such as rosary bracelet, keychain, T shirt and other saleable items.

According to Su et al. [2], despite the economic benefits, high dependency on tourism-related opportunities as the single livelihood option may diminish the sustainability of local livelihoods. Possible measures should be considered to expand a series of livelihood possibilities and be prepared on the possible challenges for the affected community so as to ensure their long-term benefits and increase future options. Moreover, Xi and Zhang [10] believed that tourism activity has this positive effect and greatly improved the living conditions in rural tourism areas because it created multiple opportunities to better residents' livelihood, leading to a more sustainable livelihood in the tourism village than before. Also, tourists may participate in tourism economic activities to create more capital and better quality of life of local residents.

Table 2.2. Community Health Needs Assessment

Indicators	WM	VI	R
Having a nutrition program	3.81	VWM	2
Training on basic first aid	3.75	VWM	4
Knowledge on family Planning	3.64	VWM	6
Having some recreational activities	3.39	MN	8
Giving free medicine	3.72	VWM	5
Providing dental care service	3.44	MN	7
Education with regard to illegal drugs	3.78	VWM	3
Input to health care	3.83	VWM	1
Composite Mean	3.67	VWM	

Table 2.2 presents the needs of the community in terms of health result shows that health need is very much needed with the composite mean of 3.67. Majority of the respondents agreed that there is very much need when it comes to input to health care (3.83), having a nutrition program (3.81) and education with regards to illegal drugs (3.78). However, having some recreational activities (3.39) ranked the lowest.

The result shows that the need of the community is really gearing towards developing program with regard to monitoring health care and ensuring good nutrition to the residents and program that will educate the locals with regard to illegal drugs. These programs are very manifested through the social issues as observed by most of the local residents. Moreover, the collaborative community-based care plus facility-based care intervention is modestly more effective than facility-based care, especially for reducing disability and symptoms of psychosis. Study of Chatterjee et al. [11] showed that the study intervention is best implemented as an initial service in settings where services are scarce, for example in rural areas.

Based on the findings, input to health care and having a nutrition program is on the top need as perceived by the local residents. It could help in community development to the municipality as it could also influence positively to the lives of the local residents and more so, in promoting the area as a potential tourist attraction. According to Sobouti et al. [12] recently, health tourism, more specifically in forms of wellness tourism, medical tourism, and curative tourism has developed and has become known for various reasons, including the high costs of living in industrialized countries, the considerable and high time of responsiveness and accountability of these countries' healthcare systems, and the existence of rich natural resources.

Table 2.3 presents the needs of the community in terms of socio-cultural where the result shows that socio-cultural need is moderately needed with the composite mean of 3.38. Majority of the respondents agreed that there is very much need when it comes to teaching the out of school youth (3.58), having a leadership training for the out of school youth (3.56) and creating a program for the community beautification (3.50). However, having some cultural activities (3.03) ranked the lowest.

The result shows that youth empowerment is in very much need as well as in creating a more conducive environment through beautification of the community. It is essential to get meaningful feedbacks from the locals along socio-cultural significant events that result to a long-term planning with community needs [13].

Table 2.3. Community Socio-Cultural Needs Assessment

Indicators	WM	VI	R
Teaching the out of school youth	3.58	VWM	1
Enriching the culture of the community	3.50	VWM	3
Creating a program for community beautification	3.42	MN	7
Legal help towards human rights and equality	3.19	MN	7.5
Leadership training for the out of school youth	3.56	VWM	2
Educational program and entertainment program	3.19	MN	7.5
Having program to tighten family bond	3.47	MN	4
Holding some cultural activities	3.03	MN	9
Ensuring peace and order of the place	3.44	MN	6
Composite Mean	3.38	MN	

These needs are connected to the previous discussion with regards to youth enrichment program under the economic needs. There is consistency in the need that it is essential to enrich and empower the youth for the betterment of the community. Nowadays, new cultural tourism is focused on the integration of production and consumption and increasing linkages between suppliers and consumers. Instead of passive consumption, cultural tourists demonstrate a proactive approach to meeting their needs, wanting to actively participate in creating experiences while travelling [14].

Table 2.4. Community Environmental Needs Assessment

Indicators	WM	VI	R
Inputs on environmental protection	3.89	VWM	2
Inputs on waste management	3.89	VWM	2
Program on Clean up drive	3.86	VWM	4
Coastal Clean-up and stewardship	3.31	MN	11
Knowledge on air, water and land pollution	3.64	VWM	9
Knowledge on the hazards of pollution	3.53	VWM	10
Proper on tree planting	3.89	VWM	2
Proper usage of chemical	3.69	VWM	8
Knowledge on the negative effect of chemical to human body	3.83	VWM	5
Creating a group for environmental protection	3.81	VWM	6.5
Creating a program for environmental protection	3.81	VWM	6.5
Composite Mean	3.74	VWM	

Table 2.4 presents the needs of the community in terms of environmental which the Result shows that environmental need is very much needed with the composite mean of 3.78. Majority of the respondents agreed that there is very much need when it comes to inputs on environmental protection, waste management and tree planting (3.89). However, coastal protection and stewardship (3.31) ranked the lowest.

Batangas City, geographically speaking, is gifted with natural resources such as mountains and water resources. Also, rich biodiversity and natural heritage are often the main reasons why tourists visit a destination. Taking care of these resources is everyone’s responsibility and obligation since in today’s generation we are facing a global issues of climate change and global warming which everyone is greatly involved with. Given this fact, it is essential to take part in environmental protection which is very much needed regard as to waste management and tree planting. It is about time to be more sensitive with our environment.

In general, Understanding the environmental perception of people involved in agriculture, such as students of agriculture and natural resources, is a necessary first step in order to design meaningful interventions to enhance their environmental awareness [15]. Whereas, in relation to tourism development, environmental protection is one of the important indicators to create a massive tourist influx. Ensuring that everyone in the community is involved in environmental protection, more especially in waste management is monitored. It is also advisable to have tree planting and regular community clean up to ensure sustainability and eventually will develop Taysan as one of the religious-green tourism sites in Batangas City.

Table 3. Summary Table of Community Needs

Indicators	WM	VI	R
Economic Need	3.58	VWM	3
Health Need	3.67	VWM	2
Socio-cultural	3.38	MN	4
Environmental	3.74	VWM	1
Composite Mean	3.59	VWM	

Table 3 presents the summary of community needs which shows that Taysan, Batangas is very much in need in terms of Environmental (3.74), Health (3.67) and Economic (3.58) however, there is only a moderate need in terms of Socio- Cultural. The UNWTO develops sustainable development goals which one of these goals in with regard to the environmental need. SGD14 includes Wildlife and ecosystem animal protection;

Pollution reduction; Waste treatment; Offsetting actions; Green purchases; Information for customers and staff; Community involvement. These components of SGD 14 are very much important and essential in the sustainability of the community stability. Moreover, [16] ensures environmental protection, balance, and sustainability, as well as conducting landscape design and developing tourism activities in the area.

As the findings revealed that the environmental need has the highest ranking, this could be the top priority in the local tourism development plan. There could have a partnership with the Provincial Tourism Cultural Affairs Office to develop Taysan as a religious-green tourism site. Environmental protection shall be the initial step to develop the site and eventually will cultivate the potential natural resources within the municipality. Moreover, participation among the local residents shall also be encouraged.

Table 4 shows the comparison on community’s needs when grouped according to age. It was observed that all computed p-values were all greater than 0.05 alpha level, thus the researcher fails to reject the null hypothesis. This means that the responses do not differ significantly across the respondent’s age group for the reason that the needs of the community are common regardless of the age.

Moreover, the result reveals that all computed p-values were all greater than 0.05 alpha level, thus the researcher fails to reject the null hypothesis. This means that the responses on community’s needs do not differ significantly across the respondent’s occupation / educational attainment. Furthermore, the resulted p-values were all greater than 0.05 alpha level, thus the result implies a no significant difference. This means that the responses of the respondents who own and rent their respective residences do not vary significantly.

In general, the profile of the respondents is not a factor in determining the community needs. The needs of the community may be perceived as to the actual necessity of the people living in the community, it may reflect to the issue emerging and/or current situation of

the residents. Nonetheless, the sustainable community extension program should always be according to the needs of the community.

Table 5 presents the proposed sustainable Community Extension for Tourism Program. Based from the result of the needs assessment, the main need of Taysan, specifically, San Lorenzo Ruiz Parish is in relation to the Environmental need followed by Health, Economic and Socio-Cultural Need.

Project: YES Project! *Youth Empowerment, Environment Protection, Sustainable Livelihood*

General Objectives:

1. To create better life to beneficiaries of Taysan, Batangas City
2. To encourage CITHM faculty, staff and students to involve themselves in this livelihood community extension program of the college by developing social concern and establish spirit of volunteerism from among the students and faculty members of the university.
3. To monitor sustainability of the project initiated by CITHM to the beneficiaries

CONCLUSION AND RECOMMENDATION

Most of the respondents are 55 years old and above, students and employed. The community in Taysan has a great need in terms of environmental followed by health and economic and lastly in socio-cultural needs. The age, occupation and educational attainment and residence/shelter is not significant and not a factor in determining the community needs. A sustainable Tourism community extension program is proposed for the benefit of the local community in Taysan.

It is recommended that Tourism Program can conduct livelihood program as a community extension project to the community in Taysan. Lyceum Tourism Society may be tapped to develop a youth empowerment program as well as creating a more conducive environment through beautification of the community.

Table 4. Difference of Responses on Community’s Needs When Grouped According to Profile

	Age			Occupation and Educational Attainment			Shelter		
	F-value	p-value	I	F-value	p-value	I	t-value	p-value	I
Economic	1.211	0.326	NS	1.404	0.251	NS	0.438	0.664	NS
Health	0.198	0.937	NS	0.590	0.708	NS	0.104	0.918	NS
Socio-Cultural	2.208	0.091	NS	0.329	0.892	NS	0.666	0.510	NS
Environment	1.564	0.209	NS	0.579	0.715	NS	1.117	0.272	NS

Legend: Significant at p-value < 0.05

Table 5. Proposed Sustainable Community Extension for Tourism Program

Key Result Areas	Specific Objectives	Program/Project Activities	Persons Responsible	Time Table
Socio-cultural Need	<ul style="list-style-type: none"> To help the out of school youth among the local residents of Taysan 	Youth Empowerment <ul style="list-style-type: none"> Leadership Training Youth encounter activity 	LTS with the Social Apostolate Parish Committee	YEAR4 2021-2022 * to be continued for the next five years
Health Need	<ul style="list-style-type: none"> To increase the understanding towards health care and to develop nutrition program To increase and promote environmental awareness and protection 	<ul style="list-style-type: none"> Health Care Awareness Seminar Dental Check up Nutrition program 	College of Nursing and College of Dentistry Faculty and Students	YEAR 3 2020-2021 *to be continued for the next five years
Environmental Need	<ul style="list-style-type: none"> To create a livelihood program that will improve the quality of life of the local residents of Taysan 	Environmental Protection <ul style="list-style-type: none"> Awareness Seminar Fruit Bearing Tree Planting Waste Management Workshop 	CITHM Faculty and Students in partnership with PTCAO	YEAR 2 2019-2020 * to be continued for the next five years
Economic Need		Sustainable Livelihood <ul style="list-style-type: none"> Candle Making, T Shirt Printing Beads Making 	College of International Tourism and Hospitality Management Faculty and Students	YEAR 1 2018-2019 *to be continued for the next five years

The College of International Tourism and Hospitality Management may conduct a tree planting and massive clean up to local area. A collaboration to Provincial Tourism and Cultural Affairs Office may be utilized to conduct a seminar on environmental protection and waste management program. Further studies are recommended to explore the needs of other local areas for more sustainable community development.

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