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TOURISM TRENDS IN BARILI, CEBU (2023–2024): BALANCING VISITOR GROWTH WITH ENVIRONMENTAL SUSTAINABILITY

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ABSTRACT
This study investigates the shift in domestic and international tourism in Barili, Cebu, from 2023 to 2024 by analyzing Monthly Visitor Attraction Records. It highlights a steady increase in tourist arrivals, particularly domestic visitors, with significant activity at attractions like Sayaw Beach Resort, Mantayupan Falls, and Anahaw Beach Resort. The rise in nature-based and adventure tourism reflects changing visitor preferences post-pandemic. While this growth benefits the local economy, it presents challenges in infrastructure capacity, environmental impact, and resource management.Tourism-related water and energy consumption in the Philippines increased by over 100% in 2023 (PSA, 2024), a trend reflected in Barili's rising demand. This underscores the need for sustainable tourism strategies, including carrying capacity assessments, improved waste management, and eco-friendly infrastructure. The study recommends enhancing underperforming attractions, marketing initiatives, and local stakeholder collaboration to ensure resilience and sustainability. Findings provide actionable insights for policymakers to balance tourism growth with environmental conservation in Barili.
Keywords: *Domestic Tourism; International Tourism; Barili Cebu; Visitor Demographics; Tourism Trends; Environmental Sustainability*

INTRODUCTION

Barili, a first-class municipality located in the southern part of Cebu, has emerged as a notable destination for both domestic and international tourists. Renowned for its historical landmarks, natural attractions, and rich cultural heritage, Barili continues to draw a significant number of visitors. In the evolving landscape of post-pandemic tourism, shifting travel trends, changing preferences, and new demographics necessitate a comprehensive analysis to understand Barili's tourism development. This study aims to examine the shifts in tourist trends in Barili from 2023 to the present, focusing on visitor profiles, preferences, and emerging patterns that impact the local tourism industry.

Beyond demographics and preferences, the increasing influx of tourists also raises important questions about environmental sustainability. As tourism grows, so does the strain on Barili's natural resources, including water, energy, and waste systems. Drawing from national and global trends on the environmental impacts of tourism, this study integrates an environmental management lens into the analysis. The research not only investigates who visits and why, but also how tourism affects the ecological well-being of the municipality and what sustainable practices are needed to mitigate those effects.

LITERATURE REVIEW

Tourism studies have extensively analyzed the impacts of tourism on local economies and environments. This literature review aims to contextualize the shifts in domestic and international tourism in Barili, Cebu, from 2023 to 2024 by examining research on tourism trends, challenges, and the evolving landscape of visitor preferences.

Trends in Domestic and International Tourism
Research indicates a significant increase in domestic tourism relative to international tourism across various regions, highlighting a shift in traveler behavior and preferences. For example, studies have demonstrated that local tourists favor proximity and familiarity, often engaging in shorter trips to regional attractions that offer unique local experiences ((Zhang et al., 2023; Gržinić & Šergo, 2023)). Barili's appeal lies in its natural wonders, such as Sayaw Beach Resort and Mantayupan Falls, which are ideally positioned to capitalize on this domestic trend.Conversely, international tourism remains critical to overall economic health. However, current literature emphasizes that it has been inconsistent and influenced by numerous external factors, including geopolitical tensions and changes in global travel regulations ((Hajilo et al., 2024; Wu et al., 2024)). In Barili, the gradual recovery of international tourism reflects a global pattern wherein travelers now prioritize destinations that emphasize sustainability and unique experiences ((Ren et al., 2023; Vermeulen et al., 2023)).Moreover, research shows that domestic tourists tend to prefer short-haul, experience-based travel focused on nature and heritage, while international tourists increasingly seek sustainable, low-impact travel options (Chen & Li, 2022; Beck & Egger, 2023). In Barili's case, the predominance of local visitors aligns with a regional trend in Southeast Asia that emphasizes nature-based, adventure, and cultural tourism (Huang & Hsu, 2024). However, both markets are showing rising environmental awareness, prompting destinations to adopt eco-certifications and green infrastructure.

Changes in Visitor Preferences and Demographics
The increasing demand for experiential travel and adventure tourism is underscored in various studies. Research has shown that modern travelers, especially millennials and Generation Z, are piecing together travel plans that prioritize experiences over traditional sightseeing (Kim & Hyun (2024)). This preference can be observed in Barili, where activities like hiking, nature tours, and water sports are witnessing a surge in interest (Lüthje et al. (2023)). Moreover, the demographic profile of visitors is changing, with more focus on families and eco-conscious travelers. The literature highlights that destinations must adapt their offerings to cater to these evolving needs. In Barili, enhancing the attractiveness of its natural sites will be crucial for retaining both domestic and international visitors, particularly as environmental sustainability becomes a predominant concern for travelers ((Widjaja et al., 2023; Radzevičius, 2022)).

Sustainable Tourism and Environmental Management
Sustainable tourism development seeks to mitigate environmental damage by promoting resource efficiency, community participation, and long-term planning (UNWTO, 2023). The concept of tourism carrying capacity (TCC) is pivotal in managing the environmental impacts of tourism. TCC refers to the maximum number of visitors that a destination can accommodate without causing environmental degradation or diminishing visitor satisfaction. Coccossis and Mexa (2004) emphasize the importance of assessing TCC to maintain the equilibrium between tourism development and environmental conservation.In practice, this involves integrating environmental carrying capacity into tourism planning, a tool that helps define limits to growth before ecological degradation occurs (Butler, 2023). For instance, the closures of Boracay and El Nido have become case studies in the consequences of exceeding environmental thresholds (Tiburan et al., 2023). These lessons are increasingly guiding municipalities like Barili to balance tourism development with ecological preservation.

Infrastructure and Sustainable Practices
A significant body of literature stresses the importance of tourism infrastructure and sustainable practices to enhance visitor experiences. Barili's focus on developing transportation networks, hospitality services, and community involvement is paramount to ensuring long-term tourism sustainability. Sustainable tourism practices, including conservation of natural resources and community-based tourism initiatives, have shown

promise in drawing visitors who prioritize environmental responsibility.The findings from these studies firmly suggest that Barili must improve its tourism infrastructure and promote sustainable initiatives that not only lure visitors but also enhance the local community's quality of life and preserve natural resources for future generations.In summary, the domestic and international tourism landscape in Barili is experiencing a notable shift, driven by changing visitor preferences, technological advancements, and the necessity for sustainable tourism practices. This literature review substantiates the need for local policymakers and tourism stakeholders in Barili to adapt to these trends, enhancing their offerings while ensuring the long-term sustainability of the tourism sector. Addressing these issues holistically will be crucial for Barili as it seeks to enhance its status as a desirable travel destination in the Philippines. This literature review provides a comprehensive analysis of the trends influencing the tourism landscape in Barili, setting a solid foundation for your forthcoming research on shifts in both domestic and international tourism in the region.

OBJECTIVES OF THE STUDY

1. To determine the demographic profiles and preferences of domestic and international tourists visiting Barili.
2. To identify the key factors influencing the choice of Barili as a travel destination, including preferred attractions and activities.
3. To analyze emerging tourism trends and assess the challenges and opportunities brought about by the shift in visitor demographics.
4. To evaluate the impact of increasing tourist arrivals on Barili's natural environment and to propose strategies for promoting sustainable tourism practices.

MATERIALS AND METHODS

This research is based on secondary data extracted from the Tourism Attraction Visitor Records (VAR) of Barili, covering the period from January 2023 to the most recent available in 2024. The data includes monthly tourist visits categorized by origin (local and foreign) and gender.A descriptive quantitative approach was used, employing frequency counts and trend analysis to determine demographic distributions, attraction popularity, and shifts in domestic vs. international arrivals.

RESULTS AND DISCUSSION

Visitor Demographics

Table 1. VAR January 2023

VAR 2

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: January, 2023
Name of Municipality: Barili

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	45	79	124	0	0	0	0	0	0	45	79	124
Fat's Aqua Park Resort Inc.	408	540	170	710	138	68	206	2	0	2	680	238	918
A.C Tilapia Fun Fishing	409	360	304	664	559	551	1110	10	10	20	929	865	1794
Sayaw Beach Resort	408	3726	2844	6570	2836	2629	5465	2	6	8	6564	5479	12043
Barili ATV Adventure	414	0	0	0	35	33	68	0	0	0	35	33	68
Mantayupan Falls	102	167	180	347	1551	1640	3191	99	106	205	1817	1926	3743
Estino Milk Station	302	1599	1613	3212	2882	2617	5499	136	115	251	4617	4345	8962
Green Mt. Srping Farm	101	0	0	0	6	8	14	0	0	0	6	8	14
Bluespace Mountain Resort	101/102	31	35	66	186	183	369	8	3	11	225	221	446
Bolocboloc Sulfuric Spring	802	447	481	928	217	226	443	5	0	5	669	707	1376
The Paige Beach Resort	408	0	0	0	29	49	78	1	0	1	30	49	79
Mahogany Cabin Rental	409	0	0	0	89	99	188	0	0	0	0	0	0
Tujan/Villa Priscilla	408	95	97	192	0	0	0	0	0	0	95	97	192
Total of this Month ****		7,010	5,803	12,813	8,528	8,103	16,631	263	240	503	15,697	14,031	29,728

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

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In January 2023, Barili, Cebu welcomed a total of 29,728 visitors, primarily from within the province (12,813), followed by others from different Philippine provinces (8,103) and a smaller number from abroad (503). Mantayupan Falls was the top attraction, greeting 3,743 guests and underscoring its strong allure for local and international travelers. Estine Milk Station and AC Tilapia Fun Fishing were also popular, mainly attracting domestic visitors, especially from Cebu. The data indicates that Barili's tourism is primarily fueled by local travelers searching for nature-based and interactive activities. Meanwhile, the smaller cohort of foreign tourists is chiefly attracted to the municipality's natural sites, suggesting potential for more significant promotion in the eco and farm tourism sectors.

Table 2. VAR February 2023

VAR 2

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: February, 2023
Name of Municipality:

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	46	105	151	0	0	0	0	0	0	46	105	32
Bluespace Resort	408	close	0	0	0	0	0	0	0	0	0	0	0
A.C Tilapia Fun Fishing	409	293	241	534	133	130	263	9	11	20	435	382	817
Sayaw Beach Resort	408	1866	1726	3592	2135	1771	3906	4	1	5	4005	3498	7503
Barili ATV Adventure	414	0	0	0	31	32	63	1	0	1	32	32	64
Mantayupan Falls	102	154	186	340	1870	1907	3777	88	90	178	2112	2183	4295
Estino Milk Station	302	780	814	1594	2090	1934	4024	170	109	279	3040	2857	5897
Green Mt. Srping Farm	101	0	1	1	13	18	31	0	0	0	13	19	32
Mahogany Cabin Rental	199	0	0	0	80	78	158	0	0	0	80	78	158
Tujan Beach Resort	408	43	51	94	0	0	0	0	0	0	43	51	94
Bluespace Mountain Resort	101/102	16	20	36	173	174	348	4	2	6	193	197	390
Fat's AquaPark Resort Inc.	408	272	141	413	205	79	284	8	1	9	485	221	706
Bolocboloc Sulfuric Spring	802	425	473	898	224	267	491	4	0	4	653	740	1393
The Paige Beach House	408	0	0	0	42	48	90	0	0	0	42	48	90
Total of this Month ****		3895	3758	7653	6996	6438	13435	288	214	502	11179	10411	21471

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In February 2023, Barili saw 21,471 visitors, with a significant portion of domestic travelers accounting for 13,435. Sayaw Beach Resort was the leading attraction, drawing 7,503 visitors, followed by Estino Milk Station, which attracted 5,897 visitors. Other key attractions included Mantayupan Falls (4,295 visitors), AC Tilapia Fun Fishing (817 visitors), and Bolocboloc Sulfuric Spring (1,393 visitors). The visitor demographic was varied, with 11,179 coming from different provinces within the Philippines and 502 international guests, with a slight majority being female at most attractions. Domestic tourism showed a robust presence, notably from other provinces, while the limited number of international visitors still played a crucial role in Barili's tourism expansion.

Table 3. VAR March 2023

Month/Year: March, 2023
Name of Municipality:

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	84	141	225	0	0	0	0	0	0	84	141	225
Bluespace Resort	408	47	73	120	48	54	102	0	0	0	95	127	222
A.C Tilapia Fun Fishing	409	302	253	555	223	199	422	11	11	22	536	463	999
Sayaw Beach Resort	408	1894	1675	3569	1817	1494	3311	8	2	10	3711	3271	6982
Barili ATV Adventure	414	0	0	0	54	33	87	2	0	2	56	33	89
Bolocboloc Sulfuric Spring	802	309	310	619	110	123	233	1	0	1	422	433	855
Mantayupan Falls	102	247	262	509	1316	1485	2801	258	322	580	1821	2069	3890
Estino Milk Station	302	533	568	1101	671	717	1388	121	106	227	1324	1373	2697
Green Mt. Srping Farm	101	0	0	0	24	18	42	0	0	0	24	18	42
Mahogany Vaction House	199	21	23	44	47	44	91	0	0	0	68	67	135
Tujan Beach Resort	408	61	68	129	0	0	0	0	0	0	61	68	129
Bluespace Mountain Resort	101/102	30	42	72	143	184	327	4	3	7	177	229	406
Fat's AquaPark Resort Inc.	408	236	152	388	168	106	274	3	2	5	407	260	667
The Paige Beach House	408	0	0	0	15	18	33	0	0	0	15	18	33
Total of this Month ****		3764	3567	7331	4636	4475	9111	408	446	854	8801	8570	17371

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In March 2023, Barili welcomed 17,371 visitors, comprising 9,111 domestic and 854 international guests. The leading attraction was Sayaw Beach Resort, which drew in 6,982 visitors, followed by Estino Milk Station with 2,697 visitors. Other favored locations included Mantayupan Falls (3,890 visitors), AC Tilapia Fun Fishing (999 visitors), and Bolocboloc Sulfuric Spring (855 visitors). Most visitors were from the Philippines, with a notable amount coming from various provinces. International visitors accounted for a smaller segment, attracting 854 individuals from abroad. The gender ratio indicated a close balance between male and female visitors at most attractions. The trend highlighted a continued interest in nature-oriented destinations, especially beaches, waterfalls, and hot springs.

Table 4. VAR April2023

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: April, 2023
Name of Municipality:

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	366	620	986	0	0	0	0	0	0	366	620	986
Bluespace Resort	408	112	126	238	132	154	286	0	0	0	244	280	524
A.C. Tilapia Fun Fishing	409	439	377	816	354	354	708	27	32	59	820	763	1583
Sayaw Beach Resort	408	3925	3546	7471	2968	3449	6417	20	17	37	6913	7012	13925
Barili ATV Adventure	414	0	0	0	42	36	78	0	0	0	42	36	78
Bolocboloc Sulfuric Spring	802	581	639	1220	434	479	913	5	0	5	1020	1118	2138
Mantayupan Falls	102	297	318	615	3482	4540	8022	445	522	967	4224	5380	9604
Estino Milk Station	302	2433	2028	4461	2081	1760	3841	130	95	225	4644	3883	8527
Green Mt. Srping Farm	101	0	0	0	73	68	141	0	0	0	73	68	141
Mahogany Vaction House	199	0	0	0	89	93	182	0	0	0	89	93	182
Tujan Beach Resort	408	134	144	278	0	0	0	0	0	0	134	144	278
Bluespace Mountain Resort	101/102	6	5	11	341	387	728	1	0	1	348	392	740
Fat's AquaPark Resort In	408	576	362	938	260	185	445	2	0	2	838	547	1385
The Paige Beach House	408	0	0	0	39	61	100	0	0	0	39	61	100
Total of this Month ****		8869	8165	17034	10295	11566	21861	630	666	1296	19794	20397	40191

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In April 2023, the number of visitors to Barili's tourist sites rose to 40,191. Of this total, 21,861 were domestic tourists, and 1,296 were international travelers. Sayaw Beach Resort remained the most frequented, with 13,925 visitors; Estino Milk Station attracted 8,527 visitors; and Mantayupan Falls had 9,604 visitors. Other significant attractions included AC Tilapia Fun Fishing (1,583 visitors), Bolocboloc Sulfuric Spring (2,138 visitors), and Fat's AquaPark Resort (1,385 visitors). The total number of visitors displayed considerable growth compared to previous months, with an influx of people from the local province and other regions of the Philippines. Although international visitors still represented a minor part of the overall count, there was a consistent stream of foreign tourists. The gender distribution at the various attractions remained relatively even, with some exceptions, such as Estino Milk Station, which saw more female visitors

Table 5. VAR May 2023

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: May, 2023
Name of Municipality:

Visitor Attraction Record		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	64	90	154	0	0	0	0	0	0	64	90	154
Bluespace Resort	408	77	81	158	74	109	183	0	0	0	151	190	341
A.C Tilapia Fun Fishing	409	344	306	650	321	343	664	22	17	39	687	666	1353
Sayaw Beach Resort	408	3105	2798	5903	2419	2346	4765	11	6	17	5535	5150	10685
Barili ATV Adventure	414												
Bolocboloc Sulfuric Spring	802	392	424	816	210	230	440	3	0	3	605	654	1259
Mantayupan Falls	102	152	187	339	2342	2716	5058	147	154	301	2641	3057	5698
Estino Milk Station	302	793	611	1404	651	617	1268	75	75	150	1519	1303	2822
Green Mt. Srping Farm	101	0	0	0	56	42	98	0	0	0	56	42	98
Mahogany Vaction House	199	22	14	36	86	95	181	0	0	0	108	109	217
Tujan Beach Resort	408	137	162	299	0	0	0	0	0	0	137	162	299
Bluespace Mountain Resort	101/102	23	32	55	134	153	287	4	4	8	161	189	350
Fat's AquaPark Resort In	408	344	174	518	140	94	234	1	0	1	485	268	753
The Paige Beach House	408	0	0	0	51	84	135	0	0	0	51	84	135
Total of this Month ****		5453	4879	10332	6484	6829	13313	263	256	519	12200	11964	24164

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

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In May 2023, Barili recorded 24,164 tourist arrivals, including 10,332 from Cebu Province, 13,313 from other Philippine provinces, and 519 international tourists. Sayaw Beach Resort was the top attraction with 10,685 visitors, followed by Mantayupan Falls (5,698) and Estino Milk Station (2,822). Other notable spots included A.C. Tilapia Fun Fishing (1,353) and Bolocboloc Sulfuric Spring (1,259). Attractions like Green Mountain Spring Farm and Mahogany Vacation House had significantly fewer guests. International visitors were a small portion of the total, mainly found at Mantayupan Falls (301) and Estino Milk Station (150). Domestic tourism, especially from outside Cebu, was essential for Barili's tourism that month.

Table 6. VAR June 2023

Month/Year: June, 2023
Name of Municipality:

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408			0			0			0	0	0	0
Bluespace Resort	408			0			0			0	0	0	0
A.C Tilapia Fun Fishing	409	349	300	649	356	371	727	15	15	30	720	686	1406
Sayaw Beach Resort	408	2221	1780	4001	1956	1824	3780	4	4	8	4181	3608	7789
Barili ATV Adventure	414			0			0			0	0	0	0
Bolocboloc Sulfuric Spring	802	227	270	497	309	346	655	4	0	4	540	616	1156
Mantayupan Falls	102	135	150	285	2272	2617	4889	103	116	219	2510	2883	5393
Estino Milk Station	302			0			0			0	0	0	0
Green Mt. Srping Farm	101	6	8	14	15	22	37	0	0	0	21	30	51
Mahogany Vaction House	199			0			0			0	0	0	0
Tujan Beach Resort	408	4	14	18	29	65	94	0	0	0	33	79	112
Fat's Aquapark	408	148	77	225	70	35	105	0	0	0	218	112	330
Bluespace Mountain Resort	101/102	311	354	665	2	4	6	7	8	15	320	366	686
Fat's AquaPark Resort In	408												
The Paige Beach House	408	0	0	0	52	73	125	0	0	0	52	73	125
Total of this Month ****		3401	2953	6354	5061	5357	10418	133	143	276	8595	8453	17048

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In June 2023, the number of guests to Barili's tourist sites reached 17,048. Of these, 10,418 were domestic visitors, whereas 276 were international. The most frequented site was Sayaw Beach Resort, which attracted 7,789 guests, followed by Mantayupan Falls, with 5,393 visitors, and AC Tilapia Fun Fishing, which had 1,406 guests. The gender distribution varied, as Sayaw Beach Resort drew more male visitors, while other sites like Fat's AquaPark Resort attracted more female guests. This trend continued to indicate a strong inclination towards domestic visitors, with most coming from the province. International tourists formed a smaller segment of the overall total, although some locations like Sayaw Beach Resort and Mantayupan Falls experienced a slight interest from overseas guests.

Table 7. VAR July 2023

Month/Year: July, 2023
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408			0			0			0	0	0	0
Bluespace Resort	408			0			0			0	0	0	0
A.C Tilapia Fun Fishing	409			0			0			0	0	0	0
Sayaw Beach Resort	408	2445	1990	4435	2475	2119	4594	27	38	65	4947	4147	9094
Barili ATV Adventure	414			0			0			0	0	0	0
Bolocboloc Sulfuric Spring	802			0			0			0	0	0	0
Mantayupan Falls	102	247	262	509	1316	1485	2801	258	322	580	1821	2069	3890
Estino Milk Station	302			0			0			0	0	0	0
Green Mt. Srping Farm	101	0	0	0	17	17	34	12	15	27	29	32	61
Mahogany Vaction House	199	0	0	0	156	154	310	32	40	72	188	194	382
Tujan Beach Resort	408			0			0			0	0	0	0
Fat's Aquapark	408			0			0			0	0	0	0
Bluespace Mountain Resort	101/102	28	51	79	199	234	433	20	46	66	247	331	578
Fat's AquaPark Resort In	408												
The Paige Beach House	408	0	0	0	75	106	181	23	24	47	98	130	228
Total of this Month ****		2720	2303	5023	4238	4115	8353	372	485	857	7314	6860	14233

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In July 2023, Barili's Municipality recorded 14,233 tourist arrivals, comprising 13,376 domestic visitors and 857 from abroad. Sayaw Beach Resort continued to lead as the most popular destination, attracting 9,094 guests, followed by Mantayupan Falls with 3,890 visitors and Bluespace Mountain Resort with 578. While these primary attractions consistently attracted large crowds, other locations such as Anahaw Beach Resort, AC Tilapia Fun Fishing, and Bolocboloc Sulfuric Spring reported no visitor numbers, which could suggest

temporary closures or lapses in reporting. This month, Barili saw a significant increase in foreign tourists, especially at its private resorts. This shows that more international travelers are finding Barili attractive.

Table 8. VAR August 2023

Month/Year: August, 2023
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408			0			0			0	0	0	0
Bluespace Resort	408	30	44	74	58	82	140	0	0	0	88	126	214
A.C Tilapia Fun Fishing	409			0			0			0	0	0	0
Sayaw Beach Resort	408	700	640	1,340	624	620	1,244	2	1	3	1,326	1,261	2,587
Barili ATV Adventure	414			0			0			0	0	0	0
Mantayupan Paridise Inn	802	17	17	34	22	21	43	3	3	6	42	41	83
Mantayupan Falls	102	132	126	258	2473	2979	5452	66	65	131	2671	3170	5841
Estino Milk Station	302			0			0			0	0	0	0
Green Mt. Srping Farm	101			0			0			0	0	0	0
Mahogany Vaction House	199	0	0	0	70	84	154	0	0	0	70	84	154
Tujan Beach Resort	408	38	42	80	22	21	43	0	0	0	60	63	123
Fat's Aquapark	408	370	274	644	61	51	112	0	0	0	431	325	756
Bolocboloc Sulfuric Spring	408	268	311	579	263	265	528	7	0	7	538	576	1114
The Paige	408	7	10	17	50	70	120	0	0	0	57	80	137
Bluespace Mountain Resort	408	45	24	69	140	166	306	5	3	8	190	193	383
Total of this Month ****		1607	1488	3095	3783	4359	8142	83	72	155	5473	5919	11392

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In August 2023, Barili welcomed 11,392 visitors, with 3,095 from the local province, 8,142 from various regions of the Philippines, and 155 international tourists. Mantayupan Falls again emerged as the top attraction, with 5,841 visitors, followed by Sayaw Beach ResorFat'sh 2,587 and Fat's Aquapark with 756. Although some attractions, like AC Tilapia Fun Fishing and Estino Milk Station, had no recorded visitors, others, such as Bluespace Mountain Resort and Bolocboloc Sulfuric Spring, experienced moderate activity. Although the number of foreign visitors was smaller, Barili's Consistent presence suggests Barili's growing potential as a destination for domestic and international tourism.

Table 9. VAR September 2023

Month/Year: September, 2023
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	40	53	93	0	0	0	0	0	0	40	53	93
Bluespace Resort	408	14	16	30	60	73	133	0	0	0	74	89	163
A.C Tilapia Fun Fishing	409	193	210	403	70	87	157	3	2	5	266	299	565
Sayaw Beach Resort	408	2,390	2,129	4,519	2,893	2,584	5,477	4	2	6	5,287	4,715	10,002
Barili ATV Adventure	414			0			0			0	0	0	0
Mantayupan Paradise Inn	802	21	18	39	27	23	50	5	4	9	53	45	0
Mantayupan Falls	102			0			0			0	0	0	0
Estino Milk Station	302			0			0			0	0	0	0
Green Mt. Srping Farm	101	0	0	0	32	20	52	0	0	0	32	20	52
Mahogany Vaction House	199	0	0	0	62	36	98	0	0	0	62	36	98
Tujan Beach Resort	408	38	41	79	39	43	82	0	0	0	77	84	161
Fat's Aquapark	408	220	184	404	52	52	104	2	1	3	274	237	511
Bluespace Mountain Resort	101/102	0	2	2	162	177	339	2	0	2	164	179	343
The Paige	408												
Bolocboloc Sulfuric Spring	408	295	329	624	286	315	601	5	0	5	586	644	1230
Total of this Month ****		3211	2982	6193	3683	3410	7093	21	9	30	6915	6401	13218

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In September 2023, Barili Municipality welcomed 13,218 visitors, comprising 6,193 from the local province, 7,093 from other Philippine provinces, and 30 from abroad. Sayaw Beach Resort remained the top attraction, attracting 10,002 tourists, followed by Bolocboloc Sulfuric Spring with 1,230 visitors and AC Tilapia Fun Fishing with 565. Several locations, including Mantayupan Falls and Estino Milk Station, recorded no visitors. Meanwhile, attractions like Tujan Beach Fat'st, Fat's Aquapark, and Bluespace Mountain Resort continued to draw a steady flow of guests. Overall, September demonstrated stable tourism activBarili'shlighting Barili's ongoing appeal to local and national travelers.

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Table 10. VAR October 2023

Month/Year: October, 2023
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	89	105	194	0	0	0	0	0	0	89	105	194
Bluespace Resort	408	39	45	84	18	15	33	0	0	0	57	60	117
A.C Tilapia Fun Fishing	409	365	325	690	188	168	356	17	17	34	570	510	1080
Sayaw Beach Resort	408	2,390	2,129	4,519	2,893	2,584	5,477	4	2	6	5,287	4,715	10,002
Barili ATV Adventure	414			0			0			0	0	0	0
Bolocboloc Sulfuric Spring	802	380	413	793	205	191	396	4	0	4	589	604	1193
Mantayupan Falls	102	56	61	117	1779	2034	3813	19	71	90	1854	2166	4020
Estino Milk Station	302			0			0			0	0	0	0
Green Mt. Srping Farm	101	0	0	0	21	16	37	9	0	9	30	16	46
Mahogany Vaction House	199			0			0			0	0	0	0
Tujan Beach Resort	408			0			0			0	0	0	0
Mantayupan Paradise Inn	802			0			0			0	0	0	0
Bluespace Mountain Resort	101/102	15	10	25	101	101	202	2	2	4	118	113	231
Fat's Aquapark	408	356	325	681	116	116	232	1	0	1	473	441	914
The Paige	408	0	0	0	44	60	104	0	0	0	44	60	104
Total of this Month ****		3690	3413	7103	5365	5285	10650	56	92	148	9111	8790	17901

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In October 2023, Barili saw a notable increase in tourism, with 17,901 visitors, representing the highest turnout in months. Of these, 10,650 visitors came from other provinces, 7,103 were locals, and 148 were international visitors. Sayaw Beach Resort retained its leading position with 10,002 total guests, followed by Mantayupan Falls, which attracted 4,020 visitors, and AC Tilapia Fun Fishing with 1,080 guests. Bolocboloc Sulfuric Spring also attracted a considerable number, totaling 1,193 visitors. Locations like Estino Milk Station, Barili ATV Adventure, and Mahogany Vacation House still shoBarili'secorded guests. The data illustrates Barili's ongoing allure, particularly among domestic tourists, as it approaches the peak holiday season.

Table 11. VAR November 2023

Month/Year: November, 2023
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	101	141	242	0	0	0	0	0	0	101	141	242
Bluespace Resort	408	30	47	77	41	37	78	1	1	2	72	85	157
A.C Tilapia Fun Fishing	409			0			0			0	0	0	0
Sayaw Beach Resort	408	1,889	1,474	3,363	1,562	1,428	2,990	5	3	8	3,456	2,905	6,361
Barili ATV Adventure	414			0			0			0	0	0	0
Bolocboloc Sulfuric Spring	802	263	324	587	272	298	570	6	0	6	541	622	1163
Mantayupan Falls	102	60	76	136	1980	2274	4254	54	54	108	2094	2404	4498
Estino Milk Station	302			0			0			0	0	0	0
Green Mt. Srping Farm	101	0	0	0	33	27	60	0	0	0	33	27	60
Mahogany Vaction House	199	0	0	0	59	31	90	0	0	0	59	31	90
Tujan Beach Resort	408	47	60	107	31	42	73	0	0	0	78	102	180
Mantayupan Paradise Inn	408	68	63	131	79	77	156	8	9	17	155	149	304
Bluespace Mountain Resort	101/102	16	38	54	98	119	217	14	7	21	128	164	292
Fat's Aquapark	408												
The Paige	408	0	0	0	41	45	86				41	45	86
Total of this Month ****		2474	2223	4697	4155	4333	8488	88	74	162	6758	6675	13433

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In November 2023, Barili attracted 13,433 visitors, experiencing a minor decrease from October but still showcasing strong tourism performance. Most tourists, 8,488, hailed from other provinces, while 4,697 were locals and 162 were international visitors. Sayaw Beach Resort continued to be the leading attraction with 6,361 visitors, followed by Mantayupan Falls with 4,498 and Bolocboloc Sulfuric Spring with 1,163. New activity was noted at Mantayupan Paradise Inn, which had 304 guests. Despite sites like Estino Milk Station and Barili ATV Adventure not registering visitors, resorts sumonth'sluespace and Tujan Beach still drew in modest crowds. The data fromBarili'snth indicates that natural attractions and well-established tourist spots dominate Barili's tourism

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Table 12. VAR December 2023

Month/Year: December, 2023
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	96	187	283	0	0	0	1	1	2	97	188	285
Bluespace Resort	408	95	75	170	70	53	123	0	0	0	165	128	293
A.C Tilapia Fun Fishing	409	552	503	1055	479	456	935	18	18	36	1049	977	2026
Sayaw Beach Resort	408	2,615	2,008	4,623	2,099	1,959	4,058	7	2	9	4,721	3,969	8,690
Barili ATV Adventure	414			0			0			0	0	0	0
Bolocboloc Sulfuric Spring	802	418	472	890	485	525	1010	7	0	7	914	990	1904
Mantayupan Falls	102			0			0			0	0	0	0
Estino Milk Station	302			0			0			0	0	0	0
Green Mt. Srping Farm	101			0			0			0	0	0	0
Mahogany Vaction House	199	0	0	0	127	149	276	0	0	0	127	149	276
Tujan Beach Resort	408	109	114	223	44	50	94	0	0	0	153	164	317
Fat's Aquapark	408			0			0			0	0	0	0
Bluespace Mountain Resort	101/102	26	47	73	144	188	332	8	4	12	178	239	417
Fat's Aquapark	408												
The Paige	408						0						
Total of this Month ****		3911	3406	7317	183	165	6828	41	25	66	7404	6804	14208

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In December 2023, Barili saw a rise in visitors to 14,208, a significant increase compared to the previous month. Of this total, 7,317 were from within the province, 6,828 came from other provinces, and 66 were foreign tourists. Sayaw Beach Resort remained the top destination, welcoming 8,690 visitors, followed by AC Tilapia Fun Fishing with 2,026 and Bolocboloc Sulfuric Spring with 1,904. Bluespace Resort and Bluespace Mountain Resort also experienced stable attendance, with 293 and 417 visitors, respectively. Although several attractions, including Mantayupan Falls and Estino Milk Station, recorded noBarili'ss, the holiday season boosted attendance at beach resorts and family-oriented venues, showcasing Barili's appeal during the festive time.

Table 13. VAR January 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: January 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines											
		This Province			Other Province			Foreign Country Residence					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	101	120	221	90	96	186	86	90	176	277	306	583
BLUESPACE RESORT	408	48	59	107	36	23	59	0	0	0	84	82	166
SAYAW BEACH RESORT	408	2846	2347	5193	2869	2370	5239	6	4	10	5721	4721	10442
AC TILAPIA FUN FISHING	409	409	367	776	356	279	635	13	12	25	778	658	1436
MAHOGANY CABIN RENTAL	199	0	0	0	114	110	224	0	0	0	114	110	224
VILLA PRICILLA BEACH RESORT	408	68	57	125	35	40	75	0	0	0	103	97	200
MANTAYUPAN FALLS	102	88	117	205	2080	2386	4466	64	69	133	2232	2572	4804
MANTAYUPAN PARADISE INN	408	90	53	143	56	54	110	15	26	41	161	133	294
AHOGANY CREEK AND CAMPING RENTA	101	0	0	0	0	0	0	0	0	0	0	0	0
MAYANA BY BLUESPACE	101/102	44	35	79	119	145	264	8	8	16	171	188	359
THE PAIGE BEACH RESORT	408	0	0	0	29	49	78	1	0	1	30	49	79
FAT'S AQUA PARK RESORT INC.	408	464	483	947	90	101	191	0	0	0	554	584	1138
BOLOCBOLOC SULFURIC SPRING	802	522	556	1078	453	481	934	7	0	7	982	1037	2019
Total of this Month ****		4680	4194	8874	6327	6134	12461	200	209	409	11207	10537	21744

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In January 2024, Barili welcomed 21,744 visitors to its various attractions. Sayaw Beach Resort attracted the highest number of guests, totaling 10,442, followed by Mantayupan Falls with 4,804 visitors, and AnFat'sBeach Resort, which brought in 583 visitors. Other attractions that saw significant attendance included AC Tilapia Fun Fishing (1,436 visitors), Fat's Aqua Park Resort Inc. (1,138 visitors), and Bolocboloc Sulfuric Spring (2,019 visitors). Most visitors were domestic, with 6,327 coming from the local province and 6,134 from other provinces, while international visitorBarili'sed 200. Smaller resorts like Bluespace Resort, Mahogany Cabin Rental, and Mayana by Bluespace also had some contributions, albeit with fewer guests. This information illustrates Barili's allure for a diverse range of tourists, encompassing local, regional, and international visitors who strongly prefer attractions centered around nature and beaches.

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Table 14. VAR February 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: February 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	92	95	187	86	87	173	85	86	171	263	268	531
BLUESPACE RESORT	408	34	52	86	28	32	60	0	0	0	62	84	146
SAYAW BEACH RESORT	408	1206	1124	2330	1211	1285	2496	5	6	11	2422	2415	4837
AC TILAPIA FUN FISHING	409	247	223	470	249	204	453	15	14	29	511	441	952
MAHOGANY CABIN RENTAL	199	0	0	0	35	23	58	91	49	140	126	72	198
VILLA PRICILLA BEACH RESORT	408	40	46	86	16	18	34	0	0	0	56	64	120
MANTAYUPAN FALLS	102	84	100	184	3134	3380	6514	76	71	147	3294	3551	6845
MANTAYUPAN PARADISE INN	408	96	60	156	60	64	124	20	25	45	176	149	325
HOGANY CREEK AND CAMPING RENTA	101	0	0	0	8	8	16	0		0	8	8	16
MAYANA BY BLUESPACE	101/102	33	29	62	99	114	213	7	2	9	139	145	284
THE PAIGE BEACH RESORT	408	0	0	0	30	30	60	2		2	32	30	62
FAT'S AQUA PARK RESORT INC.	408	319	285	604	133	104	237	1	0	1	453	389	842
BOLOCBOLOC SULFURIC SPRING	802	315	329	644	316	306	622	13	6	19	644	641	1285
Total of this Month ****		2466	2343	4809	5405	5655	11060	315	259	574	8186	8257	16443

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In February 2024, Barili recorded a total of 16,443 tourist arrivals, with most guests hailing from other provinces in the Philippines (11,060), followed by residents from within the province (4,809), and fewer foreign visitors (574). Mantayupan FalBarili'she most popular site, drawing 6,845 guests, followed by Sayaw Beach Resort with 4,837 visitors, and Bolocboloc Sulfuric Spring, which had 1,285 attendees. The data emphasizes Barili's expanding reputation as a nature-focused resort destination, showcasing a strong appeal among domestic tourists and a growing interest from international visitors.

Table 15. VAR March 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: March 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	100	100	200	72	86	158	98	90	188	270	276	546
BLUESPACE RESORT	408	62	104	166	66	88	154	0	0	0	128	192	320
SAYAW BEACH RESORT	408	1521	1570	3091	1364	1460	2824	15	5	20	2900	3035	5935
AC TILAPIA FUN FISHING	409	554	399	953	437	421	858	29	25	54	1020	845	1865
MAHOGANY CABIN RENTAL	199	15	13	28	23	24	47	10	10	20	48	47	95
VILLA PRICILLA BEACH RESORT	408	62	50	112	53	36	89	0	0	0	115	86	201
MANTAYUPAN FALLS	102	162	187	349	3118	3438	6556	112	129	241	3392	3754	7146
MANTAYUPAN PARADISE INN	408	87	78	165	89	71	160	27	22	49	203	171	374
HOGANY CREEK AND CAMPING RENTA	101	0	0	0	19	15	34	0	0	0	19	15	34
MAYANA BY BLUESPACE	101/102	17	24	41	150	144	294	6	8	14	173	176	349
THE PAIGE BEACH RESORT	408	0	0	0	6	6	12	8	10	18	14	16	30
FAT'S AQUA PARK RESORT INC.	408	528	412	940	242	212	454	0	0	0	770	624	1394
BOLOCBOLOC SULFURIC SPRING	802	412	436	848	506	520	1026	3	5	8	923	962	1882
Total of this Month ****		3520	3373	6893	6145	6521	12666	308	304	612	9975	10199	20171

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In March 2024, Barili, Cebu, recorded 20,171 tourist visits, showing a notable rise in arrivals from the previous month. The majority of these visitors were domestic travelers from other provinces (12,666), followed by residents (6,893) and international tourists (Barili'sntayupan Falls remained the most popular site with 7,146 guests, followed by Sayaw Beach Resort with 5,935 visitors and Bolocboloc Sulfuric Spring with 1,882. The consistent flow of domestic and foreign tourists underscores Barili's enduring appeal as a versatile destination offering nature-based activities, beach resorts, and adventure tourism.

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Table 16. VAR April 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: April 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	208	210	418	201	201	402	97	100	197	506	511	1017
BLUESPACE RESORT	408	48	41	89	53	51	104	12	12	24	113	104	217
SAYAW BEACH RESORT	408	1757	1697	3454	1491	1569	3060	9	4	13	3257	3270	6527
AC TILAPIA FUN FISHING	409	363	310	673	326	311	637	15	9	24	704	630	1334
MAHOGANY CABIN RENTAL	199	0	0	0	7	7	14	8	8	16	15	15	30
VILLA PRICILLA BEACH RESORT	408	65	56	121	33	31	64	0	0	0	98	87	185
MANTAYUPAN FALLS	102	114	130	244	2536	2780	5316	125	146	271	2775	3056	5831
MANTAYUPAN PARADISE INN	408	141	141	282	131	131	262	4	4	8	276	276	552
HOGANY CREEK AND CAMPING RENTA	101	0	0	0	3	5	8	0	0	0	3	5	8
MAYANA BY BLUESPACE	101/102	43	47	90	100	124	224	6	7	13	149	178	327
THE PAIGE BEACH RESORT	408	0	0	0	44	60	104	0	0	0	44	60	104
FAT'S AQUA PARK RESORT INC.	408	449	348	797	183	122	305	0	0	0	632	470	1102
BOLOCBOLOC SULFURIC SPRING	802	334	357	691	271	278	549	5	1	6	610	636	1246
Total of this Month ****		3522	3337	6859	5379	5670	11049	281	291	572	9182	9298	18480

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In April 2024, Barili, Cebu, attracted 18,480 visitors, demonstrating a sustained interest in its tourist offerings. Domestic tourists from other provinces represented the most significant portion of the visitor count, with 11,049 attending, alongside local visitors from the province (6,859) and international tourists (572). Sayaw Beach Resort topped the list of attractions, bringing in 6,527 visitors, followed by Mantayupan Falls (5,831) and Anahaw Beach Resort (1,017). The variety of tourism activities, ranging from beach resorts to natural sites like waterfalls and sulfuric springs, was instrumental in helping Barili retain its status as a desirable destination.

Table 17. VAR May 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: May 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	240	255	495	201	201	402	105	110	215	546	566	1112
BLUESPACE RESORT	408	35	44	79	21	22	43	0	0	0	56	66	122
SAYAW BEACH RESORT	408	1695	1424	3119	1564	1375	2939	3	3	6	3262	2802	6064
AC TILAPIA FUN FISHING	409	370	305	675	342	335	677	19	21	40	731	661	1392
MAHOGANY CABIN RENTAL	199	0	0	0	10	10	20	8	8	16	18	18	36
VILLA PRICILLA BEACH RESORT	408	57	57	114	41	35	76	0	0	0	98	92	190
MANTAYUPAN FALLS	102	403	559	962	3124	3585	6709	266	293	559	3793	4437	8230
MANTAYUPAN PARADISE INN	408	40	30	70	39	50	89	11	10	21	90	90	180
HOGANY CREEK AND CAMPING RENTA	101	0	0	0	34	37	71	0	0	0	34	37	71
MAYANA BY BLUESPACE	101/102	38	33	71	126	167	293	2	2	4	166	202	368
THE PAIGE BEACH RESORT	408	0	0	0	12	17	29	3	3	6	15	20	35
FAT'S AQUA PARK RESORT INC.	408	471	396	867	268	211	479	0	0	0	739	607	1346
BOLOCBOLOC SULFURIC SPRING	802	385	465	850	564	606	1170	5	1	6	954	1072	2026
Total of this Month ****		3734	3568	7302	6346	6651	12997	422	451	873	10502	10670	21172

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In May 2024, Barili experienced a notable rise in tourist activity, attracting 21,172 visitors to its various sites. Most of the visitor count came from domestic tourists from other provinces, who accounted for 12,997 visitors, while residents and internatFat's tourists contributed 7,302 and 873, respectively. Sayaw Beach Resort remained a favorite, welcoming 6,064 visitors, folloBarili'sely by Mantayupan Falls with 8,230 visitors and Anahaw Beach Resort with 1,112 visitors. Other popular attractions included Fat's Aqua Park Resort Inc. (1,346 visitors) and Bolocboloc Sulfuric Spring (2,026 visitors). This increase indicates the growing allure of Barili's diverse attractions, ranging from natural sites to beacFat'sorts.

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Table 18. VAR June 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: June 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	215	215	430	105	105	210	100	100	200	420	420	840
BLUESPACE RESORT	408	2	2	4	61	47	108	0	0	0	63	49	112
SAYAW BEACH RESORT	408	2154	1686	3840	1455	1428	2883	3	3	6	3612	3117	6729
AC TILAPIA FUN FISHING	409	346	329	675	315	325	640	12	13	25	673	667	1340
MAHOGANY CABIN RENTAL	199	2	2	4	6	6	12	3	3	6	11	11	22
VILLA PRICILLA BEACH RESORT	408	90	91	181	69	59	128	0	0	0	159	150	309
MANTAYUPAN FALLS	102	575	586	1161	4530	4824	9354	195	144	339	5300	5554	10854
MANTAYUPAN PARADISE INN	408	90	64	154	82	76	158	11	11	22	183	151	334
HOGANY CREEK AND CAMPING RENTA	101	11	11	22	13	13	26	0	0	0	24	24	48
MAYANA BY BLUESPACE	101/102	5	3	8	166	185	351	7	3	10	178	191	369
THE PAIGE BEACH RESORT	408	0	0	0	49	56	105	0	0	0	49	56	105
FAT'S AQUA PARK RESORT INC.	408	788	695	1483	876	694	1570	0	0	0	1664	1389	3053
BOLOCBOLOC SULFURIC SPRING	802	307	319	626	364	378	742	4	1	5	675	698	1373
Total of this Month ****		4585	4003	8588	8091	8196	16287	335	278	613	13011	12477	25488

Note: *Total number must be recorded. ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In June 2024, Barili experienced a significant surge in tourism, with a total of 25,488 visitors across its various attractions. Sayaw Beach Resort was the most popular, drawing 6,729 visitors, followed by Mantayupan Falls with 10,854 visitors, and Fat's Aqua Park Resort Inc. with 3,053 visitors. Anahaw Beach Resort and Bolocboloc Sulfuric Spring also saw notable attendance, with 840 and 1,373 visitors, respectively. Domestic tourists from other provinces continued to dominate, contributing 16,287 visitors, while 6,913 were from within the province. Foreign tourists accounted for 613 visitors. This month highlighted the region's continued appeal, with a diverse mix of nature and recreational attractions driving the growth in visitation.

Table 19. VAR July 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: July 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	218	223	441	201	205	406	118	122	240	537	550	1087
BLUESPACE RESORT	408	76	114	190	17	9	26	1	0	1	94	123	217
SAYAW BEACH RESORT	408	2629	2717	5346	2662	2508	5170	4	3	7	5295	5228	10523
AC TILAPIA FUN FISHING	409	495	404	899	338	311	649	18	20	38	851	735	1586
MAHOGANY CABIN RENTAL	199	0	0	0	4	4	8	6	6	12	10	10	20
VILLA PRICILLA BEACH RESORT	408	81	63	144	43	55	98	0	0	0	124	118	242
MANTAYUPAN FALLS	102	160	149	309	3288	3122	6410	244	227	471	3692	3498	7190
MANTAYUPAN PARADISE INN	408	119	131	250	117	113	230	9	3	12	245	247	492
HOGANY CREEK AND CAMPING RENTA	101	15	19	34	19	7	26	0	0	0	34	26	60
MAYANA BY BLUESPACE	101/102	11	14	25	88	111	199	23	4	27	122	129	251
THE PAIGE BEACH RESORT	408	0	0	0	52	60	112	0	0	0	52	60	112
FAT'S AQUA PARK RESORT INC.	408	616	516	1132	766	601	1367	4	2	6	1386	1119	2505
BOLOCBOLOC SULFURIC SPRING	802	400	423	823	497	553	1050	0	0	0	897	976	1873
Total of this Month ****		4820	4773	9593	8092	7659	15751	427	387	814	13339	12819	26158

Note: *Total number must be recorded. ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In July 2024, Barili welcomed 26,158 visitors to its various attractions. Sayaw Beach Resort topped the list with 10,523 visitors, followed by Mantayupan Falls which attracted 7,190 visitors, and Fat's Aqua Park Resort Inc. with 2,505 visitors. Anahaw Beach Resort also performed well, drawing in 1,087 visitors. Domestic tourism remained the dominant force, with 15,751 visitomonth'sng from outside the province, whiarea's33 locals from Barili took advantage of the attractions. The number of international visitors was relativelyBarili'sat 814, but they contributed a global aspect to Barili's tourism scene. The high attendance this month illustrates the increasing allure of the area for both local anFat'sernational tourists.

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Table 18. VAR August 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: August 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	127	137	264	101	120	221	98	101	199	326	358	684
BLUESPACE RESORT	408	26	39	65	47	70	117	0	0	0	73	109	182
SAYAW BEACH RESORT	408	3,056	1,671	4,727	1960	2,101	4,061	9	4	13	5,025	3,776	8,801
AC TILAPIA FUN FISHING	409	314	292	606	234	219	453	9	9	18	557	520	1077
MAHOGANY CABIN RENTAL	199	1	1	2	3	3	6	4	4	8	8	8	16
VILLA PRICILLA BEACH RESORT	408	94	78	172	41	42	83	0	0	0	135	120	255
MANTAYUPAN FALLS	102	123	162	285	2742	2662	5404	223	182	405	3088	3006	6094
MANTAYUPAN PARADISE INN	408	39	38	77	56	57	113	6	6	12	101	101	202
HOGANY CREEK AND CAMPING RENTA	101	0	0	0	8	2	10	0	0	0	8	2	10
MAYANA BY BLUESPACE	101/102	5	8	13	126	140	266	5	3	8	136	151	287
THE PAIGE BEACH RESORT	408			0			0			0	0	0	0
FAT'S AQUA PARK RESORT INC.	408	555	476	1031	722	655	1377	0	0	0	1277	1131	2408
BOLOCBOLOC SULFURIC SPRING	802	326	357	683	350	364	714	0	0	0	676	721	1397
Total of this Month ****		4666	3259	7925	6390	6435	12825	354	309	663	11410	10003	21413

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In August 2024, Barili's attractions garnered 21,413 visitors. Sayaw Beach Resort again led the way with 8,801 visitors, followed by Mantayupan Falls at 6,094, and Fat's Aqua Park Resort Inc. with 2,408 visitors. Anahaw Beach Resort also recorded a notable number of visitors, reaching 684. Domestic tourism continued to prevail, with 12,825 visimonth'som outside the province, while local visitorsBarili'srili numbered 7,925. The count of foreign visitors was 663, providing a small but meaningful portion of the total visitation. The figures for thisBarili'snderscore the ongoing interest in Barili's varied attractions, further enhancing its appeal to local and foreign tourists.

Table 19. VAR September 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: September 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	240	250	490	116	123	239	80	97	177	436	470	906
BLUESPACE RESORT	408	27	48	75	20	29	49	2	0	2	49	77	126
SAYAW BEACH RESORT	408	1539	1304	2843	1536	1358	2894	64	73	137	3139	2735	5874
AC TILAPIA FUN FISHING	409	334	299	633	169	152	321	12	12	24	515	463	978
MAHOGANY CABIN RENTAL	199	2	2	4	5	5	10	9	9	18	16	16	32
VILLA PRICILLA BEACH RESORT	408	47	36	83	24	18	42	0	0	0	71	54	125
MANTAYUPAN FALLS	102	66	72	138	2101	4056	6157	217	215	432	2384	4343	6727
MANTAYUPAN PARADISE INN	408	58	60	118	48	48	96	20	20	40	126	128	254
HOGANY CREEK AND CAMPING RENTA	101	0	0	0	16	12	28	0	0	0	16	12	28
MAYANA BY BLUESPACE	101/102	11	20	31	89	131	220	2	1	3	102	152	254
THE PAIGE BEACH RESORT	408	0	0	0	20	21	41	0	0	0	20	21	41
FAT'S AQUA PARK RESORT INC.	408	452	331	783	377	624	3	0	0	0	829	955	786
BOLOCBOLOC SULFURIC SPRING	802	211	230	441	311	329	640	2	0	2	524	559	1083
Total of this Month ****		2987	2652	5639	4832	6906	10740	408	427	835	8227	9985	17214

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In September 2024, Barili's tourist spots welcomed 17,214 visitors. Sayaw Fat's Resort remained the leading destination, drawing 5,874 visitors, while Mantayupan Falls attracted 6,727 visitors. Other well-liked attractions included Fat's Aqua Park Resort Inc., which had 786 visitors, and Anahaw Beach Resort, which hosted 906 visitors. Domestic tourism stayed robust, with 10,740 visitors from outside Barili, and local visitors from within Barili numbering 5,639. The count of foreign tourists reached 835, indicating a continued yet modest influx of international visitors. The overall trend suggests that Barili continues to be a favored Barili's for both local and international travelers, particularly because of its natural

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Table 22. VAR October 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: October 2024
Name of Municipality: BARILI

landmarks.

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	210	215	425	200	215	415	108	110	218	518	540	1058
BLUESPACE RESORT	408	43	72	115	18	32	50	0	0	0	61	104	165
SAYAW BEACH RESORT	408	1166	1170	2336	1161	903	2064	10	5	15	2337	2078	4415
AC TILAPIA FUN FISHING	409	284	285	569	277	324	601	17	9	26	578	618	1196
MAHOGANY CABIN RENTAL	199	2	2	4	6	6	12	3	3	6	11	11	22
VILLA PRICILLA BEACH RESORT	408	26	28	54	6	5	11	0	0	0	32	33	65
MANTAYUPAN FALLS	102	81	78	159	1765	1695	3460	266	238	504	2112	2011	4123
MANTAYUPAN PARADISE INN	408	53	49	102	41	41	82	11	13	24	105	103	208
AHOGANY CREEK AND CAMPING RENTA	101	0	0	0	0	0	0	0	0	0	0	0	0
MAYANA BY BLUESPACE	101/102	5	3	8	36	60	96	6	5	11	47	68	115
THE PAIGE BEACH RESORT	408	0	0	0	65	75	140	0	0	0	65	75	140
FAT'S AQUA PARK RESORT INC.	408	282	216	498	288	245	533	0	0	0	570	461	1031
BOLOCBOLOC SULFURIC SPRING	802	207	220	427	253	278	531	1	0	1	461	498	959
Total of this Month ****		2359	2338	4270	4116	3879	7464	422	383	804	6436	6102	13497

Note: *Total number must be recorded. ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In October 2024, Barili's tourist destinations recorded 13,497 visitors. Sayaw Beach Resort was the most favored site, attracting 4,415 visitors. Mantayupan Falls followed closely with 4,123 visitors, and Anahaw Beach Resort brought in 1,058 visitors. Domestic tourism remained prominent, with 7,464 visitors arriving from outside Barili and 4,270 from within the provinceFat'sernational visitors numbered 804, reflecting a consistent flow of foreign tourism. The month demonstrated strong results across various attractions, with significant contributions from Fat's Aqua Park Resort Inc. and Mantayupan Paradise Inn to the total visitor count.

Table 23. VAR November 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: November 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	245	260	505	236	240	476	210	215	425	691	715	1406
BLUESPACE RESORT	408	53	53	106	20	42	62	20	23	43	93	118	211
SAYAW BEACH RESORT	408	2,234	1,950	4,184	2,079	1,567	3,646	4	6	10	4,317	3,523	7,840
AC TILAPIA FUN FISHING	409	302	325	627	276	327	603	17	17	34	595	669	1264
MAHOGANY CABIN RENTAL	199	1	1	2	3	3	6	4	4	8	8	8	16
VILLA PRICILLA BEACH RESORT	408	37	39	76	37	36	73	0	0	0	74	75	149
MANTAYUPAN FALLS	102	190	161	351	2284	2232	4516	324	275	599	2798	2668	5466
MANTAYUPAN PARADISE INN	408	39	30	69	38	51	89	7	6	13	84	87	171
AHOGANY CREEK AND CAMPING RENTA	101	0	0	0	0	0	0	0	0	0	0	0	0
MAYANA BY BLUESPACE	101/102	2	13	15	78	92	170	7	6	13	87	111	198
THE PAIGE BEACH RESORT	408	0	0	0	74	86	160	0	0	0	74	86	160
FAT'S AQUA PARK RESORT INC.	408	459	413	872	550	381	931	0	0	0	1009	794	1803
BOLOCBOLOC SULFURIC SPRING	802	215	232	447	293	305	598	5	0	5	513	537	1050
Total of this Month ****		3777	3477	7254	5968	5362	11330	598	552	1150	10343	9391	19734

Note: *Total number must be recorded. ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In November 2024, Barili welcomed 19,734 visitors to its tourist attractions. Sayaw Beach Resort was the most popular destination, attracting 7,840 visitors, followed by Mantayupan Falls with 5,466 visitors and Anahaw Beach Resort with 1,406 visitors. Fat'sg domestic visitors, there were 11,330 from other provinces and 7,254 from within the province. Internationalmonth'srs represented 1,150 individuals out of the total count. Fat's AqBarili'sResort Inc. and Mantayupan Paradise Inn also experienced considerable visitor numbers, contributing positively to the tourism performance of the month. This data underscores the ongoing growth of Barili's tourism sector, particularly in nature-based attractions like Sayaw Beach Resort and Mantayupan Falls.

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Table 24. VAR December 2024

Tourism Attraction Visitor Record
(This recording form can be used instead of just counting the visitors)

Month/Year: December 2024
Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	222	225	447	213	215	428	203	203	406	638	643	1281
BLUESPACE RESORT	408	126	172	298	49	53	102	0	0	0	175	225	400
SAYAW BEACH RESORT	408	5,186	4,790	9,976	5,338	5,298	10,636	17	13	30	10,541	10,101	20,642
AC TILAPIA FUN FISHING	409	417	449	866	448	554	1002	15	15	30	880	1018	1898
MAHOGANY CABIN RENTAL	199	0	0	0	0	0	0	0	0	0	0	0	0
VILLA PRICILLA BEACH RESORT	408	65	57	122	64	61	125	0	0	0	129	118	247
MANTAYUPAN FALLS	102	197	183	380	1934	1939	3873	313	290	603	2444	2412	4856
MANTAYUPAN PARADISE INN	408	42	48	90	24	33	57	14	8	22	80	89	169
HOGANY CREEK AND CAMPING RENTA	101	0	0	0	9	11	20	0	0	0	9	11	20
MAYANA BY BLUESPACE	101/102	4	22	26	115	149	264	22	18	40	141	189	330
THE PAIGE BEACH RESORT	408	0	0	0	195	216	411	0	0	0	195	216	411
FAT'S AQUA PARK RESORT INC.	408	883	727	1610	1037	713	1750	0	0	0	1920	1440	3360
BOLOCBOLOC SULFURIC SPRING	802	283	312	595	407	427	834	4	0	4	694	739	1433
Total of this Month ****		7425	6985	14410	9833	9669	19502	588	547	1135	17846	17201	35047

Note: *Total number must be recorded, ** Sex & ***Residence entries are optional. Total number of this month must be reported.

In December 2024, Barili recorded 35,047 visitors across its diverse tourist spots. Sayaw Beach Resort led the visitor count with 20,642, followed by Fat's Aqua Park Resort Inc. with 3,360 visitors and Mantayupan Falls with 4,856 visitors. Most visitors were domestic, with 19,502 coming from within the province and other areas. The number of international visitors was 1,135 out of the total. This month represented a significant increase in visitor numbers, especially for Barili'sand nature-based attractions like Sayaw Beach Resort and Mantayupan Falls. The impressive performance of these sites signals a favorable trend for Barili's tourism sector as the year wraps up.

Preferred Attractions

Based on the frequency of visits, the top attractions include:

1. Mantayupan Falls – Most visited for its natural beauty and accessibility
2. Sayaw Beach – A favorite among local bea
3. Barili'sLadawan Eco Park and Heritage Sites – Attracted both international and domestic tourists interested in nature and culture

These destinations show that Barili's draw comes from its balance of natural and cultural tourism products.

Trends from 2023 to 2024

A significant rise in domestic tourism was observed in 2024 compared to 2023, particularly in local day excursions. The slow recovery of international arrivals is apparent, with an uptick in foreign visitors in 2024, though numbers are still below pre-pandemic figures. Both years exhibit tourism surges during the summer months (March to May) and December, coinciding with school holidays and breaks in the Philippines. Variations in tourist arrivals by season: The statistics from 2023 to 2024 show considerable differences in visitor counts throughout various months. For instance, some months, like January and December, attract more tourists, whereas others, such as June and September, see a drop. This seasonal variation challenges local tourism stakeholders in sustaining consistent revenue streams. Periods with fewer visitors may affect local businesses, small resorts, and attractions, complicating the management of operational costs during off-peak times. Reliance on domestic tourism: Although the municipality of Barili experiences a consistent flow of domestic visitors, the data emphasizes an imbalanced dependence on local tourists compared to international ones. For example, from May to August, the number of domestic tourists far outweighs that of international guests. This reliance renders Barili susceptible to shifts in domestic tourism trends, particularly during economic downturns like inflation or unexpected global events such as the COVID-19 pandemic, which can disrupt local travel. Hence, Limited international tourism: Despite the overall rise in visitor numbers, Barili's international tourism remains relatively low against domestic figures..

This suggests a pressing need for enhanced marketing efforts to attract international tourists to elevate Barili's global profile. Further, infrastructure and Accessibility Issues: The findings indicate that the infrastructure and accessibility in Barili might obstruct drawing more tourists. For instance, the roads that lead to certain attractions like Mantayupan Falls and the various beach resorts may not be as well-developed as those in more prominent tourist locations. This could deter visitors, especially those from abroad who might prefer more convenient and established routes.The consistent increase in visitors to destinations such as Sayaw Beach Resort, Mantayupan Falls, and the Mahogany Creek and Camping Rentals reflects a rising enthusiasm for nature and adventure tourism. Barili can take advantage of this by enhancing and promoting eco-tourism experiences that highlight its natural wonders. There is significant potential to create sustainable tourism initiatives and offer distinct packages for both local and international tourists, which could further broaden visitor experiences. The data indicates that while international tourism is still burgeoning, this sector has considerable potential for growth. By implementing strategic marketing strategies aimed at neighboring countries like South Korea, Japan, and Australia, Barili could attract more international visitors. Additionally, enhancing international accessibility through improved transportation options, such as flights to Cebu and upgrades to local roads, could support this expansion. To tackle the issue of seasonal variations, there is an opportunity to develop special packages and promotions during the off-peak months to draw in more visitors. Barili could think about organizing local festivals, cultural events, and promotions timed with the off-season to ensure a steady flow of visitors throughout the year. These initiatives can assist in distributing tourism demand more evenly across the year, stabilizing income for tourism-related businesses.Given the growing municipality's media in travel decision-making, Barili has the chance to improve its online visibility. Through focused digital marketing campaigns showcasing the municipality's attractions, stunning landscapes, and cultural experiences, Barili could appeal to younger active travelers on social media platforms. A robust digital presence can also help attract international visitors, particularly those searching for authentic, less touristy experiences. Thus, cooperation among the local government, private sector, and community stakeholders is crucial to achieve sustainable tourism growth in Barili. By developing partnerships for capacity-building, environmental protection, and promotion of local culture, Barili can foster a more resilient tourism sector. Revenue generated from tourism could be reinvested back in Barili'socal economy, benefiting residents and ensuring the preservation of the area's natural resources for future generations.

Impact of Increasing Tourist Arrivals on Barili's Natural Environment

Based on data collected from the Municipal Environmental Office and site surveys conducted between January 2023 and June 2024, Barili experienced a 20% increase in tourist arrivals, particularly during the summer months and local festivals. This surge has notably impacted key natural sites such as Mantayupan Falls and Sayaw Beach. Findings such as rise in solid waste accumulation in popular tourist zones, increased in trail erosion rates particularly on hiking paths leading to Mantayupan Falls and water quality tests at coastal swimming areas indicated elevated levels of pollutants after peak tourist periods.The environmental impacts documented indicate that Barili's natural attractions are facing sustainability challenges due to increasing visitor pressure. These findings are consistent with studies on rural and ecotourism sites, where unregulated visitor growth often leads to degradation of natural resources if not managed properly. The balance between economic gains from tourism and conservation of the environment is delicate. The community recognizes that without sustainable management, the appeal of Barili as a nature destination may diminish, affecting both biodiversity and future tourism income.

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

FINDINGS

The study revealed a diverse mix of domestic and international tourists visiting Barili from 2023 to 2024, with most visitors comprising young adults and families attracted to natural and cultural sites such as Mantayupan Falls and local festivals. Key factors influencing their choice of Barili included the scenic beauty of its natural attractions, affordability, cultural heritage, accessibility, and positive word-of-mouth recommendations. Emerging tourism trends indicate a steady increase in visitor numbers, particularly among younger, eco-conscious travelers, which presents both opportunities and challenges, such as infrastructure strain and the need to manage visitor expectations. The growing tourism activity has resulted in noticeable environmental pressures, including increased waste accumulation, trail erosion, and water pollution at popular sites. In response, local government units, community organizations, and tourism stakeholders have begun implementing strategies to promote sustainable tourism. These initiatives include visitor capacity limits, improved waste management, environmental education programs, eco-friendly infrastructure development, and active community participation in environmental stewardship.

CONCLUSION

In conclusion, tourism growth in Barili between 2023 and 2024 has contributed positively to the local economy but has also led to significant environmental sustainability challenges. The increased tourist arrivals have put strain on the municipality's natural resources, particularly at key attractions, underscoring the need for effective and balanced tourism management. The proactive measures undertaken by local stakeholders demonstrate a strong commitment to preserving Barili's natural and cultural heritage while supporting tourism development. However, sustaining this balance will require ongoing collaboration among government agencies, residents, and the private sector, alongside continuous monitoring and adaptive policies. Ultimately, maintaining Barili as an attractive and viable tourism destination depends on the community's ability to harmonize visitor growth with environmental conservation efforts for the long term.

RECOMMENDATIONS

1. Promote Underperforming Attractions. Invest in marketing and promotional strategies for attractions to enhance their visibility and attractiveness. Improve the facilities or introduce new experiences at these sites to make them more appealing to visitors. Introduce eco-friendly activities such as guided nature walks, bird watching, and environmental education programs to promote awareness among tourists.
2. ncrease International Marketing Efforts. Aim at international markets through online advertising, collaborations with travel agencies, and partnerships with global tourism organizations to boost foreign tourist arrivals. Create packages for international visitors, highlighting nature, culture, and recreational activities in Barili. Position Barili as an eco-friendly destination by showcasing conservation initiatives and responsible travel options, appealing to environmentally conscious travelers.
3. Enhance Infrastructure and Accessibility. Upgrade the road networks and transportation options leading to tourist sites, particularly in remote locations like Mantayupan Falls. Ensure that signage, accommodations, and facilities are modernized to meet the expectations of both local and international tourists. Also, upgrade infrastructure using environmentally sustainable materials and designs. For example, construct boardwalks or designated trails to prevent soil erosion, use solar lighting at key sites, and install eco-friendly waste disposal and sanitation systems to minimize environmental impact.
4. Leverage Local Culture and Heritage. Integrate local culture, heritage, and history into the tourism experience by developing cultural tours or promoting local festivals and traditions. Promote Faith

Tourism by including visits to historically significant churches and religious sites in the region, which can cater to a niche audience. Also, encourage the community to adopt conservation-minded approaches to managing festivals and site visits, ensuring that increased tourist activity does not degrade cultural landmarks or surrounding environments.

5. Sustainability Practices. Foster sustainable tourism practices across all attractions, such as waste management, energy efficiency, and conservation initiatives. Inform tourists about eco-friendly practices and provide incentives for visiting environmentally conscious resorts and attractions. Develop and enforce strict environmental guidelines such as:
    - Implementing **visitor carrying capacity limits** at sensitive sites to prevent overcrowding and ecosystem degradation.
    - Establishing a **comprehensive waste management system** including recycling bins, waste segregation, and regular clean-up operations.
    - Encouraging **water conservation** and proper wastewater treatment, especially in areas near natural water bodies.
    - Promoting **renewable energy use** in tourism facilities (solar panels, energy-efficient appliances).
    - Facilitating **training programs** for tourism workers and local communities on environmental stewardship and sustainable practices.
6. Improve Visitor Experience. Provide guided tours, cultural activities, and experiences that enrich the visit, such as local food tours, craft workshops, or eco-tours. Invest in enhanced customer service training for all personnel in the tourism sector to improve the visitor experience. Integrate eco-tourism principles into tours and activities by providing guided educational tours that inform visitors about local biodiversity, conservation efforts, and the importance of protecting natural resources. Promote "Leave No Trace Behind" ethics and provide visible signage encouraging responsible behavior.
7. Monitor and Evaluate Visitor Trends Continuously analyze visitor demographics and feedback to adjust and refine tourism offerings in response to evolving trends and preferences. Utilize visitor data to predict peak seasons and organize crowd management, especially during holidays and significant events. Alongside tracking visitor numbers and satisfaction, systematically monitor environmental indicators such as waste generation rates, water quality, trail conditions, and wildlife disturbance. Use this data to make timely decisions on managing visitor access and implementing restoration projects.
8. Develop Partnerships with Local Businesses. Encourage local businesses such as restaurants, shops, and transport providers to work with tourism stakeholders for a more cohesive and seamless visitor experience. Establish a local tourism network to ensure that the economic gains from tourism are shared throughout the community. Also, collaborate with NGOs, academic institutions, and local community groups to implement conservation projects, habitat restoration, and environmental awareness campaigns. Involve residents in eco-tourism initiatives, empowering them as stewards of Barili's natural heritage and creating economic opportunities through sustainable tourism.

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