

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

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	
Name	Attraction Code	This Province			Other Province			Foreign Country Residence			Male	Female
		Male	Female	Total	Male	Female	Total	Male	Female	Total		
Anahaw Beach Resort	408	45	79	124	0	0	0	0	0	0	45	79
Sea's Edge Park Resort Inc.	408	540	170	710	138	68	206	2	0	2	680	238
A.C. Tilya's Fun Fishing	409	300	304	604	559	551	1110	10	10	20	929	865
Sayon Beach Resort	408	1726	1844	3570	2876	2629	5495	1	8	9	5584	5479
Burfi ATV Adventure	414	0	0	0	35	33	68	0	0	0	35	33
Monteysson Falls	102	167	180	347	1553	1640	3193	99	106	205	1852	1926
Extreme Milk Station	102	1589	1653	3242	2882	2617	5499	116	115	231	4617	4345
Green Mt. Spring Farm	521	0	0	0	8	8	16	0	0	0	8	8
Bluepace Mountain Resort	101/102	31	35	66	186	183	369	8	3	11	225	221
Bolobolob Sulfuric Spring	802	487	481	968	217	226	443	5	0	5	669	707
The Pige Beach Resort	408	0	0	0	29	49	78	1	0	1	30	49
Mahogany Cabin Rental	409	0	0	0	89	96	185	0	0	0	0	0
Tape/Villa Private	408	85	87	182	0	0	0	0	0	0	85	87
Total of this Month:****		7700	5,809	12,812	8,538	8,320	16,611	263	190	505	15,887	14,811

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

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

Page 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						Foreign Country Residence					
		This Province			Other Province			Male	Female	Total			
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Arashaw Beach Resort	408	46	101	147	0	0	0	0	0	0	46	101	147
Bluespace Resort	408	0	0	0	0	0	0	0	0	0	0	0	0
A.C. Tilapia Fun Fishing	409	293	241	534	133	135	268	9	11	20	435	582	917
Sayaw Beach Resort	408	1896	1728	3624	2192	1771	3963	4	1	5	4005	5488	9493
Barili ATV Adventure	414	0	0	0	35	32	67	1	0	1	37	32	69
Mantayupan Falls	102	134	188	322	140	1870	1910	88	90	178	2112	2183	4295
Estine Milk Station	402	280	814	1094	2090	1034	3124	170	100	270	3048	3867	6915
Green Mt. Spring Farm	101	0	1	1	13	18	31	0	0	0	13	19	32
Mahogany Cation Rental	106	0	0	0	88	36	124	0	0	0	88	78	166
Tajon Beach Resort	408	43	51	94	0	0	0	0	0	0	43	51	94
Bluespace Mountain Resort	102/102	16	20	36	173	174	348	4	2	6	183	197	380
Sail's AquaPark Resort Inc.	408	272	141	413	205	79	284	8	1	9	485	221	706
Bolocboloc Sulfuric Spring	402	425	473	898	234	267	501	4	0	4	853	740	1593
The Palms Beach House	408	0	0	0	47	48	95	0	0	0	47	48	95
Total of this Month ****		1895	3746	5641	4944	3438	8382	288	214	502	11179	10411	21471

Notes: *This form is for recording visitors only. **Bluespace is a private resort. Total number of the month is the grand total.

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 Estine 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:		Barili											
Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		This Province			Other Province			Foreign Country Residence					
		Male	Female	Total	Male	Female	Total	Male	Female	Total			
Arashaw Beach Resort	408	84	141	225	0	0	0	0	0	0	84	141	225
Bluespace Resort	408	47	73	120	48	34	82	0	0	0	95	127	222
A.C. Tilapia Fun Fishing	409	302	253	555	223	398	621	11	11	22	536	863	1400
Sayaw Beach Resort	408	1894	1675	3569	1817	1494	3311	8	2	10	3711	5273	8984
Barili ATV Adventure	414	0	0	0	34	31	65	2	0	2	36	31	67
Bolocboloc Sulfuric Spring	402	309	310	619	103	123	226	1	0	1	422	433	855
Mantayupan Falls	102	247	282	529	1354	1483	2801	218	213	431	1821	2069	3890
Estine Milk Station	402	555	548	1103	671	717	1388	113	108	221	1821	1877	3698
Green Mt. Spring Farm	101	0	0	0	24	38	62	0	0	0	24	38	62
Mahogany Vacation House	106	23	25	48	47	44	91	0	0	0	98	67	165
Tajon Beach Resort	408	61	88	149	0	0	0	0	0	0	61	88	149
Bluespace Mountain Resort	102/102	30	42	72	143	184	327	4	3	7	127	229	356
Sail's AquaPark Resort Inc.	408	238	152	390	168	106	274	3	2	5	467	260	727
The Palms Beach House	408	0	0	0	15	18	33	0	0	0	15	18	33
Total of this Month ****		2764	2967	5731	4638	4475	9113	408	446	854	8801	8170	16971

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						Foreign Country Residence					
		This Province			Other Province								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Amahay Beach Resort	408	300	620	920	0	0	0	0	0	0	300	620	920
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	31	58	839	763	1603
Sayaw Beach Resort	408	3925	3546	7471	2958	3448	6407	20	17	37	6913	7532	13755
Barili ATV Adventure	404	0	0	0	42	36	78	0	0	0	42	36	78
Bolocboloc Sulfuric Spring	802	581	674	1255	414	479	893	0	0	0	1000	1138	2138
Mantayupan Falls	102	297	318	615	3492	4540	8032	441	512	953	4734	5180	9914
Estino Milk Station	102	1433	2529	4061	3082	1760	4842	193	99	292	4644	4957	9601
Green Mt. Spring Farm	101	0	0	0	73	66	139	0	0	0	73	66	139
Mahogany Vacation House	199	0	0	0	89	50	139	0	0	0	89	50	139
Tujan Beach Resort	408	134	144	278	0	0	0	0	0	0	134	144	278
Bluespace Mountain Resort	101/102	0	0	0	245	187	432	1	0	1	246	187	433
Fat's AquaPark Resort Inc.	408	576	862	1438	280	185	465	2	0	2	618	547	1165
The Palgo Beach House	408	0	0	0	39	61	100	0	0	0	39	61	100
Total of this Month ***		8869	8165	17034	11075	11548	22623	630	669	1299	19766	20337	40103

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		
Name	Attraction Code	Philippines						Foreign Country Residence			Number of Visitors		
		This Province			Other Province			Male	Female	Total	Male	Female	Total
Male	Female	Total	Male	Female	Total								
Acofay Beach Resort	408	64	90	154	0	0	0	0	0	0	64	90	154
Bluespace Resort	408	77	81	158	74	399	563	0	0	0	151	190	341
A.C. Tilapia Fun Fishing	409	344	396	740	315	345	660	22	17	39	667	664	1331
Sayaw Beach Resort	408	3105	2798	5903	2419	2385	4705	15	6	21	5325	5310	10635
Barili ATV Adventure	404				56	42	98				56	42	98
Bolocboloc Sulfuric Spring	802	282	426	708	210	230	440	3	0	3	605	654	1259
Mantayupan Falls	102	152	287	439	2342	2736	5078	147	154	302	2643	3057	5699
Estero Milk Station	102	703	811	1514	651	817	1468	75	75	150	3319	3263	6582
Green Mt. Spring Farm	101	0	0	0	56	42	98	0	0	0	56	42	98
Mahogany Vacation House	199	22	14	36	89	95	184	0	0	0	108	119	227
Tujan Beach Resort	408	137	162	299	0	0	0	0	0	0	137	162	299
Bluespace Mountain Resort	101/102	25	32	57	134	153	287	4	4	8	141	141	282
Fat's AquaPark Resort Inc.	408	344	374	718	140	94	234	1	0	1	485	244	729
The Palgo Beach House	408	0	0	0	51	84	135	0	0	0	51	84	135
Total of this Month ****		5413	4979	10392	6484	6830	13313	263	254	517	12209	11964	24173

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	Attraction Code	*** Place of Residence									* Grand Total Number of Visitors			
		Philippines			Other Province			Foreign Country Residence						
		Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	
Anahaw Beach Resort	406			0			0			0	0	0	0	0
Bluespace Resort	406			0			0			0	0	0	0	0
A.C. Tilapia Fun Fishing	409	249	300	549	304	570	727	15	15	30	720	88	1408	1408
Sayaw Beach Resort	409	2223	1780	4003	2904	1824	5728	4	4	8	4381	3008	7789	7789
Barili ATV Adventure	414			0			0			0	0	0	0	0
Bolocboloc Sulfuric Spring	802	227	275	497	302	549	851	4	0	4	543	519	1138	1138
Mantayupan Falls	101	135	130	265	272	263	535	101	119	219	1510	2885	5093	5093
Estino Milk Station	302			0			0			0	0	0	0	0
Green Mt. Spring Farm	101	0	0	0	13	37	50	0	0	0	21	38	59	59
Mahogany Vacation House	199			0			0			0	0	0	0	0
Tujan Beach Resort	406	0	28	28	0	65	65	0	0	0	22	79	122	122
Fat's Aquapark	406	148	77	225	75	15	90	0	0	0	218	112	338	338
Bluespace Mountain Resort	101/102	0	0	0	0	0	0	0	0	0	320	366	686	686
Fat's Aquapark Resort Inc.	406			0			0			0	0	0	0	0
The Palms Beach House	406	0	0	0	52	75	127	0	0	0	52	75	127	127
Total of this Month ****		3401	2751	6054	5081	5157	10438	133	143	276	8795	8453	17048	17048
Note: ** Total number must be reported. *** 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	Attraction Code	*** Place of Residence									* Grand Total		
		Philippines			Other Province			Foreign Country Residence			Number of Visitors		
		Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	406			0			0			0	0	0	0
Bluespace Resort	406			0			0			0	0	0	0
A.C. Tilapia Fun Fishing	409			0			0			0	0	0	0
Sayaw Beach Resort	409	2445	1090	3535	2475	2118	4594	27	38	65	4547	4347	8894
Barili ATV Adventure	414			0			0			0	0	0	0
Bolocboloc Sulfuric Spring	802			0			0			0	0	0	0
Mantayupan Falls	101	247	282	529	1326	1483	2801	258	322	580	1821	2069	3890
Estino Milk Station	302			0			0			0	0	0	0
Green Mt. Spring Farm	101		0	0	17	34	51	12	13	27	29	32	61
Mahogany Vacation House	199	0	0	0	154	154	308	12	40	52	188	194	382
Tujan Beach Resort	406			0			0			0	0	0	0
Fat's AquaPark	406			0			0			0	0	0	0
Bluespace Mountain Resort	101/102	28	51	79	189	234	423	20	46	66	247	331	578
Fat's AquaPark Resort Inc.	406			0			0			0	0	0	0
The Palms Beach House	406	0	0	0	75	106	181	23	24	47	86	130	216
Total of this Month ****		2720	2303	5023	4738	4115	8853	372	405	777	7334	6862	14233

Notes: *Total number of visitors by sex. ** Sex & ***Place of residence entries by sex and place of residence. Total number of the month and total number of the year.

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	Attraction Code	*** Place of Residence									* Grand Total		
		Philippines			Other Province			Foreign Country Residence			Number of Visitors		
		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	64	76	58	82	140	0	0	0	88	126	214
A.C. Tilapia Fun Fishing	409										0	0	0
Sayaw Beach Resort	409	700	648	1,348	624	620	1,244	2	1	3	1,334	1,365	2,587
Barili ATV Adventure	414										0	0	0
Mantayupan Paradise Inn	402	17	38	55	22	33	55	3	3	6	42	43	85
Mantayupan Falls	102	133	136	269	2470	2676	5146	86	86	172	2676	3170	5846
Estino Milk Station	302										0	0	0
Green Mt. Spring Farm	101										0	0	0
Mahogany Vacation House	399	0	0	0	70	84	154	0	0	0	70	84	154
Tujan Beach Resort	408	38	42	80	22	33	55	0	0	0	80	63	143
Fat's Aquapark	408	375	374	749	62	11	73	0	0	0	431	323	754
Bolocboloc Sulfuric Spring	408	268	313	581	263	285	548	0	0	0	548	578	1126
The Paige	408	0	19	19	30	76	106	0	0	0	37	86	123
Bluespace Mountain Resort	408	45	34	79	147	186	333	8	8	16	190	193	383
Total of this Month ****		1407	1,984	3,391	3,793	4,154	7,942	94	73	167	5,473	5,970	11,443

Notes: **Total number must be even; *** Sex & ****Residence entries must be sequential. *Total number of this month must be sequential.

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	Attraction Code	*** Place of Residence												* Grand Total Number of Visitors		
		Philippines			Other Province			Foreign Country Residence								
		Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
Anahaw Beach Resort	408	40	33	73	0	0	0	0	0	0	0	0	40	53	93	
Bluespace Resort	408	14	10	24	40	73	113	0	0	0	0	0	74	89	163	
A.C. Tilapia Fun Fishing	409	133	210	403	70	87	157	2	2	4	240	289	529	529	529	
Sayaw Beach Resort	408	2,390	2,120	4,510	2,880	2,584	5,464	4	2	6	5,287	4,715	10,002	10,002	10,002	
Baril ATV Adventure	414	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Mantayupan Paradise Inn	402	21	18	39	27	33	60	5	4	9	55	45	100	100	100	
Mantayupan Falls	102	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Estino Milk Station	302	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Green Mt. Spring Farm	301	0	0	0	32	20	52	0	0	0	32	20	52	52	52	
Mahogany Vacation House	399	0	0	0	62	36	98	0	0	0	62	36	98	98	98	
Tujan Beach Resort	408	38	41	79	38	43	81	0	0	0	77	84	161	161	161	
Fat's Aquapark	408	220	184	404	52	53	104	2	1	3	274	237	511	511	511	
Bluespace Mountain Resort	101/102	0	2	2	162	177	339	2	0	2	164	179	343	343	343	
The Paige	408	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Bolocboloc Sulfuric Spring	408	230	120	350	280	310	590	5	0	5	180	344	524	524	524	
Total of this Month ****		3,211	2,992	6,203	6,481	5,410	11,891	21	1	22	6,015	6,403	12,418	12,418	12,418	

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 activity in Barili, highlighting Barili's ongoing appeal to local and national travelers.

Table 10. VAR October 2023

Month/Year: October, 2023													
Name of Municipality: BARILI													
Visitor Attraction	Attraction Code	*** Place of Residence								* Grand Total Number of Visitors			
		Philippines						Foreign Country Residence					
		This Province		Total	Other Province		Total	Male		Female	Total	Male	
Name	Attraction Code	Male	Female		Male	Female		Male	Female			Male	Female
Araluan Beach Resort	408	48	105	153	14	0	14	0	0	0	0	89	105
Bluespace Resort	408	39	43	84	19	13	32	0	0	0	0	57	43
A.C. Tilapia Fun Fishing	409	365	115	480	589	168	754	17	17	34	52	510	100
Sayaw Beach Resort	408	2,985	2,129	5,114	2,893	2,589	5,477	4	2	6	1,287	4,711	10,002
Barili ATV Adventure	414	0	0	0	0	0	0	0	0	0	0	0	0
Bolocboloc Sulfuric Spring	402	385	413	798	205	191	396	4	0	4	589	609	1,193
Mantayupan Falls	102	36	85	121	1779	2034	3813	19	71	90	1854	2189	4,020
Estino Milk Station	302	0	0	0	0	0	0	0	0	0	0	0	0
Green Mt. Spring Farm	301	0	0	0	21	16	37	9	0	9	30	16	46
Mahogany Vacation House	199	0	0	0	0	0	0	0	0	0	0	0	0
Tujan Beach Resort	408	0	0	0	0	0	0	0	0	0	0	0	0
Mantayupan Paradise Inn	408	0	0	0	0	0	0	0	0	0	0	0	0
Bluespace Mountain Resort	101/102	15	10	25	101	101	202	2	2	4	138	115	253
Ref's Aquapark	408	334	325	659	134	118	252	1	0	1	873	841	1,714
The Pigeon	408	0	0	0	0	0	0	0	0	0	0	0	0
Total of this Month ****		3020	3413	7433	3,893	3,289	7,182	34	81	149	8712	8750	17,901

Note: *Total number must be reported. ** Sex & *** Residence status 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 showed recorded 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	Attraction Code	*** Place of Residence								* Grand Total Number of Visitors			
		Philippines						Foreign Country Residence					
		This Province		Total	Other Province		Total	Male		Female	Total	Male	
Name	Attraction Code	Male	Female		Male	Female		Male	Female			Male	Female
Araluan Beach Resort	408	101	143	244	0	0	0	0	0	0	0	101	143
Bluespace Resort	408	30	47	77	45	63	79	1	1	2	73	86	157
A.C. Tilapia Fun Fishing	409	0	0	0	0	0	0	0	0	0	0	0	0
Sayaw Beach Resort	408	1,889	1,478	3,367	1,563	1,438	2,999	5	0	5	3,464	2,903	6,361
Barili ATV Adventure	414	0	0	0	0	0	0	0	0	0	0	0	0
Bolocboloc Sulfuric Spring	402	363	324	687	272	246	518	4	0	4	545	622	1,163
Mantayupan Falls	102	60	76	136	1980	2278	4254	54	54	108	2094	2468	4,488
Estino Milk Station	302	0	0	0	0	0	0	0	0	0	0	0	0
Green Mt. Spring Farm	301	0	0	0	23	27	49	0	0	0	23	27	49
Mahogany Vacation House	199	0	0	0	19	31	50	0	0	0	19	31	50
Tujan Beach Resort	408	47	66	113	11	42	73	0	0	0	18	102	180
Mantayupan Paradise Inn	408	0	0	0	75	77	152	8	9	17	135	149	304
Bluespace Mountain Resort	101/102	19	38	54	98	139	217	14	1	15	139	194	293
Ref's Aquapark	408	0	0	0	41	41	80	0	0	0	41	41	80
The Pigeon	408	0	0	0	0	0	0	0	0	0	0	0	0
Total of this Month ****		2474	2223	4697	4135	4114	8489	89	74	162	4756	4873	13,433

Note: *Total number must be reported. ** Sex & *** Residence status 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 from Barili's nth indicates that natural attractions and well-established tourist spots dominate Barili's tourism

Table 12. VAR December 2023

Month/Year: December, 2023

Name of Municipality: BARILI

Visitor Attraction		*** Place of Residence									* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence					
		This Province			Other Province			Male	Female	Total			
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	406	95	75	170	70	55	125	0	0	0	165	128	293
A.C. Tilapia Fun Fishing	409	352	563	915	473	436	909	18	18	36	1040	977	2017
Sayaw Beach Resort	408	2,615	3,068	4,623	2,093	3,555	4,958	7	2	9	4,733	3,969	8,699
Barili ATV Adventure	414			0			0			0	0	0	0
Bolocboloc Sulfuric Spring	803	418	472	890	485	521	1,006	7	0	7	914	950	1,904
Mantayupan Falls	103			0			0			0	0	0	0
Estino Milk Station	303			0			0			0	0	0	0
Mayana by Bluespace	103			0			0			0	0	0	0
Mahogany Vacation House	199	0	0	0	127	129	256	0	0	0	127	129	256
Tugay Beach Resort	406	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	105/103	26	43	69	144	188	332	8	4	12	178	239	417
Fat's Aquapark	408			0			0			0	0	0	0
The Pigeon	408			0			0			0	0	0	0
Total of this Month ****		2915	3436	7317	183	345	668	43	23	66	7404	6804	14208

note: ** Total number that is recorded; *** Sex & **** Resident and non-resident. Total number of this month that is reported.

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 no Barili'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						Foreign Country Residence							
		This Province			Other Province			Male			Female				
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total		
ANAHAW BEACH RESORT	408	101	120	221	93	96	189	86	80	178	277	306	583		
BLUESPACE RESORT	406	48	58	107	34	23	57	0	0	0	34	82	116		
SAYAW BEACH RESORT	408	2846	2347	5193	2869	2370	5239	0	4	4	5221	4721	10442		
AC TILAPIA FUN FISHING	409	405	367	776	558	275	833	15	12	27	778	696	1436		
MAHOGANY CABIN RENTAL	199	0	0	0	154	110	224	0	0	0	154	110	224		
VILLA PRICILLA BEACH RESORT	408	68	57	125	35	40	75	0	0	0	93	97	190		
MAINTAYUPAN FALLS	103	88	117	205	208	238	446	64	68	132	232	282	484		
MAINTAYUPAN PARADISE INN	406	56	53	109	58	54	110	15	26	41	181	133	294		
MAHOGANY CREEK AND CAMPING RENTAL	103	0	0	0	0	0	0	0	0	0	0	0	0		
MAYANA BY BLUESPACE	105/103	44	35	79	129	145	254	8	8	16	171	188	359		
THE PALACE BEACH RESORT	408	0	0	0	29	49	78	1	0	1	30	49	79		
FAT'S AQUA PARK RESORT INC.	408	0	0	0	90	101	191	0	0	0	90	101	191		
BOLOCBOLOC SULFURIC SPRING	803	322	556	878	453	481	934	7	0	7	882	1037	2019		
Total of this Month ****		4050	4134	8184	3574	3527	6534	200	209	409	11207	10527	21744		

Notes: *Total number must be recorded. **Sex & ***Place of residence are optional. Total number of this month must be recorded.

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's Beach 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 visitors totaled 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.

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	406	52	95	147	86	87	173	85	86	171	293	296	589
BLUESPACE RESORT	408	14	32	46	28	32	60	0	0	0	52	94	146
SAYAW BEACH RESORT	409	1206	1524	2730	5211	1285	2486	5	6	11	2422	2415	4837
AC TILAPIA FUN FISHING	409	247	223	470	249	204	453	15	14	29	311	441	752
MAHOGANY CABIN RENTAL	199	0	0	0	35	25	58	0	49	49	126	72	198
VILLA PRICILLA BEACH RESORT	408	40	46	86	16	18	34	0	0	0	56	64	120
MANTAYUPAN FALLS	102	84	390	474	1134	3380	4514	76	71	147	3294	3851	7145
MANTAYUPAN PARADISE INN	408	94	40	134	61	64	125	25	25	50	179	149	328
MAHOGANY CREEK AND CAMPING RENTAL	101	0	0	0	8	6	14	0	0	0	8	8	16
MAYANA BY BLUESPACE	101/102	33	29	62	99	114	213	7	2	9	138	140	278
THE PACE BEACH RESORT	408	0	0	0	30	30	60	2	2	4	32	38	70
FAT'S AQUA PARK RESORT INC.	408	329	285	614	133	104	237	1	0	1	432	389	821
BOLOCBOLOC SULFURIC SPRING	802	325	329	654	118	306	422	12	6	18	844	847	1691
Total of this Month ****		2405	2345	4750	5492	5692	11184	115	250	365	8196	8257	16453

Total number count by sex: Male: 5492, Female: 5692

Total number count by sex: Male: 115, Female: 250

Note: *Total number must be reported. ** Sex & ***Residence address 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 Falls Barili's 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	406	300	200	500	72	86	158	98	90	188	210	216	426	
BLUESPACE RESORT	408	82	104	186	88	88	176	0	0	0	128	130	258	
SAYAW BEACH RESORT	408	3322	2570	5892	3384	2480	5864	15	5	20	2900	2826	5726	
AC TILAPIA FUN FISHING	409	554	399	953	437	421	858	29	25	54	1028	845	1873	
MAHOGANY CABIN RENTAL	199	15	13	28	23	24	47	10	10	20	48	47	95	
VILLA PRICILLA BEACH RESORT	408	62	50	112	11	35	46	0	0	0	115	88	203	
MANTAYUPAN FALLS	102	162	182	344	1118	3438	4556	112	129	241	3260	3754	7014	
MANTAYUPAN PARADISE INN	408	87	78	165	89	71	160	27	22	49	203	171	374	
MAHOGANY CREEK AND CAMPING RENTAL	101	0	0	0	18	15	34	0	0	0	18	15	34	
MAYANA BY BLUESPACE	101/102	17	24	41	350	344	694	8	8	16	173	178	351	
THE PACE BEACH RESORT	408	0	0	0	8	8	16	8	30	38	14	15	29	
FAT'S AQUA PARK RESORT INC.	408	528	412	940	242	252	494	0	0	0	770	824	1594	
BOLOCBOLOC SULFURIC SPRING	802	412	436	848	306	520	826	3	5	8	923	862	1785	
Total of this Month****		3520	3072	6592	6146	6521	12667	306	324	630	9475	10199	20674	

Note: *Total number must be reported. ** Sex & ***Residence address 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's Mantayupan 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.

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	Attraction Code	*** Place of Residence									* Grand Total Number of Visitors			
		Philippines						Foreign Country Residence						
		This Province			Other Provinces			Total						
Name		Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	
ANAHAW BEACH RESORT	408	208	220	428	201	201	402	97	500	597	540	515	1055	
BLUESPACE RESORT	408	48	41	89	53	51	104	12	12	24	113	104	217	
SAYAW BEACH RESORT	408	1257	1497	2754	1491	1599	3090	9	4	13	3167	3203	6370	
AC TILAPIA FUN FISHING	409	363	310	673	326	311	637	15	9	24	704	630	1334	
MAHOGANY CABIN RENTAL	399	0	0	0	7	7	14	0	0	0	15	15	30	
VILLA PRICILLA BEACH RESORT	408	85	96	181	33	31	64	0	0	0	98	87	185	
MANTAYUPAN FALLS	102	154	130	284	2535	2790	5325	125	146	271	2755	3066	5811	
MANTAYUPAN PARADISE INN	408	341	341	682	131	131	262	4	4	8	270	270	540	
HOGANY CREEK AND CAMPING RENTAL	399	0	0	0	0	0	0	0	0	0	0	0	0	
MAYANA BY BLUESPACE	101/102	43	47	90	100	124	224	4	7	11	148	178	327	
THE PAGE BEACH RESORT	408	0	0	0	44	60	104	0	0	0	44	60	104	
FAT'S AQUA PARK RESORT INC.	408	949	348	1297	183	122	305	0	0	0	1482	470	1952	
BOLOCBOLOC SULFURIC SPRING	602	534	357	891	271	278	549	0	1	1	1162	100	1262	
Total of this Month ****			3832	3323	7155	5079	5670	11049	281	291	572	9782	9258	19040

Note: *Total number could be recorded. ** Sex & ***Residence entries are optional.

Total number of this month could be recorded.

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		
Name	Attraction Code	Philippines						Foreign Country Residence					
		This Province			Other Province			Male	Female	Total			
		Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	248	255	495	201	201	402	105	110	215	548	506	1112
BLUESPACE RESORT	408	35	44	79	21	22	43	0	0	0	56	66	122
SAYAW BEACH RESORT	408	1445	1424	2869	1544	1375	2919	2	2	4	3262	2892	8084
AC TILAPIA FUN FISHING	409	370	305	675	342	335	677	20	21	41	731	691	1362
MAHOGANY CABIN RENTAL	399	0	0	0	10	10	20	0	0	0	10	10	36
VILLA PRICILLA BEACH RESORT	408	57	57	114	41	35	76	0	0	0	96	92	193
MANTAYUPAN FALLS	102	489	554	1043	3124	3585	6709	264	293	557	3750	4437	8233
MANTAYUPAN PARADISE INN	408	40	35	75	39	50	89	11	10	21	96	86	180
HOGANY CREEK AND CAMPING RENTAL	101	0	0	0	34	37	71	0	0	0	34	37	71
MAYANA BY BLUESPACE	101/102	38	31	69	130	167	297	2	2	4	198	202	388
THE PAGE BEACH RESORT	408	0	0	0	12	17	29	0	0	0	12	26	35
FAT'S AQUA PARK RESORT INC.	408	475	396	871	288	211	479	0	0	0	759	607	1346
BOLOCBOLOC SULFURIC SPRING	602	349	445	794	344	436	1170	0	0	0	1174	1172	2326
Total of this Month ****		3734	3692	7426	6740	6981	12997	422	401	823	14550	14070	21123

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 international tourists contributed 7,302 and 873, respectively. Sayaw Beach Resort remained a favorite, welcoming 6,064 visitors, followed 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 Boloboloc Sulfuric Spring (2,026 visitors). This increase indicates the growing allure of Barili's diverse attractions, ranging from natural sites to beach resorts.

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			Total					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	215	215	430	115	115	230	100	100	200	430	430	860
BLUESPACE RESORT	408	3	4	7	63	47	110	0	0	0	63	49	112
SAYAW BEACH RESORT	408	2154	1885	3940	1453	1428	2881	3	3	6	2612	2117	4729
AC TILAPIA RUN FISHING	409	340	325	675	335	325	660	12	13	25	675	367	1040
MAHOGANY CABIN RENTAL	199	2	2	4	8	8	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	585	1160	4510	4824	9334	135	144	279	5300	5564	10864
MANTAYUPAN PARADISE INN	408	90	64	154	63	76	139	15	11	26	163	151	314
MOGANY CREEK AND CAMPING RENTAL	101	11	11	22	13	13	26	0	0	0	24	24	48
MAYANA BY BLUESPACE	102/102	5	5	10	188	185	373	7	3	10	178	191	369
THE PACE BEACH RESORT	408	0	0	0	49	59	108	0	0	0	49	59	108
FAT'S AQUA PARK RESORT INC.	408	788	655	1443	876	694	1570	0	0	0	1944	2389	4333
BOLOCBOLOC SULFURIC SPRING	402	807	515	1322	164	178	342	8	1	9	875	696	1571
Total of this Month ***		4557	4001	8558	10011	9130	19167	305	275	580	15011	12471	27482

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			Total					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	216	223	441	283	305	400	118	122	240	837	852	1687
BLUESPACE RESORT	408	76	114	190	17	9	26	1	1	2	94	123	217
SAYAW BEACH RESORT	408	2629	2717	5346	2663	2508	5170	4	7	11	5295	5229	10523
AC TILAPIA RUN FISHING	409	495	404	899	538	511	649	18	25	43	851	735	1586
MAHOGANY CABIN RENTAL	199	0	0	0	4	8	8	6	6	12	10	11	21
VILLA PRICILLA BEACH RESORT	408	81	63	144	43	53	96	0	0	0	124	118	242
MANTAYUPAN FALLS	102	160	149	309	1288	1322	2610	244	227	471	3637	3486	7123
MANTAYUPAN PARADISE INN	408	119	153	272	157	153	310	6	5	11	245	247	492
MOGANY CREEK AND CAMPING RENTAL	101	15	15	30	39	7	26	0	0	0	34	26	60
MAYANA BY BLUESPACE	102/102	11	14	25	88	111	199	23	4	27	122	129	251
THE PACE BEACH RESORT	408	0	0	0	52	90	152	0	0	0	52	90	142
FAT'S AQUA PARK RESORT INC.	408	614	514	1128	766	401	1087	4	3	6	1348	1119	2467
BOLOCBOLOC SULFURIC SPRING	402	600	423	1023	447	513	1080	0	0	0	847	870	1717
Total of this Month ***		4820	4773	9593	8150	7229	15710	427	387	814	13339	12819	26158

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'ernational tourists.

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			Total					
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	328	368	694
BLUESPACE RESORT	408	34	35	69	47	70	117	0	0	0	73	109	182
SAYAW BEACH RESORT	408	3,056	1,671	4,727	1,990	2,101	4,091	0	4	13	5,825	3,776	8,801
AC TILAPIA FISH FISHING	409	334	292	626	234	219	453	0	0	18	860	509	1,677
MAHOGANY CAGIN RENTAL	399	1	1	2	3	3	6	0	0	0	4	2	6
VILLA PRICILLA BEACH RESORT	408	94	79	173	61	42	103	0	0	0	134	120	254
MANTAYUPAN FALLS	103	123	162	285	2742	2662	5404	223	162	485	3088	3088	6176
MANTAYUPAN PARADISE INN	408	39	38	77	56	57	113	0	0	12	193	191	384
HOGANY CREEK AND CAMPING RENTAL	103	0	0	0	0	2	2	0	0	0	2	2	4
MAYANA BY BLUESPACE	101/102	5	8	13	128	140	268	0	0	0	133	148	281
THE PACE BEACH RESORT	408	0	0	0	0	0	0	0	0	0	0	0	0
FAT'S AQUA PARK RESORT INC.	408	555	475	1030	722	655	1377	0	0	0	1757	1125	2408
BOLOBOLOLO SULFURIC SPRING	602	326	317	643	350	364	714	0	0	0	993	721	1334
Total of this Month ****		4769	3704	7925	8380	6420	12800	354	309	663	11410	10033	21443

Total number must be recorded. ** Sex A * 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			Total					
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	408	249	250	499	116	123	239	80	87	177	438	470	906
BLUESPACE RESORT	408	77	89	166	30	29	59	7	0	7	49	77	126
SAYAW BEACH RESORT	408	1133	1304	2437	1536	1358	2894	64	73	137	2138	2725	5864
AC TILAPIA FISH FISHING	409	334	293	627	169	152	321	32	32	64	515	463	978
MAHOGANY CABIN RENTAL	399	2	2	4	5	5	10	0	0	0	16	16	32
VILLA PRICILLA BEACH RESORT	408	47	39	86	24	18	42	0	0	0	71	54	125
MANTAYUPAN FALLS	103	86	72	158	2101	4664	6767	217	215	432	2384	4343	6727
MANTAYUPAN PARADISE INN	408	59	60	119	48	48	96	23	20	43	129	128	254
HOGANY CREEK AND CAMPING RENTAL	103	0	0	0	16	13	29	0	0	0	16	12	28
MAYANA BY BLUESPACE	101/102	31	30	61	89	131	220	2	1	3	162	152	314
THE PACE BEACH RESORT	408	0	0	0	30	23	41	0	0	0	26	21	45
FAT'S AQUA PARK RESORT INC.	408	492	331	823	377	624	1001	0	0	0	1329	955	2386
BOLOBOLOLO SULFURIC SPRING	602	211	287	498	311	326	637	7	0	7	524	528	1052
Total of this Month ****		2961	3152	5933	4532	6930	11740	406	423	829	9221	9387	17214

See: *Total number must be recorded; ** See: A * (Dependent entries are subject); Total number of this month must be recorded

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

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 Provinces								
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
ANAHAW BEACH RESORT	406	230	215	425	200	215	415	308	220	528	518	545	1063
BLUESPACE RESORT	408	42	72	115	18	52	70	0	0	0	88	194	282
SAYAW BEACH RESORT	408	1268	1270	2538	1101	903	2004	50	5	55	2537	2078	4615
AG TILAPIA FUN FISHING	409	284	285	569	275	324	600	57	9	66	576	695	1271
MAHOGANY CABIN RENTAL	109	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	83	78	161	1705	1695	3400	288	218	504	2112	2011	4123
MANTAYUPAN PARADISE INN	408	53	49	102	41	41	82	31	23	54	155	193	348
HOGANY CREEK AND CAMPING RENTAL	101	0	0	0	0	0	0	0	0	0	0	0	0
MAYANA BY BLUESPACE	383/382	3	3	6	36	60	96	6	5	11	47	80	127
THE RAJCE BEACH RESORT	408	0	0	0	65	75	140	0	0	0	85	75	160
FAT'S AQUA PARK RESORT INC.	408	282	216	498	288	245	533	0	0	0	576	461	1037
BOLOCBOLOC SULFURIC SPRING	802	207	220	427	253	278	531	1	1	2	481	480	961
Total of this Month ****		2259	2330	4589	4700	3070	7764	342	303	645	6400	6102	12502

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

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 province. International 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 Provinces									
Name	Attraction Code	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	
ANAHAW BEACH RESORT	408	245	260	505	234	240	474	210	215	425	949	755	1704	
BLUESPACE RESORT	408	53	39	92	28	42	70	20	23	43	92	118	210	
SAYAW BEACH RESORT	408	3,238	3,850	7,088	2,079	1,347	3,426	8	6	14	4,317	3,022	7,339	
AG TILAPIA FUN FISHING	409	300	325	625	276	327	603	17	17	34	585	684	1269	
MAHOGANY CABIN RENTAL	109	3	3	6	3	3	6	4	4	8	8	8	16	
VILLA PRICILLA BEACH RESORT	408	37	39	76	37	38	75	0	0	0	74	75	149	
MANTAYUPAN FALLS	102	190	163	353	2,184	2,232	4,416	324	275	599	2788	2688	5476	
MANTAYUPAN PARADISE INN	408	36	30	66	38	53	91	7	4	11	84	87	171	
HOGANY CREEK AND CAMPING RENTAL	101	0	0	0	0	0	0	0	0	0	0	0	0	
MAYANA BY BLUESPACE	383/382	2	12	14	78	82	160	7	6	13	87	111	198	
THE RAJCE BEACH RESORT	408	0	0	0	74	88	162	0	0	0	74	88	162	
FAT'S AQUA PARK RESORT INC.	408	458	413	871	556	383	939	0	0	0	1409	794	2203	
BOLOCBOLOC SULFURIC SPRING	802	215	252	467	243	305	548	5	0	5	513	537	1050	
Total of this Month ****		3717	3477	7194	5989	5362	11350	560	592	1152	10040	9391	19431	

Note: *Total number must be recorded.

Sex & *Residence status are optional.

Total number of this month must be recorded.

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's domestic visitors, there were 11,330 from other provinces and 7,254 from within the province. International month's residents represented 1,150 individuals out of the total count. Fat's AqBarili's Resort 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.

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	Attraction Code	*** Place of Residence												* Grand Total Number of Visitors		
		Philippines						Foreign Country Residence								
		This Province			Other Province			Total			Total					
		Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total			
ANAPAY BEACH RESORT	408	223	225	447	231	225	456	203	203	406	938	943	1281			
BLUESPACE RESORT	408	136	177	313	49	51	100	0	0	0	373	225	400			
SAYAW BEACH RESORT	408	1,186	4,796	5,972	5,338	5,288	10,626	17	33	50	13,947	13,101	20,642			
AC TIAPAS FUN FISHING	409	417	440	858	448	554	1002	35	23	58	885	919	1888			
MAHOGANY CABIN RENTAL	199	0	0	0	0	0	0	0	0	0	0	0	0			
VILLA PROCELLA BEACH RESORT	408	65	57	122	64	63	125	0	0	0	129	116	247			
MANTAYUPAN FALLS	102	191	183	383	1914	1939	3853	313	293	605	2444	2412	4856			
MANTAYUPAN PARADISE INN	408	43	48	90	24	33	57	14	8	22	85	89	169			
HOGAN CREEK AND CAMPING RENTAL	101	0	0	0	0	0	0	0	0	0	0	0	0			
MAYANA BY BLUESPACE	101/102	4	22	26	113	149	264	22	18	40	141	183	320			
THE PACE 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	1925	1440	3360			
BOLOCOLLO SULUJICO SPRING	802	383	312	695	407	427	834	4	0	4	894	719	1435			
Total of this Month ****		7425	6905	14440	9023	9603	18626	588	541	1129	17946	17101	35047			

Notes: **Data number could be recorded. ** Sex: A = (Residence status are visitors)

*** Total number of the month could be recorded

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's and 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 beachgoers
3. Barili's Ladawan 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's local 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. **Increase 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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