

Exploring Sustainable Tourism Practices: A Qualitative Study of the Local Community Perspective in Amadeo, Cavite

Justine Erika Mia V. Vega

Lyceum of the Philippines University- Cavite Campus, Cavite, Philippines

Publication history: Received: April 26, 2026; Revised: May 01, 2026; Accepted: May 09, 2026

Email of Corresponding Author: miacanarycanary@gmail.com

Abstract

This study explored sustainable tourism practices in Amadeo, Cavite from the perspective of the local community. It aimed to identify the practices implemented in the municipality, determine their perceived environmental, economic, and socio-cultural effects, examine their contribution to quality of life, and identify the benefits and challenges experienced by residents. The study was anchored on Sustainable Tourism Development Theory and the triple bottom-line framework, emphasizing the balance among environmental protection, economic development, and socio-cultural preservation. A qualitative research design was used, with data gathered through a validated structured interview guide. Four purposively selected key informants participated in the study: a tourism officer, a coffee farm owner, a barangay council member, and a homestay operator, all of whom had direct knowledge of sustainable tourism initiatives in Amadeo. Findings revealed that sustainable tourism strengthened environmental awareness through waste management, tree planting, organic farming, clean-up activities, and environmental education. It also promoted cultural pride, local traditions, coffee-based identity, livelihood opportunities, entrepreneurship, and community participation in tourism governance. However, challenges were also identified, including waste accumulation, damage to farms during peak tourism periods, rising prices, uneven access to benefits, infrastructure strain, limited awareness, and possible commercialization of traditions. The study concludes that sustainable tourism in Amadeo contributes to community development but requires inclusive planning, stronger governance, improved infrastructure, and continuous education. The study is aligned with SDG 8, SDG 11, SDG 12, SDG 13, SDG 15, and SDG 17. Its sustainability impact lies in supporting environmental protection, cultural preservation, local economic resilience, participatory governance, and community-based tourism development.

Keywords: Community Participation, Cultural Preservation, Economic Opportunities, Environmental Awareness, Local Governance, Sustainable Tourism, Tourism Development, Waste Management

1. Introduction

Tourism remains one of the most dynamic global industries because of its contribution to employment, income generation, cultural exchange, and local development. However, unmanaged tourism may also create environmental pressure, cultural commodification, infrastructure strain, and uneven socio-economic benefits. In Amadeo, Cavite, tourism is closely connected to coffee culture, farm-based experiences, local festivals, scenic landscapes, and community identity. As the municipality continues to attract visitors, there is a need to examine how sustainable tourism practices are implemented and how these are perceived by the local community in terms of environmental protection, economic opportunity, socio-cultural preservation, quality of life, and local participation.

Amadeo, Cavite is known for its coffee industry, cool climate, agricultural heritage, scenic environment, and the annual Pahimis Festival, which celebrates local coffee culture and community identity. These characteristics make the municipality a relevant site for examining sustainable tourism in a semi-rural setting. Sustainable tourism is not limited to environmental conservation; it also includes economic development, cultural preservation, community participation, and long-term benefits for both residents and visitors. According to UNEP and UNWTO (2005), sustainable tourism considers the long-term environmental, economic, and socio-cultural impacts of tourism, aiming for a balanced approach that benefits both present and future generations. FutureLearn (2021) also defines sustainable tourism as a form of tourism that maximizes benefits while minimizing negative effects on the environment, economy, and community. Despite the existence of sustainable tourism initiatives in Philippine destinations such as Palawan, Batanes, and Siargao, smaller towns such as Amadeo still face concerns related to grassroots awareness, local implementation, and inclusive participation. This study therefore focuses on identifying the sustainable tourism practices implemented in Amadeo, Cavite and exploring their perceived effects on the local community, particularly in relation to environmental, economic, and socio-cultural dimensions.

The literature emphasizes that sustainable tourism requires a balanced and long-term approach to tourism development. It supports responsible travel, environmental protection, local economic participation, and cultural preservation. Common sustainable practices include waste reduction, reuse and recycling of resources, energy-efficient systems, and water conservation (Sharma, 2023). However, tourism may also generate negative effects when poorly managed, including environmental degradation, greenhouse gas emissions, wildlife habitat disturbance, cultural dilution, and overuse of natural resources. According to Barten (2024), unsustainable tourism habits may create irreversible harm to the environment and communities if they continue alongside industry growth. In the Philippine setting, several destinations demonstrate practical approaches to sustainability. Palawan has adopted waste management regulations and responsible tourism guidelines to protect beaches and coral reefs, while Batanes promotes community-based tourism that allows visitors to experience local life while contributing to the local economy (Jabal, 2024). Siargao, El Nido, Boracay, and Intramuros have also introduced practices such as single-use plastic restrictions, reduced ocean pollution measures, and bike tours to lessen carbon emissions (Añonuevo, 2024). These examples show that sustainable tourism can support environmental conservation, cultural preservation, community participation, and inclusive livelihood development, although challenges such as over-tourism, weak infrastructure, limited waste systems, and poor carrying-capacity enforcement remain (Jabal, 2024).

Locally, Amadeo has a distinct identity rooted in its history, coffee production, agricultural landscape, and community traditions. Formerly known as Masilaw, the town became independent in 1915 after earlier administrative changes, and its historical development contributes to its present local identity (Amadeo Cavite LGU, n.d.). It is widely recognized as the “Coffee Capital of the Philippines” and is associated with the Pahimis Festival, coffee tastings, trade fairs, cultural performances, and community involvement in promoting tourism (Jojo, 2023). According to the 2020 Census, Amadeo has a population of 41,901, representing 0.96% of Cavite’s population and 0.26% of CALABARZON’s population, with a population density of about 1,135 inhabitants per square kilometer (PhilAtlas, 2023). Nationally, the Philippine experience shows that sustainable tourism can support natural resource protection, cultural appreciation, livelihood creation, and community resilience. However, the experiences of Boracay and other tourist destinations also show that tourism growth can lead to overcrowding, environmental degradation, and infrastructure pressure when development exceeds ecological and social limits (Jabal, 2024). Globally, the same concern applies: tourism can strengthen economies and cultural exchange, but it must be managed in ways that prevent environmental damage, cultural commodification, and community displacement.

This study is anchored on Sustainable Tourism Development Theory by Hall and Gossling (2019), which views tourism as a catalyst for positive environmental and community change. The theory emphasizes the need to balance economic, social, and environmental considerations to achieve long-term sustainability in tourism practices. It also highlights empowerment because sustainable tourism can create economic opportunities, generate income, create jobs, and support local businesses, thereby improving community well-being and reducing dependence on traditional industries (Weaver, 2018). According to Hall (2015), the theory also gives importance to the preservation and appreciation of cultural heritage. The study is further supported by the triple bottomline theory by John Elkington (1994), which expands the idea of success by integrating economic, social, and environmental dimensions. This framework emphasizes that sustainable development should be assessed not only through profit but also through people and the planet. In the context of Amadeo, this theoretical foundation supports the examination of how sustainable tourism practices affect local livelihoods, environmental protection, cultural identity, and community quality of life. The study also follows an Input–Process–Output conceptual logic. The inputs include the effects of sustainable tourism practices, specific implemented practices, perceived environmental, economic, and socio-cultural impacts, contributions to quality of life, and observed challenges and benefits. The process involves qualitative data gathering through structured interviews with selected residents, while the output is an understanding of the local community perspective on sustainable tourism practices in Amadeo, Cavite.

Although sustainable tourism has been studied and applied in larger and more popular Philippine destinations, there remains a need to examine how sustainability is understood and practiced at the grassroots level in smaller municipalities such as Amadeo. Existing initiatives in places such as Palawan, Batanes, Siargao, El Nido, Boracay, and Intramuros provide examples of sustainable tourism implementation, but Amadeo presents a different context because of its semi-rural character, coffee-based identity, farm tourism potential, and close connection between tourism, agriculture, and local culture. The study addresses this gap by focusing on the local community’s perspective. It seeks to identify the sustainable tourism practices being implemented in Amadeo, determine how these practices are perceived in terms of environmental, economic, and socio-cultural impacts, examine their contribution to quality of life, and identify the benefits and challenges experienced by the community. This rationale is important because sustainable tourism depends not only on policies and destination branding but also on the awareness, participation, and lived experiences of local residents.

This study is aligned with SDG 8 – Decent Work and Economic Growth because it examines how sustainable tourism may generate employment, livelihood opportunities, small business development, and income diversification for the local community. It is also connected to SDG 11 – Sustainable Cities and Communities because the study focuses on how

Amadeo can pursue tourism growth while preserving community identity, cultural heritage, local participation, and quality of life. The study also supports SDG 12 – Responsible Consumption and Production through its emphasis on waste reduction, recycling, resource conservation, eco-friendly practices, and responsible tourism behavior (Sharma, 2023). Its environmental focus further relates to SDG 13 – Climate Action and SDG 15 – Life on Land because the literature discusses climate change, greenhouse gas emissions, protection of natural resources, biodiversity, landscapes, wildlife habitats, and ecological preservation (Barten, 2024). The community participation and governance dimension may also support SDG 17 – Partnerships for the Goals, particularly when residents, tourism stakeholders, and local government units work together to strengthen sustainable tourism planning and implementation.

The study contributes to multidisciplinary sustainability by linking tourism, environmental management, cultural preservation, local governance, community development, and socio-economic resilience. Environmentally, it highlights the importance of protecting land, air, water, biodiversity, and natural resources in tourism areas. As stated in the Collins Dictionary, environmental concerns relate to the protection of the natural world, including land, sea, air, plants, and animals. Socio-culturally, the study recognizes that tourism may influence local traditions, values, social behavior, and cultural heritage; according to Springer Nature (2020), socio-cultural factors affect behavior, thoughts, and overall well-being. Economically, the study examines tourism-related income generation, employment, business opportunities, and resource allocation, which are consistent with the idea that economics involves the production, distribution, and consumption of goods and services (Hayes, 2024). Institutionally and locally, the study can help students, future researchers, tourism stakeholders, residents, and government offices understand how sustainable tourism can be strengthened through policy support, community awareness, and responsible destination management. Since the tourism industry includes accommodations, food, transportation, and recreational services that support travel for leisure, recreation, or business (Notorio, 2017), the findings may guide more inclusive, ethical, and sustainable tourism development in Amadeo, Cavite.

2. Material and methods

2.1 Research Design

The study used a qualitative research design to explore the sustainable tourism practices implemented in Amadeo, Cavite and their perceived effects on the local community. Through structured interviews, the researchers gathered descriptive and in-depth data from selected participants regarding the environmental, economic, and socio-cultural impacts of sustainable tourism. This design allowed the researchers to examine the community's perceptions, experiences, and observations concerning the implementation and outcomes of sustainable tourism practices.

2.2 Locale of the Study

The study was conducted in Amadeo, Cavite, which served as the research locale because of its growing tourism activities and relevance to sustainable tourism development. The municipality was considered an appropriate setting for examining how tourism practices affect local livelihoods, cultural preservation, environmental conditions, and quality of life. The study was conducted from April to May and focused on understanding how Amadeo could continue developing as a tourist destination without compromising its environmental, economic, and socio-cultural sustainability.

2.3 Respondents of the Study

The respondents of the study were four purposively selected key informants from Amadeo, Cavite who had firsthand knowledge and direct involvement in sustainable tourism initiatives. They included a tourism officer overseeing eco-tourism programs, a coffee farm owner practicing organic and sustainable farming, a barangay council member engaged in community planning, and a homestay operator catering to tourists. Each participant had been a resident of Amadeo for at least ten years, which ensured familiarity with the municipality's tourism development and its long-term effects on the community.

2.4 Sample and Sampling Procedure

The study used purposive sampling to select key informants who possessed the characteristics needed to provide relevant and meaningful information. The purposive sampling technique referred to a group of non-probability sampling techniques in which key informants were selected because they had the characteristics needed to obtain the best information for the study (Nikolopoulou, 2022). The sample was limited to four key informants from Amadeo, Cavite who represented the local community and had direct knowledge of sustainable tourism practices and their outcomes.

2.5 Research Instrument

The primary research instrument was a researcher-made structured interview guide designed to gather in-depth information on sustainable tourism practices in Amadeo, Cavite. The interview questions focused on the effects of sustainable tourism

on the community, the specific practices implemented, the perceived environmental, economic, and socio-cultural impacts, the contribution of these practices to quality of life, and the challenges and benefits experienced by the community. The instrument was validated by two experts: the assigned research adviser with a Doctorate in Business Administration and experience in qualitative research, and a subject matter specialist from the College of International Travel and Hospitality Management. Their review assessed the interview questions for clarity, coherence, relevance, and alignment with the study's objectives.

2.6 Data Gathering Procedure

The researchers first prepared a formal letter requesting permission to conduct the study in Amadeo, Cavite and secured official approval from Lyceum of the Philippines University Cavite. Consent requests were sent to the key informants through email and other messaging platforms, together with information about the purpose of the study and the nature of their participation. Interviews were scheduled based on the agreed availability of the researchers and participants. Before the interviews, the participants signed consent forms confirming their voluntary participation. The interviews were audio-recorded using a mobile phone to ensure accurate documentation, transcription, and analysis of the responses.

2.7 Data Analysis Techniques

The interview data were transcribed verbatim and analyzed using thematic analysis following Braun and Clarke's (2006) framework. The analysis followed Braun and Clarke's (2006) six-step process: familiarization with the data, generation of initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the report. This approach was used because of its flexibility, accessibility, transparency, and rigor, especially for novice researchers, unlike more theory-driven approaches such as those of Boyatzis (1998) or Attride-Stirling (2001), which require predefined coding frames or complex network diagrams. The analysis was also guided by qualitative research principles from Creswell (2013) and community impact frameworks from Scheyvens (2002). The researchers coded the transcripts and categorized recurring patterns into environmental, socio-cultural, and economic themes to provide a structured interpretation of the participants' perspectives.

2.8 Ethical Considerations

The researchers ensured that all key informants were fully informed about the purpose of the study, the reason for data collection, the intended use of the information, and who would have access to the findings. Participation was voluntary, and no participant was coerced or unduly influenced. The researchers followed ethical guidelines to avoid physical, emotional, or psychological harm before, during, and after the study. Confidentiality was maintained by protecting participants' personal information, and informed consent was obtained before data collection. The gathered data were used only for the stated research purpose, and the researchers observed respect, fairness, and transparency throughout the research process.

3. Results and Discussion

3.1 Main Findings on Sustainable Tourism Practices in Amadeo, Cavite

3.1.1 Environmental Stewardship and Ecological Awareness

The findings showed that sustainable tourism in Amadeo has strengthened residents' awareness of environmental protection. Participants associated sustainability with eco-friendly practices such as waste management, tree planting, organic farming, clean-up activities, and continuous environmental education for both residents and tourists. One participant noted that sustainable tourism helps conserve the environment through waste management, tree planting, and organic farming (Interview 1), while another emphasized the importance of continuing education for the local community and visitors (Interview 3). However, environmental concerns were also raised, particularly the increase in waste during peak seasons and the damage to farms or flower fields caused by tourist activities (Interview 4). These findings suggest that sustainable tourism has encouraged a stronger culture of environmental responsibility in Amadeo, but the results also show that awareness must be supported by proper management systems. Community-based environmental education is important because it helps produce long-term behavioral change in rural communities, as affirmed by Tang et al. (2022). At the same time, the concerns on waste, overcrowding, and damaged farms reflect the sustainability paradox identified by Tchetchik et al. (2022), where nature-based tourism may also harm the environment when visitor activity is not properly regulated.

3.1.2 Socio-Cultural Enrichment and Identity Preservation

The results revealed that tourism has contributed to the revival and appreciation of Amadeo's cultural identity. Participants expressed pride in the town's reputation as the "Coffee Capital of the Philippines" and noted that tourism has encouraged the promotion of local products, cultural shows, dances, music, festivals, and traditions (Interview 4). Another participant emphasized that sustainable tourism encourages communities to promote and preserve their practices and local traditions (Interview 2). The findings also showed that tourism activities have increased community interaction, particularly during preparations for visitors and local events. These findings indicate that sustainable tourism in Amadeo supports cultural

preservation by making local heritage more visible and meaningful to the community. When cultural activities are rooted in local participation and authenticity, they can protect identity from the homogenizing effects of global tourism, as emphasized by Su and Swanson (2021). The increased cooperation among residents also reflects the growth of social capital, which Muresan et al. (2016) describe as strengthened trust, cooperation, and shared responsibility within the community.

3.1.3 Economic Opportunities and Community Livelihoods

The findings showed that sustainable tourism has created livelihood and business opportunities for Amadeo residents. Participants mentioned the growth of small stores, coffee shops, souvenir selling, farm-based activities, homestays, and local tourism services (Interview 4). Tourism also encouraged entrepreneurship among residents, including coffee farmers who improved packaging and used social media to promote their products. However, the results also revealed concerns about rising prices during peak tourist seasons, uneven access to benefits, and income instability during off-peak months (Interview 4). These results suggest that sustainable tourism can strengthen the local economy when benefits circulate within the community. The emergence of farm-to-café linkages, local product selling, and community-based services reflects the potential of place-based tourism to build inclusive and self-sustaining local economies, as supported by Serrano et al. (2021). However, the findings also confirm the warning of Dahles et al. (2023) that tourism-dependent communities may become vulnerable when there is limited economic diversification, especially during market fluctuations, extreme weather, or tourism slowdowns.

3.1.4 Community Participation and Local Governance

The results showed that residents viewed community participation as essential to sustainable tourism. Participants described their role as supporting and following sustainable tourism practices (Interview 2), while another emphasized that the community has a responsibility to keep the place clean and orderly (Interview 4). The findings also showed that barangay meetings, tourism planning activities, clean-up drives, festival preparations, homestay participation, and youth-led initiatives helped strengthen local ownership of tourism development. These findings indicate that sustainable tourism in Amadeo is strengthened when residents are treated not only as beneficiaries but also as active participants in planning and implementation. This supports the view of Budeanu et al. (2016), who emphasized that sustainable tourism becomes more effective when communities are empowered rather than merely consulted. The results further suggest that participatory governance requires transparency, accountability, and continuous communication so that local involvement becomes meaningful and not merely symbolic.

3.1.5 Perceived Challenges and Sustainability Trade-Offs

The findings revealed that while residents generally support sustainable tourism, they are also aware of its limitations and unintended effects. Participants identified traffic congestion, shallow roads, limited infrastructure, overcrowding during peak seasons, and resource pressure as major concerns (Interview 3). They also raised issues related to over-commercialization, possible cultural dilution, uneven awareness, and the difficulty of implementing sustainable tourism among residents who are not knowledgeable about it (Interview 3). The findings further showed that sustainable practices are not implemented consistently across all areas, creating uneven progress within the community. These findings show that sustainability in Amadeo remains an ongoing balancing process between growth and preservation. The challenges reflect the concern raised by Liu and Li (2022) that sustainable tourism may weaken when it is scaled without clear communication, continuous community education, proper infrastructure, and governance support. The results imply that Amadeo's tourism development must be supported by stronger coordination, visitor management, infrastructure improvement, and inclusive education to prevent sustainability from becoming uneven or superficial.

3.2 Synthesis of Findings

Overall, the findings showed that sustainable tourism in Amadeo has produced positive environmental, socio-cultural, economic, and governance-related outcomes. It has encouraged environmental awareness, strengthened cultural pride, created livelihood opportunities, and increased community participation. At the same time, the results revealed persistent challenges related to infrastructure, overcrowding, price increases, uneven benefit distribution, inconsistent awareness, and possible cultural commodification. These findings show that Amadeo is not only adapting to sustainable tourism but actively negotiating its meaning and direction as a community. The results suggest that Amadeo may benefit from moving beyond basic sustainability toward a regenerative tourism model, as suggested by Elkington (2020) and Wu et al. (2023). This approach emphasizes not only sustaining existing resources but also restoring what has been weakened and improving the relationship among tourism, nature, culture, and community life. In this sense, sustainable tourism in Amadeo may be understood not only as a development strategy but also as a reflection of local resilience, creativity, and collective hope for a more inclusive and balanced future.

4. Conclusion & Recommendations

The study concludes that sustainable tourism in Amadeo, Cavite has contributed to environmental awareness, cultural pride, livelihood opportunities, and stronger community participation, particularly through practices related to waste management, tree planting, organic farming, cultural promotion, local entrepreneurship, and participatory tourism governance. However, the findings also show that these gains are accompanied by challenges such as waste accumulation, damage to farmlands during peak tourism periods, commercialization of traditions, rising prices, uneven access to economic benefits, infrastructure strain, and limited participation among some sectors. Overall, Amadeo's sustainable tourism development remains an ongoing process that requires continuous reflection, inclusive planning, and balanced attention to economic development, equity, cultural integrity, and environmental sustainability.

Based on the findings, the study recommends conducting longitudinal research on the long-term effects of sustainable tourism in Amadeo and exploring the use of digital tools to strengthen community participation and tourism management. The Amadeo community may also improve sustainable tourism by establishing eco-tourism zones, strengthening waste management systems, promoting continuous environmental education, creating a cultural heritage council, supporting community-led storytelling and traditional arts programs, providing financial support and skills training for local entrepreneurs especially women and youth, creating barangay tourism councils, improving transparency in governance, conducting regular community impact assessments, upgrading roads and signage, managing visitor flow during peak seasons, and implementing visitor education campaigns.

The study was limited to selected key informants from Amadeo, Cavite, with only four participants included in the data collection. It focused only on sustainable tourism practices and their effects on the local community, while other concerns outside these variables were not covered. The researchers also acknowledged that other sustainable tourism practices in Amadeo may exist but were not included in the study. Another limitation was the subjectivity of interview responses, since the researchers had no control over the views, experiences, and answers provided by the participants.

Compliance with ethical standards

The researchers observed institutional ethical standards throughout the study by ensuring voluntary participation, securing informed consent, maintaining confidentiality of participant information, and using the gathered data solely for research purposes. Ethical approval was observed where applicable, no conflict of interest was declared, all author contributions were acknowledged, and copyright ownership and related ethical responsibilities were properly recognized.

REFERENCES

- Añonuevo, K. I. (2024, January 16). *Sustainable tourism in the Philippines: How to be a responsible traveler*. Guide to the Philippines. <https://guidetothephilippines.ph/articles/ultimate-guides/sustainable-tourism-philippines>
- Attride-Stirling, J. (2001). Thematic networks: An analytic tool for qualitative research. *Qualitative Research*, 1(3), 385–405. <https://doi.org/10.1177/146879410100100307>
- Barten, M. (2024, July 12). *Sustainable tourism guide: What is, why important, examples and more*. Revfine.com. <https://www.revfine.com/sustainable-tourism/>
- Boyatzis, R. E. (1998). *Transforming qualitative information: Thematic analysis and code development*. SAGE Publications.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101. <https://doi.org/10.1191/1478088706qp063oa>
- Budeanu, A., Miller, G., Moscardo, G., & Ooi, C.-S. (2016). Sustainable tourism: Progress, challenges and opportunities: An introduction. *Journal of Cleaner Production*, 111, 285–294. <https://doi.org/10.1016/j.jclepro.2015.10.027>
- Collins Dictionary. (n.d.). *Environmental definition and meaning*. In *Collins English Dictionary*. Retrieved May 8, 2026, from <https://www.collinsdictionary.com/dictionary/english/environmental>
- Creswell, J. W. (2013). *Qualitative inquiry and research design: Choosing among five approaches* (3rd ed.). SAGE Publications.
- Elkington, J. (1994). Towards the sustainable corporation: Win-win-win business strategies for sustainable development. *California Management Review*, 36(2), 90–100. <https://doi.org/10.2307/41165746>
- Elkington, J. (2020). *Green swans: The coming boom in regenerative capitalism*. Fast Company Press. <https://fastcompanypress.com/authors/green-swans/>
- Hall, C. M. (2019). Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism. *Journal of Sustainable Tourism*, 27(7), 1044–1060. <https://doi.org/10.1080/09669582.2018.1560456>
- Hall, C. M., Gössling, S., & Scott, D. (Eds.). (2015). *The Routledge handbook of tourism and sustainability*. Routledge.

- Hayes, A. (2024). *Economics defined with types, indicators, and systems*. Investopedia. <https://www.investopedia.com/terms/e/economics.asp>
- Jojo, A. (2023, December 27). *Amadeo: The hidden gem of Philippine coffee culture*. Realttorney. <https://realttorney.com/2023/12/27/amadeo-the-hidden-gem-of-philippine-coffee-culture/>
- Li, J., Krishnamurthy, S., Pereira Roders, A., & van Wesemael, P. (2020). Community participation in cultural heritage management: A systematic literature review comparing Chinese and international practices. *Cities*, 96, 102476. <https://doi.org/10.1016/j.cities.2019.102476>
- Liu, Y., Shi, H., Su, Z., & Kumail, T. (2022). Sustainability and risks of rural household livelihoods in ethnic tourist villages: Evidence from China. *Sustainability*, 14(9), 5409. <https://doi.org/10.3390/su14095409>
- Muresan, I. C., Oroian, C. F., Harun, R., Arion, F. H., Porutiu, A., Chiciudean, G. O., Todea, A., & Lile, R. (2016). Local residents' attitude toward sustainable rural tourism development. *Sustainability*, 8(1), Article 100. <https://doi.org/10.3390/su8010100>
- Nikolopoulou, K. (2022, August 11). *What is purposive sampling? | Definition & examples*. Scribbr. <https://www.scribbr.com/methodology/purposive-sampling/>
- Notorio, P. A. C., Mandigma, E. C., Jr., Desingano, B. R., Buenviaje, J. S., & Mejia, G. C. R. (2017). Predictors of sustainable tourism perceptions: A case of the province of Cavite, Philippines. *Proceedings of the 4th International Conference on Hospitality and Tourism Management*, 4, 43–55. <https://doi.org/10.17501/icoht.2016.4106>
- Scheyvens, R. (2002). *Tourism for development: Empowering communities*. Prentice Hall.
- Sharma, P. (2023, September 27). *Sustainable tourism practices*. Enterclimate. <https://enterclimate.com/blog/sustainable-tourism-practices/>
- United Nations Environment Programme, & World Tourism Organization. (2005). *Making tourism more sustainable: A guide for policy makers*. World Tourism Organization. <https://doi.org/10.18111/9789284408214>
- Wardle, R. (2021, October 21). *What is sustainable tourism and why is it important?* FutureLearn. <https://www.futurelearn.com/info/blog/what-is-sustainable-tourism>