Sustainable tourism is based on the idea of sustainable development, which is development that preserves environmental resources for future generations while allowing for the present generation to meet their own needs (Hunter, 1997). As an industry, it functions in a way that protects its environmental resource base for future development, while allowing for cultural, economic, social, and political development (Hunter, 1997, 850). As an industry, it functions in a way that protects its environmental resource base for future development, while allowing for cultural, economic, social, and political development (Hunter, 1997, 850) (Drost, 1996). Baguio City provides an example of a city whose tourist attractions of natural beauty and favorable climate are being threatened by not just the industry that promotes them, but by the people that are enticed by those qualities as well. Tourism activities and tourists themselves add to increased consumption of the city’s goods and services, which has exacted an enormous toll on the city’s environment (Estoque and Murayama, 2013). Shifting to a more rural context of tourism, the village of Banaue contains rice terraces that are part of the Rice Terraces of the Philippines Cordilleras World Heritage Site (Rice Terraces). Problems of abandonment due to low rice yield, poor irrigation and damage, and reduced farm labor that contributed to the site being placed on the World Heritage in Danger List in the past still exist today (Calderon et al., 2010). These two areas were chosen as research sites because Banaue represents a rural perspective with minimal tourism development in comparison to Baguio, a more urban site, representing effects of unsustainable tourism growth. What is key to long term sustainability of the industry is the “inclusion” of all relevant interest groups- members of the local community, government officials, NGOs, and private companies- in all phases of tourism development (Byrd et al., 2009). How do various interest groups interact to conserve the environment in the face of increased tourism?

Introduction
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Methodology and Key Players

- **Government**: Department of Tourism, Baguio Tourism Office, Banaue Municipal Council
- **Private Industry**: SunTrust, Mega Pines Development, Casa Vallesio, Venus Parkview, Tamawan, Easter Weaving Room, Various Inn Keepers
- **Community Members**: Save Banaue, The Banaue Heritage Foundation, The Banaue We Want, MaryKnoll Ecological Sanctuary, Cordillera Youth Association, Farmers, Ilike Artist Village

References


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