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EMPOWERING LOCAL COMMUNITIES AND PRESERVING CULTURAL HERITAGE THROUGH STRATEGIC URBAN TOURISM: FRAMEWORK FOR ECONOMIC DEVELOPMENT AND COMMUNITY WELL-BEING

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Abstract

This study investigates how strategic urban tourism can empower local communities and preserve cultural heritage amid urbanization in Palawan, focusing on Puerto Princesa City, Aborlan, and Roxas. Anchored in Community Empowerment Theory and Strategic Urban Tourism Planning, the research utilized a descriptive-correlational design, gathering data from 381 purposively selected participants, including local residents, tourism operators, policymakers, and urban planners. A self-constructed and validated survey instrument was employed, and data were analyzed using SPSS. The study examined the extent of community empowerment and cultural heritage preservation through indicators such as local pride, confidence-building, collaboration, sustainability, and adaptive reuse. It also assessed strategic urban tourism in terms of planning goals, city/regional planning, marketing, and tourism management.

Findings revealed a high level of community empowerment and heritage preservation linked to the implementation of strategic urban tourism. A significant positive correlation emerged between community empowerment, cultural heritage preservation, and strategic tourism planning. In response, the researcher developed a comprehensive framework to promote inclusive economic growth and cultural sustainability through participatory tourism strategies.

This study offers critical insights for local governments, tourism stakeholders, and community organizations in designing sustainable tourism models that strengthen economic development while preserving local identity and enhancing community well-being.

Keywords: Strategic Urban Tourism, Community Empowerment, Cultural Heritage Preservation, Sustainable Tourism, Economic Development, Urban Planning, Palawan

INTRODUCTION

Urban tourism has emerged as a significant driver of economic growth and social transformation in cities worldwide. In the context of Palawan, particularly in Puerto Princesa City, the Municipality of Aborlan, and the Municipality of Roxas, urban

tourism has played a crucial role in shaping economic development while

simultaneously influencing cultural heritage preservation. However, the challenge lies in ensuring that tourism benefits local communities without compromising the authenticity of their traditions, heritage sites, and cultural identity.

This study specifically focuses on how strategic urban tourism empowers local communities in Palawan while preserving their cultural heritage. Strategic urban tourism

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involves planned tourism development that ensures sustainable economic growth, cultural heritage conservation, infrastructure and accessibility improvements, and enhanced community engagement. The selected communities are home to diverse cultural assets, including the traditions of the Tagbanua indigenous people, the Batak ethnic group's rituals, and traditional weaving practices unique to the region. Additionally, historical and cultural landmarks such as the Iwahig Penal Colony in Puerto Princesa, the Manunggul Jar representation in Aborlan, and the preservation of old Spanish-era churches in Roxas provide valuable insights into the intersection of tourism and heritage conservation.

Empowering local communities involves active participation in tourism development, ensuring that economic benefits are equitably distributed, and fostering a sense of ownership over cultural heritage. Through sustainable tourism policies, capacity-building initiatives, and the promotion of locally managed tourism enterprises, this research aims to develop a strategic framework that balances economic growth with cultural preservation.

While urban tourism can lead to economic prosperity, unregulated commercialization often results in the commodification of cultural assets, risking their authenticity and long-term sustainability. Therefore, this study

emphasizes the need for sustainable tourism strategies that safeguard heritage sites, support local artisans, improve infrastructure and accessibility, and integrate cultural education into tourism experiences. The findings will provide practical recommendations for policymakers, urban planners, and tourism stakeholders to create a more inclusive and sustainable urban tourism model in Palawan.

OBJECTIVES OF THE STUDY

1. What is the demographic profile of the respondents in terms of;

- 1.1 Age;
- 1.2 Gender;
- 1.3 Educational level
- 1.4 Occupation
- 1.5 Income level

2. What is the extent of strategic urban tourism on empowering local communities and preserving cultural heritage in terms of:

Empowering Local communities:

2.1 Fostering Local Pride and Ownership;

2.2 Building Confidence Through Early Successes;

2.3 Encouraging Collaboration and Partnerships;

2.4 Encouraging Sustainable Change; and

Preserving cultural Heritage:

- 2.5 Adaptive reuse?

3. What is the level of strategic urban tourism

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in terms of;

- 3.1 Planning goals;
- 3.2 Tourism;
- 3.3 City/Region Planning; and
- 3.4 Marketing?

4. What is the significant relationship of empowering local communities and preserving cultural heritage on the strategic urban tourism?

5. Based on the results of the study, what propose framework for economic development and community well-being derived from this study?

METHODOLOGY

This study employed a descriptive quantitative correlational research design to explore the relationship between strategic urban tourism, community empowerment, and cultural heritage preservation in Palawan. Data were collected using a validated survey instrument and analyzed through descriptive statistics and correlational analysis. A total of 381 purposively selected respondents—including local residents, tourism operators, policymakers, and urban planners—were surveyed from Puerto Princesa City (73.75%), Roxas (16.80%), and Aborlan (9.45%). The sample size was determined using the Raosoft sample size calculator, ensuring adequate representation across key tourism stakeholders in the selected urbanizing areas of Palawan.

RESULTS AND DISCUSSION

Part 1. Demographic Profile

Table 1
Frequency & Percentage of Respondents according to Age

AGE	Frequency	Percent
18 - 27 Years Old	120	31.50
28 - 37 Years Old	130	34.12
38 - 47 Years Old	90	23.62
48 - 57 Years Old	30	7.87
58 Years Old and Above	11	2.89
Total	381	100.00

The table shows the frequency and percentage of respondents according to age. Majority of the respondents are aged between 28 – 37 with frequency of 130 or 34.12 percent. Followed by aged 18 – 27 with frequency of 120 or 31.50 percent, then aged 38 – 47 with frequency of 90 or 23.62 percent, next aged 48 – 57 with frequency of 30 or 7.87, and lastly are aged 58 and above with frequency of 11 or 2.89 percent.

Table 2
Frequency & Percentage of Respondents according to Sex

SEX	Frequency	Percent
Male	189	49.61
Female	192	50.39
Total	381	100.00

The table reveals that the majority of respondents are female, with a frequency of 192, or 50.39, and male, with a frequency of 189, or 49.61 percent.

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Table 3
Frequency & Percentage of Respondents according to Educational Background

BACKGROUND	Frequency	Percent
College	180	47.24
Undergraduate		
College Graduate	135	35.44
Master	45	11.82
Undergraduate		
Masters Graduate	10	2.62
Doctorate	6	1.57
Undergraduate		
Doctorate Graduate	5	1.31
Total	381	100.00

The table reveals that the majority of respondents are college undergraduates, followed by college graduates, masters undergraduates, masters graduates, doctorate undergraduates, and doctorate graduates, with a frequency of 47.24 percent

Table 4
Frequency & Percentage of Respondents according to Occupation

Occupation	Frequency	Percent
Local Residence	60	15.75
Tourism Operator	136	35.70
Policy Maker	18	23.62
Urban Planner	45	24.93
Total	381	100.00

The table reveals that the majority of respondents are tourism operators, followed by local residences, urban planners, and policy makers.

Table 5
Frequency & Percentage of Respondents according to Income

Income	Frequency	Percent
15,000 and below	180	47.24
15,001 – 25,000	110	28.88
25,001 – 35,000	60	15.74
35,001 and above	31	8.14
Total	381	100.00

The table reveals that the majority of respondents have incomes between 15,000 and 25,000, followed by those between 25,001 and 35,000, and those above 35,000 with a frequency of 8.14 percent.

Part II. Extent of Strategic Urban Tourism on Empowering Local Communities and Preserving Cultural Heritage

Table 6
Extent of Strategic Urban Tourism on Empowering Local Communities and Preserving Cultural Heritage in term of Fostering Local Pride and Ownership

The table reveals the impact of strategic urban tourism on local communities, highlighting its role in fostering pride and ownership. The majority of respondents believe tourism activities have strengthened their sense of pride in their local culture and traditions, encouraged community members to take ownership of cultural sites, increased awareness among younger generations, and encouraged local residents to showcase their heritage to visitors, resulting in a moderate extent of strategic urban tourism. Strategic urban tourism plays a significant role in empowering local communities by fostering economic development, social cohesion, and a

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renewed sense of local pride and ownership. Scholars argue that urban tourism strengthens cultural identity and encourages active community participation in tourism planning and governance (Cheng et al., 2021; Liébana-Cabanillas et al., 2024). Local engagement enhances the authenticity of the tourist experience while promoting pride in cultural heritage (Vu et al., 2020; Huo & Liu, 2024).

Community-based tourism initiatives contribute to empowerment by giving residents a voice in shaping tourism activities, which in turn fosters environmental stewardship and psychological ownership (Busisiwe-Mazibuko et al., 2023; Belyaeva & Pryamichkin, 2022). Sustainable and inclusive tourism practices further reinforce community participation and pride (Ruiz-Ortega et al., 2023; Zhang & Li, 2024).

Equitable governance is essential to ensure that all community members benefit from tourism development. Participatory models like Living Labs help integrate local voices in tourism decision-making (Thees et al., 2020). The promotion of local culture as a tourism asset enhances destination appeal and affirms community identity (Pavković et al., 2021).

Economic benefits such as improved infrastructure and job creation also elevate residents' quality of life and collective pride (Mukatova et al., 2022). In addition, wellness

tourism and digital innovations have emerged as empowering tools, encouraging holistic development and continuous local engagement (Li et al., 2024; Liébana-Cabanillas et al., 2024). Ultimately, recognizing residents as co-creators of the tourism experience is essential for achieving sustainable and inclusive urban development (Esichaikul & Chansawang, 2022)

INDICATORS	WEIGHT ED MEAN	ST D DE V	VERBAL INTERPRETAT ION
1. Tourism activities in our community have strengthened our sense of pride in our local culture and traditions.	3.07	0.80	AGREE
2. Local residents actively participate in showcasing our heritage to visitors, enhancing our collective identity.	2.73	0.91	AGREE
3. Strategic urban tourism has encouraged community members to take ownership of preserving cultural sites.	2.98	0.83	AGREE
4. Tourism initiatives have increased awareness and appreciation of our cultural heritage among younger generations.	2.77	0.91	AGREE
OVER - ALL WEIGHTED MEAN	2.89	0.77	AGREE

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Table 7
Extent of Strategic Urban Tourism on Empowering Local Communities and Preserving Cultural Heritage in terms of Building Confidence Through Early Successes

INDICATORS	WEIGHTED MEAN	STD DEV	VERBAL INTERPRETATION
1. Small-scale tourism initiatives in our community have led to early successes, encouraging further participation.	3.34	0.75	STRONGLY AGREE
2. The initial achievements of community-driven tourism projects have motivated local businesses to invest in tourism.	2.84	1.01	AGREE
3. Tourism-related success stories in our area have inspired more residents to engage in cultural preservation efforts.	2.68	1.10	AGREE
4. Support from local authorities in tourism development has built confidence in community-led tourism projects.	3.19	0.78	AGREE
OVER - ALL WEIGHTED MEAN	3.01		AGREE

The table highlights the impact of strategic urban tourism on empowering local communities and preserving cultural heritage. Respondents strongly agreed that small-scale tourism initiatives have led to early successes, with a weighted mean of 3.34. Support from local authorities also built confidence in

community-led projects (mean 3.19), while initial achievements motivated local businesses to invest (mean 2.84) and inspired residents to engage in cultural preservation (mean 2.68). Overall, the findings indicate a moderate extent of strategic urban tourism's effectiveness in building confidence through early successes, with an overall weighted mean of 3.01.

Strategic urban tourism plays a crucial role in empowering local communities by promoting active participation in tourism planning and preserving cultural heritage (Amani & Mfumbilwa, 2024). Community-based tourism initiatives are especially impactful, as they allow residents to utilize their cultural assets for economic growth and resilience, while also safeguarding traditions (Akbar et al., 2021; Sugiarto et al., 2020; Nurlena et al., 2021; Parulian & Tarmizi, 2023).

Table 8
Extent of Strategic Urban Tourism on Empowering Local Communities and Preserving Cultural Heritage in terms of Encouraging Collaboration and Partnerships

The table highlights the impact of strategic urban tourism on empowering local communities and preserving cultural heritage through collaboration and partnerships. Respondents strongly agreed that community tourism projects benefit from partnerships supporting cultural heritage (weighted mean 3.45), followed by the fostering of collaboration

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among local government, businesses, and residents (3.30). Engagement in discussions to improve tourism policies received a mean of 3.24 (agree), while public-private partnerships contributed to sustainable tourism growth (3.13, agree). The overall mean of 3.28 indicates a high extent of strategic urban tourism's effectiveness in these areas.

Strategic urban tourism empowers local communities by fostering collaboration among stakeholders, including local governments, private sectors, and civil society, leading to sustainable and resilient tourism systems (Pilving et al., 2021; Mou, 2022). Proximity and network integration among urban tourism enterprises influence the success of community-benefiting initiatives. This collaboration became especially vital during the COVID-19 pandemic, where alliances between tourism and health sectors were crucial for recovery and resilience (Ramírez et al., 2022; Warren & Grigaliūnaitė, 2023).

Education-driven collaborations enhance skills and engagement in tourism management, ensuring meaningful community involvement (Rasethuntsa, 2022; Risfandini et al., 2023). For instance, Bandung's creative tourism urban villages illustrate how community-driven efforts in partnership with local governments foster economic empowerment and cultural participation (Hermawan, 2024).

Effective governance models emphasizing public-private partnerships are central to sustainable, community-focused urban tourism (Henche et al., 2020). Sustained community engagement strengthens local economies and cultural preservation, reinforcing collective ownership and empowerment (Rahman & Baddam, 2021). However, challenges such as urbanization and climate change necessitate inclusive planning and local participation to mitigate negative impacts (Wu et al., 2020; Lopes et al., 2022). Post-pandemic tourism development calls for a shift from purely economic indicators to wellbeing-centered metrics, placing communities at the heart of tourism strategies (Koh, 2020). Ultimately, strategic urban tourism thrives on partnerships built on mutual respect and shared responsibility, enhancing economic resilience while nurturing cultural and social cohesion.

INDICATORS	WEIGHTED MEAN	STD DEV	VERBAL INTERPRETATION
1. Tourism development in our area has fostered stronger collaboration between local government, businesses, and residents.	3.30	1.00	STRONGLY AGREE
2. Public and private partnerships have contributed to the growth of sustainable tourism initiatives.	3.13	1.01	AGREE
3. Community tourism projects are strengthened through partnerships with organizations that support cultural heritage.	3.45	0.81	STRONGLY AGREE
4. Stakeholders regularly engage in discussions to improve tourism policies and programs in our community.	3.24	0.81	AGREE
OVER - ALL WEIGHTED MEAN	3.28		STRONGLY AGREE

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2. Public and private partnerships have contributed to the growth of sustainable tourism initiatives.	3.13	1.01	AGREE
3. Community tourism projects are strengthened through partnerships with organizations that support cultural heritage.	3.45	0.81	STRONGLY AGREE
4. Stakeholders regularly engage in discussions to improve tourism policies and programs in our community.	3.24	0.81	AGREE
OVER - ALL WEIGHTED MEAN	3.28		STRONGLY AGREE

Table 9
Extent of Strategic Urban Tourism on Empowering Local Communities and Preserving Cultural Heritage in terms of Encouraging Sustainable Change

The table highlights the impact of strategic urban tourism on empowering local communities and preserving cultural heritage, emphasizing sustainable change. Respondents strongly agreed that tourism development promotes sustainability (weighted mean of 3.32), followed closely by the integration of eco-friendly and cultural

initiatives into local policies (3.30). They also agreed that tourism activities balance economic growth with heritage protection (3.24) and that local businesses are encouraged to adopt sustainable practices (3.22). The overall weighted mean of 3.27 indicates a high extent of support for these initiatives, reflecting a strong agreement on the positive role of tourism in fostering sustainability and cultural preservation.

Strategic urban tourism holds transformative potential for empowering local communities economically, socially, and environmentally. Economic benefits are especially prominent, with tourism facilitating job creation and income generation (Djaha et al., 2021), while also fostering social cohesion and self-esteem within communities (Acharya, 2023). Sustainable tourism helps retain revenue locally and minimizes economic leakage (Balachandran, 2023).

INDICATORS	WEIGHTED MEAN	STD DEV	VERBAL INTERPRETATION
1. Tourism development in our area promotes sustainability through responsible tourism practices.	3.32	0.69	STRONGLY AGREE
2. Eco-friendly and cultural tourism initiatives have been integrated into local tourism policies.	3.30	0.95	STRONGLY AGREE
3. Local businesses are encouraged to adopt sustainable practices to preserve the environment and cultural sites.	3.22	0.93	AGREE
4. Tourism activities are designed to balance economic growth with the protection of our community's heritage.	3.24	0.97	AGREE
OVER - ALL WEIGHTED MEAN	3.27		STRONGLY AGREE

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Table 10
Extent of Strategic Urban Tourism on Empowering Local Communities and Preserving Cultural Heritage in terms of Adaptive Reuse

INDICATORS	WEIGHTED MEAN	STD DEV	VERBAL INTERPRETATION
1. Historical buildings and landmarks in our community have been successfully repurposed for tourism while maintaining their cultural integrity.	2.79	1.01	AGREE
2. Local tourism projects incorporate traditional architecture and design in infrastructure development.	2.88	0.94	AGREE
3. Adaptive reuse of cultural sites has attracted tourists while ensuring their preservation for future generations.	3.07	0.92	AGREE
4. Repurposing old buildings for tourism purposes has created economic opportunities while maintaining our heritage.	3.30	0.95	STRONGLY AGREE
OVER - ALL WEIGHTED MEAN	3.01		AGREE

The table highlights the impact of strategic urban tourism on empowering local communities and preserving cultural heritage through adaptive reuse. Respondents strongly agreed (weighted mean of 3.30) that repurposing old buildings for tourism creates economic opportunities while preserving heritage. They agreed (weighted mean of 3.07) that adaptive reuse of cultural sites attracts tourists and ensures preservation for future generations. Local tourism projects incorporating traditional architecture received a weighted mean of 2.88, indicating agreement, while the successful repurposing of historical buildings for tourism, maintaining cultural integrity, scored a weighted mean of 2.79, also reflecting agreement. Overall, the total weighted mean of 3.01 suggests a moderate extent of strategic urban tourism's effectiveness in these areas.

Table 11
Summary of Extent of Strategic Urban Tourism on Empowering Local Communities and Preserving Cultural Heritage

The table summarizes the impact of strategic urban tourism on empowering local communities and preserving cultural heritage. Respondents strongly agreed that encouraging collaboration and partnership (weighted mean of 3.28) and encouraging sustainable change (3.27) are significant factors. Confidence through early successes and adaptive reuse

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both received a mean of 3.01, indicating agreement, while fostering local pride and ownership scored 2.89, also reflecting agreement. Overall, the total weighted mean is 3.09, indicating a moderate extent of impact in these areas.

FACTORS	WEIGHTED MEAN	VERBAL INTERPRETATION
1. Fostering local Pride and Ownership	2.89	AGREE
2. Confidence through early Successes	3.01	AGREE
3. Encouraging Collaboration and Partnership	3.28	STRONGLY AGREE
4. Encouraging Sustainable Change	3.27	STRONGLY AGREE
5. Adaptive Reuse	3.01	AGREE
OVER - ALL WEIGHTED MEAN	3.09	AGREE

Part III. Level of Strategic Urban Tourism

Table 12
Level of Strategic Urban Tourism in terms of Planning Goals

The table shows the level of strategic urban tourism in terms of planning goals and its verbal interpretation. Majority of the respondents choose Tourism plans prioritize community well-being alongside economic growth with weighted mean of 3.11 and standard deviation of 0.87 with verbal interpretation of agree, followed by Tourism planning in our area considers long-term benefits for both visitors and residents with weighted mean of 2.87 and standard deviation of 0.93 with verbal interpretation of agree,

then Strategic urban tourism initiatives align with national and regional development goals with weighted mean of 2.26 and standard deviation of 1.06 with verbal interpretation of agree, and lastly is Our local government has clear tourism planning goals that integrate economic, social, and environmental sustainability with weighted mean of 2.65 and standard deviation of 2.06 with verbal interpretation of agree. The overall weighted mean is 2.85 with verbal interpretation of agree or descriptive interpretation of moderate level of strategic urban tourism in terms of planning goals.

Strategic urban tourism planning plays a critical role in sustainable urban development, aligning tourism with goals such as economic growth, cultural revitalization, and improved quality of life. Integrating tourism strategies with urban planning enhances both visitor experiences and local living conditions (Cheng et al., 2021; Faraji et al., 2020).

Urban tourism contributes significantly to municipal revenues and socio-cultural development. Effective collaboration among stakeholders is vital to leveraging tourism events for economic gain (Faraji et al., 2020).

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INDICATORS	WEIGHTED MEAN	ST D DEV	VERBAL INTERPRETATION
1. Our local government has clear tourism planning goals that integrate economic, social, and environmental sustainability.	2.65	1.06	AGREE
2. Tourism planning in our area considers long-term benefits for both visitors and residents.	2.87	0.93	AGREE
3. Strategic urban tourism initiatives align with national and regional development goals.	2.76	1.06	AGREE
4. Tourism plans prioritize community well-being alongside economic growth.	3.11	0.87	AGREE
OVER - ALL WEIGHTED MEAN	2.85		AGREE

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planning in our area considers long-term benefits for both visitors and residents with weighted mean of 2.87 and standard deviation of 0.93 with verbal interpretation of agree, then Strategic urban tourism initiatives align with national and regional development goals with weighted mean of 2.26 and standard deviation of 1.06 with verbal interpretation of agree, and lastly is Our local government has clear tourism planning goals that integrate economic, social, and environmental sustainability with weighted mean of 2.65 and standard deviation of 2.06 with verbal interpretation of agree. The overall weighted mean is 2.85 with verbal interpretation of agree or descriptive interpretation of moderate level of strategic urban tourism in terms of planning goals.

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Table 13

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Level of Strategic Urban Tourism in terms of Tourism

INDICATORS	WEIGHTED MEAN	STD DEV	VERBAL
			INTERPRETATION
1. Tourism in our area contributes significantly to local economic growth and job creation.	3.17	0.91	AGREE
2. Local tourism programs highlight the unique cultural and natural assets of our community.	2.92	1.07	AGREE
3. Sustainable tourism practices are being implemented to minimize environmental and cultural impacts.	3.22	0.93	AGREE
4. Tourism development strategies attract both local and international tourists to our area.	2.75	1.03	AGREE
OVER - ALL WEIGHTED MEAN	3.01		AGREE

The table presents the levels of strategic urban tourism based on respondents' perceptions. The highest-rated aspect is the implementation of sustainable tourism practices, with a weighted mean of 3.22 and a standard deviation of 0.93, interpreted as "agree." This is closely followed by the contribution of tourism to local economic growth (mean 3.17, SD 0.91), and the emphasis on local cultural and natural assets (mean 2.92, SD 1.07), both also rated as "agree." Lastly, tourism development strategies attracting tourists received a mean of 2.75 (SD 1.03), still within the "agree" range. Overall, the average weighted mean is 3.01, indicating a moderate level of strategic urban tourism. Strategic urban tourism has become a critical element in urban planning due to its wide-ranging

impacts on economic development, cultural preservation, and social integration. It serves as a catalyst for urban economic growth by enhancing infrastructure and stimulating local economies through job creation and visitor spending (Yang et al., 2022; Ong & Smith, 2021).

Beyond economics, urban tourism reinforces cultural identity and social cohesion through heritage preservation, aligning development with societal values (Balachandran, 2023). However, challenges such as environmental degradation and over-tourism highlight the need for sustainable frameworks that balance economic, social, and ecological goals (Shi et al., 2021; Zhao & Shi, 2021).

Table 14
Level of Strategic Urban Tourism in terms of City/Region Planning

INDICATORS	WEIGHTED MEAN	STD DEV	VERBAL INTERPRETATION
1. Urban planning in our city integrates tourism as a key component of economic and infrastructure development.	3.45	0.81	STRONGLY AGREE
2. The local government ensures that tourism growth does not negatively impact the quality of life of residents.	3.24	0.81	AGREE
3. Investments in tourism infrastructure (e.g., transportation, public spaces) align with sustainable urban planning goals.	3.32	0.69	STRONGLY AGREE
4. City/regional policies encourage the protection and promotion of cultural and historical sites.	3.30	0.95	STRONGLY AGREE
OVER - ALL WEIGHTED MEAN	3.33		STRONGLY AGREE

The table presents findings on strategic urban tourism related to city/region planning. Respondents strongly agree that urban planning integrates tourism as a key economic

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and infrastructure component, with a weighted mean of 3.45 and a standard deviation of 0.81. Following this, they also strongly agree that investments in tourism infrastructure align with sustainable urban planning goals (mean 3.32, SD 0.69) and that policies promote cultural and historical site protection (mean 3.30, SD 0.95). Additionally, they agree that local government ensures tourism growth does not harm residents' quality of life (mean 3.24, SD 0.81). The overall weighted mean is 3.33, indicating a high level of strategic urban tourism in city/region planning.

Table 15
Level of Strategic Urban Tourism in terms of Marketing

INDICATORS	WEIGHTED MEAN	STD DEV	VERBAL INTERPRETATION
1. Our community's tourism sector actively promotes local attractions through digital and traditional marketing.	3.22	0.93	AGREE
2. Social media and online platforms play a key role in attracting visitors to our area.	3.24	0.97	AGREE
3. Marketing strategies highlight our cultural heritage and unique tourism experiences.	2.79	1.01	AGREE
4. Public and private organizations collaborate to enhance tourism branding and promotional campaigns.	2.88	0.94	AGREE
OVER - ALL WEIGHTED MEAN	3.03		AGREE

The table presents the strategic urban tourism marketing levels based on respondents' feedback. The highest-rated statement is that the community's tourism sector actively promotes local attractions through digital and traditional marketing, with a weighted mean of 3.24 and a standard deviation of 0.97,

interpreted as "agree." This is closely followed by another similar statement at 3.22 (SD = 0.93). Public and private organizations' collaboration for tourism branding received a mean of 2.88 (SD = 2.88), also interpreted as "agree." Lastly, marketing strategies focusing on cultural heritage scored 2.79 (SD = 1.01), again interpreted as "agree." The overall weighted mean for strategic urban tourism marketing is 3.03, indicating a moderate level of agreement.

Table 16
Summary of Level of Strategic Urban Tourism

FACTORS	WEIGHTED MEAN	VERBAL INTERPRETATION
Planning Goals	2.85	AGREE
Tourism	3.01	AGREE
City/Region Planning	3.33	STRONGLY AGREE
Marketing	3.03	AGREE
OVER - ALL WEIGHTED MEAN	3.06	AGREE

The summary of strategic urban tourism indicates that respondents strongly agree on the importance of city/region planning (weighted mean of 3.33), followed by marketing (3.03) and tourism (3.01), both of which received an "agree" interpretation. Planning goals ranked lowest with a mean of 2.85, also interpreted as "agree." The overall weighted mean is 3.06, reflecting a moderate level of strategic urban tourism.

Part IV. Correlation Analysis

Table 17
Correlation Analysis Urban Tourism on Empowering Local Communities and Level of Strategic Urban in terms of Planning Goals

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Strategic Urban Tourism on empowering local communities	Planning Goals	Interpretation
Fostering Local Pride and Ownership	Pearson r p - value N	.086 .093 381 Not significant
Building Confidence Through Early Successes	Pearson r p - value N	0.214 .000 381 Significant
Encouraging Collaboration	Pearson r p - value N	-.188 .000 381 Significant
Encouraging Sustainability change	Pearson r p - value N	-.322 .000 381 Significant
Adaptive Reuse	Pearson r p - value N	0.104 .042 381 Significant

The study utilized Pearson r correlation to examine the relationship between Strategic Urban Tourism and the empowerment of local communities, focusing on planning goals. The findings indicated a negligible correlation between planning goals and fostering local pride ($r = 0.086$, $p = 0.097$), suggesting no significant relationship. In contrast, building confidence through early successes showed a low but significant correlation ($r = 0.214$, $p = 0.000$). Negative low correlations were found for encouraging collaboration and partnerships ($r = -0.188$, $p = 0.000$) and encouraging sustainability change ($r = -0.322$, $p = 0.000$), both of which were significant. Adaptive reuse also demonstrated a low significant correlation ($r = 0.104$, $p = 0.042$). The negligible relationship with fostering local pride may reflect challenges in integrating social sustainability goals into formal planning, as noted by Stepanova and Romanov (2021), highlighting the operational difficulties in translating these goals into measurable urban outcomes.

These findings suggest that while planning goals contribute to urban development, their impacts depend on stakeholder interests, operational challenges, and the robustness of participatory frameworks. A multifaceted approach to urban planning is recommended, considering specific operational conditions and challenges.

Table 18
Correlation Analysis Urban Tourism on Empowering Local Communities and Level of Strategic Urban in terms of Tourism

Strategic Urban Tourism on empowering local communities	Tourism	Interpretation
Fostering Local Pride and Ownership	Pearson r p - value N	.089 .084 381 Not significant
Building Confidence Through Early Successes	Pearson r p - value N	0.104 .043 381 Significant
Encouraging Collaboration	Pearson r p - value N	.004 .932 381 Not Significant
Encouraging Sustainable change	Pearson r p - value N	0.199 .000 381 Significant
Adaptive Reuse	Pearson r p - value N	0.107 .036 381 Significant

Pearson r correlation was used to determine whether there is a relationship between the Strategic Urban tourism on Empowering local communities and level of strategic urban tourism in terms of Tourism. Table 18 shows the correlation between the Tourism and

Fostering Local Pride and Ownership ($r = 0.089$) shows a negligible correlation and $p - value = 0.084$, which is greater than 0.05 denotes a no significant relationship.

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Building confidence through early successes ($r= 0.104$) shows a low correlation and $p - \text{value} = 0.043$ denotes a significant relationship.

Encouraging Collaboration and Partnerships ($r=0.004$) shows a negligible correlation and $p - \text{value} = 0.932$ denotes a no significant relationship.

Encouraging sustainability change ($r=0.199$) also shows a low correlation and $p - \text{value} = 0.000$ denotes a significant relationship and lastly

Adaptive reuse ($r= 0.107$) shows a low correlation with $p - \text{value} =0.036$ denotes significant relationship with $N= 381$.

Building confidence through early successes appears to be a more robust factor, evidenced by a low but significant correlation ($r = 0.104$, $p = 0.043$). Researchers have argued that early endorsements or pilot successes can serve as a catalyst in reinforcing stakeholder confidence, thereby paving the way for further community and institutional engagement in tourism development (Wahyudin et al., 2024; Movono & Hughes, 2020). Such early accomplishments may help to build momentum, attract further investments, and act as a feedback loop that reinforces local stakeholder belief in the viability of tourism projects (Wahyudin et al., 2024; Movono & Hughes, 2020).

Table 19

Correlation Analysis Urban Tourism on Empowering Local Communities and Level of Strategic Urban in terms of City/Region Planning

Strategic Urban Tourism on empowering local communities	Region Planning	Interpretation
Fostering Local Pride and Ownership	Pearson r p - value N	0.133 .010 381
Building Confidence Through Early Successes	Pearson r p - value N	0.277 .000 381
Encouraging Collaboration	Pearson r p - value N	0.612 .000 381
Encouraging Sustainable change	Pearson r p - value N	0.774 .000 381
Adaptive Reuse	Pearson r p - value N	0.136 .008 381

Pearson r correlation was used to determine whether there is a relationship between the Strategic Urban tourism on Empowering local communities and level of strategic urban tourism in terms of Region Planning. Table 19 shows the correlation between the Region Planning and

Fostering Local Pride and Ownership ($r = 0.133$) shows a low correlation and $p - \text{value} = 0.010$, which is less than 0.05 denotes a significant relationship.

Building confidence through early successes ($r= 0.277$) shows a low correlation and $p - \text{value} = 0.000$ denotes a significant relationship.

Encouraging Collaboration and Partnerships ($r=0.612$) shows a moderate correlation and $p - \text{value} = 0.000$ denotes a significant relationship.

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Encouraging sustainability change ($r=0.744$) also shows a high correlation and $p - \text{value} = 0.000$ denotes a significant relationship and lastly

Adaptive reuse ($r= 0.136$) shows a low correlation with $p - \text{value} =0.008$ denotes significant relationship with $N= 381$.

The empirical findings from the study provide evidence that multiple dimensions of urban planning are interrelated, albeit with differing strengths of influence. In particular, the significant yet low correlation ($r = 0.133$, $p = 0.010$) between Region Planning and Fostering Local Pride and Ownership suggests that although initiatives aimed at cultivating community identity and engagement may not be dominant drivers in the overall planning paradigm, they play an essential role in enhancing local legitimacy and social cohesion. Similar studies have underscored the importance of community engagement as a formative step towards sustainable urban development, even when the measured direct impact may be modest (Deep, 2023).

Table 20
Correlation Analysis Urban Tourism on Empowering Local Communities and Level of Strategic Urban in terms of Marketing

The study examines the relationship between strategic urban tourism and marketing in empowering local communities. The results show a negative low correlation between marketing and fostering local pride

and ownership. Other factors include building confidence through early successes, encouraging collaboration and partnerships, encouraging sustainability change, and adaptive reuse. The study suggests that targeted marketing strategies can create or weaken local pride and ownership, but the negative correlation may reflect complexities where aggressive marketing efforts dilute genuine local identification

Strategic Urban Tourism on empowering local communities	Region Planning	Interpretation
Fostering Local Pride and Ownership	Pearson r p - value N	0.133 .010 381 Significant
Building Confidence Through Early Successes	Pearson r p - value N	0.277 .000 381 Significant
Encouraging Collaboration	Pearson r p - value N	0.612 .000 381 Significant
Encouraging Sustainable change	Pearson r p - value N	0.774 .000 381 Significant
Adaptive Reuse	Pearson r p - value N	0.136 .008 381 Significant

CONCLUSION AND RECOMMENDATION

In terms of age, majority of the respondents are aged between 28 – 37 with frequency of 130 or 34.12 percent.

In terms of sex, majority of the respondents are female with frequency of 192 or 50.39.

In terms of educational background, majority of the respondents are college undergraduate with frequency of 180 or 47.24 percent.

In terms of occupation, majority of the respondents are tourism operator with frequency of 136 or 35.70 percent.

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In terms of income, majority of the respondents have 15,000 and below income with frequency of 180 or 47.24 percent.

Part II. Extent of Strategic Urban Tourism on Empowering Local Communities and Preserving Cultural Heritage

In terms of fostering local pride and ownership, majority of the respondents choose Tourism activities in our community have strengthened our sense of pride in our local culture and traditions with weighted mean of 3.07 and standard deviation of 0.80 with verbal interpretation of agree.

In terms of building confidence through early successes, majority of the respondents choose Small-scale tourism initiatives in our community have led to early successes, encouraging further participation with weighted mean of 3.34 and standard deviation of 0.75 with verbal interpretation of strongly agree.

In terms of encouraging collaboration and partnerships, majority of the respondents choose Community tourism projects are strengthened through partnerships with organizations that support cultural heritage with weighted mean of 3.45 and standard deviation of 0.81 with verbal interpretation of strongly agree.

In terms of the encouraging sustainable change, majority of the respondents choose Tourism development in our area promotes sustainability through responsible tourism

practices with weighted mean of 3.32 and standard deviation of 0.69 with verbal interpretation of strongly agree.

In terms of adaptive reuse, majority of the respondents choose Repurposing old buildings for tourism purposes has created economic opportunities while maintaining our heritage with weighted mean of 3.30 and standard deviation of 0.95 with verbal interpretation of strongly agree.

In terms of summary, majority of the respondents choose encouraging collaboration and partnership with weighted mean of 3.28 with verbal interpretation of strongly agree.

Part III. Level of Strategic Urban Tourism

In terms of planning goals, majority of the respondents choose Tourism plans prioritize community well-being alongside economic growth with weighted mean of 3.11 and standard deviation of 0.87 with verbal interpretation of agree.

In terms of tourism, majority of the respondents choose Sustainable tourism practices are being implemented to minimize environmental and cultural impacts with weighted mean of 3.22 and standard deviation of 0.93 with verbal interpretation of agree.

In terms of city/region planning, majority of the respondents choose Urban planning in our city integrates tourism as a key component of economic and infrastructure development with weighted mean 3.45 and

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standard deviation of 0.81 with verbal interpretation of strongly agree.

In terms of marketing, majority of the respondents choose Our community's tourism sector actively promotes local attractions through digital and traditional marketing with weighted mean of 3.24 and standard deviation of 0.97 with verbal interpretation of agree.

In terms of summary, majority of the respondents choose city/region planning with weighted mean of 3.33 with verbal interpretation of strongly agree.

Part IV. Correlation Analysis

In terms of planning goals, that the correlation between planning goals and building confidence through early successes ($r= 0.214$) shows a low correlation and p - value = 0.000 denotes a significant relationship.

In terms of tourism, that the correlation between tourism and Adaptive reuse ($r= 0.107$) shows a low correlation with p - value =0.036 denotes significant relationship.

In terms of city/region planning, that the city/region planning and Encouraging sustainability change ($r=0.744$) also shows a high correlation and p - value = 0.000 denotes a significant relationship.

In terms of marketing, that the marketing and Adaptive reuse ($r= 0.772$) shows a high correlation with p - value =0.000 denotes significant relationship.

Recommendations

1. Strengthen community partnerships by involving local organizations in tourism planning and implementation.
2. Support small-scale tourism initiatives through funding, training, and promotion to encourage wider participation.
3. Integrate tourism in urban planning to ensure cultural preservation and sustainable development.
4. Promote adaptive reuse of heritage buildings for tourism purposes to boost local economy and preserve identity.
5. Enhance marketing efforts using both digital and traditional platforms to highlight local culture and attractions.

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