Environmental Management Through People Participation and its Impact on Community Development

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Abstract – Community development is made possible primarily through the cooperation and participation of the people. One of the most vital programs towards community development is environmental management, which is one of the prime concerns of community stakeholders who should plan, implement, manage, monitor, control, and evaluate, solicit community support and participation for the attainment of common goals. To effect, initiatives were done in the community by both local and international concerned agencies to wit: the Ecosan (Ecological Sanitation) pilot project; integrated coastal management; coastal conservation and education; Local government units (LGU) partnership with local and international companies, etc. The island municipality understudy has managed its environmental management plan through the support of the government and non-government agencies, both national and international, to bring about a positive impact on its people's general well-being and progress. People participation becomes indispensable in the implementation of environmental management initiatives in the island which are made successful through active people participation. Although there are challenges to be overcome, the environmental management program ushers into more positive impact and benefits to the community stakeholders: the improved practice of proper waste management; more active people participation in community development projects; promotion of health among the people; cleanliness and beautification of the environment; income-generating and tourism opportunities and development of values among the municipal residents. To sustain the program, there is a need for a proposed strategic action to enhance and continuously boost people's participation in the implementation of the environmental management plan.

Keywords – community development, environmental management, environmental practices, impact

INTRODUCTION

Community development is the goal of every local government entity and organization. It is a good approach to create change in the community, to facilitate improvement in the lives of the people, to enhance their health and safety, and increase their community cohesion and continual improvement for the good living conditions of their children. To achieve development in the community, community members should be involved directly in the process of development. Participation is participating in decision making, to choose a community project, plan it, implement it, manage it, monitor it, control it [1]. People Participation in community development is indispensable. It is considered as the main principle of democratic system development, which needed the procedure of working together between a local administrator and the people [2]. The present tendency of community development is focused on self-

development, the increase of people's capability in local participatory administration, creating vision in local area development by themselves beneath their context and prominence of the local area.

Zadeh, and Ahmad [1] confirmed that community development cannot take place if there is no participation by the community. While community development is being pursued by all stakeholders in the community, it is always equated with the problems besetting their locality. Public participation also creates an awareness of the problem and possible solutions among the people and thereby equips them as citizens to exercise, relevant to development in a rational manner [1].

Community participation is mostly referred to as the process by which individuals, families, or communities assume responsibility for their welfare and develop a capacity to contribute to their own and the community's development by being involved in the decision-making

processes in determining goals and pursuing issues of importance to them for example, the direction of services and the allocation of funds [3]. Participation of the community in development projects leads to capacity-building which enables the community to be more effective and efficient in the process of identifying, implementing, monitoring and evaluating developmental projects [4]. Mwiru [5] strongly advised that the community be more involved in decision-making as well as development projects, that citizens' trust is increased, and that education and seminars for local leaders on community participation be considered, as well as the establishment of an active local civil society watchdog organization.

Environmental management, socially responsible behavior, and sustainable growth and development are becoming increasingly important to organizations and their stakeholders around the world. Coordinated measures are required to address the world's biggest environmental and sustainability issues, which affect both emerging and developed regions. As a result, a deeper knowledge of the transdisciplinary interrelationships between sustainable development, human health, and environmental issues is required. Globalization and long-term growth, bioethics and poverty, organizational performance and sustainability, environmental management and individual progress, human and ecological health, and water resources and recycling were all given special attention. [6]

One of the passages of Republic Act No. 7160, otherwise known as the Local Government Code mandated the Local Government Units (LGUs) to manage their wastes produced from activities within their units, which include a combination of domestic, commercial, institutional, and industrial wastes and street litters. This same mandate is reflected in Republic Act No. 9003 or the Ecological Solid Waste Management Act of 2000 which states that it is the declared policy of the State to adopt a systematic, Policy and Program Framework on Solid Waste Management of Local Government Units [7].

Tingloy island municipality in the province of Batangas, has its local government spearheading the environmental management projects in cooperation with stakeholders, the residents, businessmen, and visitors. Being one of the remote and underdeveloped but interesting and beautiful places in the country, the provincial government and other national and international got interested to initiate environmental management programs. Initial steps were undertaken to achieve their common goal, that is for the general well-being and welfare of the people. Thru the leadership of the local government unit, the medical health team, and some local and international agencies, the people participate in the bold steps in the practice of sanitary and proper environmental management techniques. Findings revealed that people participation is a great factor in the implementation of the environmental management program and therefore creates a more positive impact on the people in return.

Furthermore, there are difficulties in the constant involvement, which allows the public's needs and opinions to be acknowledged at each level, lowering the risk of future conflict. Public engagement should not be considered as a chore to be completed, but as a process that might result in mutual advantages. Not only may it empower individuals at the community level, but it can also lessen ambiguity and future opposition from decisions forced on an otherwise unconsulted public, according to the proponent. [8].

Results of the study prompted the researcher to recommend measures to enhance the implementation of the environmental management programs thru people participation, which will serve as a point of reference for local government and concerned stakeholders in formulating future programs that will contribute to further community development.

OBJECTIVES OF THE STUDY

This study intends to attain the following objectives: 1) to identify the initiatives on environmental management done by concerned agencies in cooperation with the local government; 2) to determine the impact of promoting environmental management programs thru people participation; 3) to find out the challenges encountered in the implementation of environmental management practices; and 4) to propose measures to sustain the people participating in the implementation of the environmental management program in the municipality.

MATERIALS AND METHODS

Research Design

The researcher employed the qualitative approach in research to investigate in depth the employment of people anticipation in the implementation of the Environmental Management Program in the island municipality of Tingloy. Qualitative data were investigated in-depth, analyzed, and described with the use of interviews and focused group discussion. Austin and Sutton [9] give significance to qualitative research that can help researchers to access the thoughts and

feelings of research participants, which can enable the development of an understanding of the meaning that people ascribe to their experiences. A qualitative research method was utilized in the study wherein interviews, documents, and observations were analyzed to investigate in-depth the level of people participating in the environmental program in the island municipality, including government officials and other stakeholders

Based on this premise, the researcher used this approach to gather substantial data needed for the study, that is, to find out their assessment and their perception and feelings on the environmental management initiatives done in the island municipality based on their experiences.

Participant of the Study

A total of 30 participants including government officials and other stakeholders. Purposive sampling was used to identify participants. Records and documents pertinent to the study were subjected to documentary analysis.

Data Gathering Procedure

After the approval of the proposal, an interview guide was prepared. While the researcher was doing documentary analysis of the needed data, she scheduled a focus group discussion with the stakeholders and individual interviews with those who were not able to attend but could give substantial information to the researcher. Data mostly spoken in the vernacular were transcribed into English, interpreted, and analyzed.

Data Analysis

Related literature from different sources provided materials in substantiating the study – from the history and profile of the island to the environmental management initiatives led by the local government officials in coordination with other stakeholders. The Local government code, as well as the municipal ordinances, served as points of reference for the study.

Ethical Consideration

To maintain the integrity of this research, ethical consideration was given emphasis. For those who opted to provide their personal information during the interviews for the enrichment of the analysis of this study, the respondents were assured of their anonymity and privacy and that all information gathered will be used solely for this research.

Ethics in research is a system of guiding principles or norms of conduct that distinguish between acceptable and unacceptable behavior while conducting a study. For ethical consideration and confidentiality purposes in this research, the actual names of the participants in the FGD were not mentioned in the study, as well as the respective organizations where they belong. Informed consent was secured, and the researcher ensured that the participants understood the research objectives and research procedures before the start of the FGD.

The authors assumed the responsibility to acknowledge the works of other authors, researchers, and experts and the use of the appropriate referencing system, in this case, APA, inciting their works. The researcher also adhered to the necessary provisions of the Code of Ethics and the ethical considerations as stipulated in the Lyceum of the Philippines University-Batangas Research Manual.

RESULTS AND DISCUSSION

1. Initiatives on Environmental management done by concerned agencies in cooperation with the local government

1.1. The Ecosan (Ecological Sanitation) Pilot Project.

The adoption of Ecosan toilets in low-income households was a challenge in the pilot study. This aims to address the issue of open defecation, particularly in upland forests, caused by a lack of household toilet facilities among impoverished households in Barangays 13 and 14 (rural upland forest areas); and Barangay 15 (rural upland forest areas) (located in the urban center)

Introduction of an ecological sanitation approach and technology (urine-diverting toilet); community organization, mobilization, and participation; training and awareness-raising on ecological sanitation, including hygiene practices; and in-depth consultations with partner households and barangay officials and staff were among the solutions implemented.

It is recommended to employ a methodology or strategy such as Strategic Sanitation Planning (SSP) or the Household Centered Environmental Sanitation Approach to effectively develop and implement programs (HCES). Such approaches consist of logical processes and may help to avoid the mistakes that occurred in this case due to a lack of insight, incorrect project costing, poor site selection, and inappropriate design and reference materials.

1.2. **Integrated Coastal Management (ICM)** is a natural resource and environmental management paradigm that addresses complicated coastal management challenges through an integrative, holistic approach and an interactive

planning process. The goal of ICM is to improve coastal governance's efficiency and effectiveness in terms of achieving the sustainable use of coastal resources and ecosystem services generated by coastal ecosystems. It tries to achieve this by preserving the natural resource systems' functional integrity while allowing for economic development. ICM strives to address competing conflicts and conflicts emerging from numerous uses of limited resources through integrated planning. [11].

At the municipal level, Mabini, Tingloy, and Nasugbu have established their Coastal Resources Management Board (CRMB) through municipal ordinances in 2002, 2003, and 2004, respectively. In the CRM Boards of Mabini and Tingloy, Government, nongovernmental organizations, the private sector, and academe are represented. Stakeholder engagement and satisfaction contribute to improving the success of ICM efforts by promoting the ownership and long-term support. Stakeholder participation is also a gauge of the ICM's decision-making process's transparency and accountability. The commitment of national government agencies, local government entities, and concerned stakeholders to carry out their tasks and obligations as outlined in the SEMP is critical to its success. A systematic approach to determining the level of implementation, compliance, and enforcement of the SEMP in the projects and programs of national agencies, local government units, and concerned stakeholders, as well as monitoring their implementation, is critical to the long-term sustainability of coastal and marine areas.

1.3. **Coastal Conservation and Education Foundation (CCEF)** (previously the Sulu Fund) Project which began in Tingloy in 1999. Their main role has been community organizing, environmental education seminars, the establishment of the Bantay Dagat sea patrol, baseline information gathering, and working with the municipal government and the local people's organization "Samahan Tungo sa Kaunlaran ng Santo Tomas (STKST)", which was set up with the assistance of CCEF in 2000 to help manage the sanctuary. The "Batalang Bat"o Marine Council (BBMC) – composed of the local government unity (LGU) of Tingloy, the STKST, and both barangays – has overall management responsibility for the MPA, with coordinating assistance given by CCEF and some input from the captain and councilors from both barangays [12].

As of now, there is the Bantay Dagat which regularly joins the Municipal Police Patrol in monitoring the activities of the fishermen and divers. One striking accomplishment is the regular monitoring of the "Protected area" in Brgy Sto. Tomas. The protected area is guarded by the local barangay officials, the Police patrol, the Bantay Dagat as well as the concerned citizens to ensure that no one enters the perimeter to go fishing. People participation enjoined to attain common goals. According to some interviewees, the fish catch volume in the vicinity becomes bigger since the monitoring of the protected area began and therefore many people gain more personal and economic gains from such activity.

1.4. **LGU Partnership with SCOTIA** (Sustainable Coastal Tourism in Asia as Key to Project Sustainability. SCOTIA's initiatives among the LGU officials of Tingloy in Balayan Bay led not only to a million-peso budget for its environmental programs but to a reinforced working relationship among the officials. SCOTIA's proficient environmental law specialist and local coordinator were able to challenge the stakeholders to work as one and seize the vast amount of sustainable tourism opportunities available to Tingloy. SCOTIA's 2nd Stakeholders Workshop was held on February 8 to 10, 2006 in Baguio City attended by representatives of the various stakeholders. Distinguished experts were invited to give technical presentations on LGU powers in coastal and environmental management, technology assessment, solid waste disposal rules and regulations, sustainable funding mechanisms for LGU environmental infrastructure, sanitation systems, and ecotourism planning and packaging and presentation of personal written commitments to further the aims of SCOTIA in their areas.

1.5. **Materials Recovery Facility (MRF).** The local government unit of Tingloy joined hands with the community residents to implement the Materials Recovery Program. A common dumping site donated by Mrs. Lerma Belino, was placed at barangay 15. All the three barangays in the Poblacion and the rest of the 15 barangays spread all over the island jointly devoted efforts to make the MRF project materialize. Each barangay has its own MRF facility site to maintain. The local government also commissions some residents to collect wastes from the Material Resource Facility to bring the wastes to assigned dumping sites or disposal areas. People's participation is indispensable in this endeavor as each member of

the household has to segregate wastes and dispose of the same property.

1.6. Clean and Green Program. The clean and Green Program is now being implemented. Some inspectors usually come to monitor the program's implementation. People from each barangay utilize their strategies to make their barangay clean and green. Thru people's support and cooperation, the place, particularly the most populated, can show off the product of their efforts. The people, led by the local government officials, do the periodic cleaning of their streets, canals, and other public places, thus avoiding mosquitos and bacteria that will cause diseases to people. Beautification of their surroundings, particularly the streets attract mostly the tourists who come to the island. Some people seem disinterested and uncooperative, but the majority joined the program implementation. However, they are forced to join due to the majority's invitation.

2. Impact of Promoting Environmental Management to the Island's stakeholders thru People Participation

Results of the project show that environmental management in the Tingloy island, though still gradual and minimal, has been effectively being implemented.; thus, ushering into more community undertakings. Based on the data earlier cited and from the interviews and focused group discussion among the local government officials and community stakeholders, the following are the impact of the waste management program on the island's stakeholders thru people participation:

2.1. Sustained practice of proper waste management

As to date, island stakeholders continuously apply proper waste management practices. The Ecosan project which initially introduced and supported the people in the construction of toilet facilities ushered into a more expanded Waste Management Program such as the practice of waste identification and segregation, the 3 r's of solid waste management- reduce, reuse, and recycling practices. Local government officials enjoin all sectors in the training and seminars conducted on waste management. Every barangay is required to have its facility for garbage disposal system. The implementation of this program is carefully and actively being monitored by the responsible stakeholders particularly the Municipal Health

Office. Based on the interview of the researcher from the concerned government officials and some residents and other stakeholders:

"nang ipwersa ng mga otoridad ang pagpapapagawa ng kubeta sa bawat household, hindi pwedeng hindi susunod dahil palaging silang nagiinspeksyon kung nasusunod ang mga paalaala nila sahil kita naman naming na makakabuti ito sa amin lalo na sa kalinisan at kalusugan"

(When the authorities prompted the people to install their toilet bowls in their comfort room per household, people cannot do but follow their reminders because we know that it is for our welfare particularly as regard to our health and cleanliness.)

From that time on, all people installed toilet bowls to the extent that they bought their own or accepted those free bowls provided by the municipal health centers. The practice is being implemented up to the present thru the supervision of the municipal and barangay health officers and staff.

Likewise, the installation of the MRF (Material Resource Facility) has been implemented thereafter. Thru the Mandated Solid Waste Management Plan & Ordinances Related to SWM, based on RA 9003 which officially became effective on January 6, 2002, all LGUs are required to come up with a 10-Year Solid Waste Management Plan consistent with the National Solid Waste Management Framework. The municipality was not spared from the implementation of the Solid Waste Management Plan. As immediate action of the local government enforcers, municipal ordinances were created to become the specific guidelines for the community to follow.

This impacted the way of life of the people as this has been the practice of all households in the neighborhood. The idea of sanitation" and cleanliness has been the be a word of the people and therefore these concerned residents are the ones reminding a few who notice somebody deviating from sanitary practices. The community becomes more concerned about one's health and cleanliness in the household. Moreover, the sea and the surrounding forests where formerly these human and animal feces/ trash and garbage are thrown, become clean and safe for swimming and fishing of community folks. A good attitude towards a clean environment has been developed among the community residents and is being transferred to the young generation. Today, all

households and establishments have their toilet bowls in their bath or comfort rooms. They have developed a growing concern for their health, their family, and the community as well.

The community also felt the lasting effect of the Waste management program on the people aside from their environmental cleanliness and safety, they start to welcome outsiders- the NGOs, local and international agencies who help them start and implement the project. They have shifted their negative attitude to positive as they welcome new developments from outside sources and agencies. During the past they doubt and refuse outside assistance but as they experience the impact of establishing a harmonious relationship with these strangers on the island. The majority learn how to intermingle and cooperate in all undertakings set for their benefit.

2.2. More active people participating in community development projects

Realizing the success of the project thru people's active participation and strong political will of municipal and barangay officials, people become more active in the pursuit of not only the waste management program but also other community development programs. This served as a motivation among the community. In the past, people are reluctant, passive, or apathetic towards community projects involvement. The activities serve as a model. Progress is felt by the people. As one of the community residents quipped:

> *"Masaya, mas maunlad ang mga tao ngayon sa isla"* (Happy and people experience progress than before).
>
> *"Mas happy kami na umuunlad ang bayad dahil nagkakaisa kami"* (We become happier that thru people participation, our town is improving)
>
> *"Kitang kita ang pagkakaisa ng halos lahat ng mga tao dito dahil kita ang unti unting pag unlad"* (People unity is evident in the gradual improvement of the place)
>
> *"Nahahawaan ang iba na kusang sumoporta kasi kita ng pagbabago ng lugar"* (People support is voluntarily extended due to the observable progress of the place)

This positive attitude of rendering free service for the sake of the island's progress that will eventually lead to the community's economic upliftment and prestige is commendable. According to the tourists previously interviewed:

> *"Mas kita ang pagtutulungan ng mga tao sa lugar, very accommodating sa amin and alam ng mga tao ang pag istima sa mga bisita / turista"* (People's cooperation is evident; they are very accommodating; they know how to treat visitors/tourists)
>
> *"Ang laki nag ipinagbago ng lugar - malinis, maunlad at organized at nasa lugar ang mga ginagawa"* (There is much change in the community- clean, more progressive and people's activities are more organized)
>
> *"Malinis at maganda ang lugar, hindi pa polluted"* (the place is clean and beautiful at not yet polluted)

This means that stakeholders particularly the tourists and visitors appreciate the concerted efforts and dedication of the islanders in making their community cleaner, beautiful, and progressive.

2.3. Promotion of health among the people

The most positive impact of the environmental management program is their continued commitment to the promotion of their health. Being aware of the good effects of environmental management to promote the health of the people is one of the most motivating factors to promote not only their health but also their families and neighborhood. Those dreaded and communicable diseases like cholera, tuberculosis, and dysentery that once threatened the community are no longer markedly noted. People become more aware of the consequences of the improper waste management system and lack of care and protection of the environment; therefore, they religiously practice hygienic/sanitary practices as part of their system. The habit cascades from the old to the young generation. The site of a clean environment and concept of healthy living demonstrated not only by the clean environment but also by healthy food such as vegetables and fish and other livestock which abound the island are inspiring to the stakeholders which is one of the reasons why the place is a favorite haven especially the senior citizens and retired workers.

2.4. Sustained Cleanliness and beautification of the environment

It has been the mandate from the local government of Tingloy to maintain the cleanliness

and beautification of the place. The people are being inspired/motivated by the drive of the municipality and barangay officials in leading their constituents in their cleanliness campaign such as the regular group cleaning of their assigned areas, employing the "Bayanihan" system when cleaning is necessary such as after the typhoon, town activities, etc.

Beautification is also required mainly for the promotion nice environment and of tourism in the community. All barangays are enjoined in the beautification and cleanliness contests where awards are given to the "most Clean and Green Barangay". The cash reward is devoted to barangay development environmental projects.

The community has shown their environmental awareness and protection that contributes greatly to the environmental cleanliness of the place, the attraction of more tourists, and the increasing migration of retiring people to the place.

2.5. Providing Income generating opportunities
2.5.1. Material resource facility program. Every barangay has its material resource facility which is maintained by the barangay leaders and monitored by the local government officials and the municipal health office. The waste disposal is taken care of by the local government. However, those wastes that can be reused or recycled are sold into junk shops. This is one way of generating funds for individual use or the barangay development projects and financing of basic barangay services.

2.5.2. Clean and green program. Aside from beautification purposes, some wastes are deposited into compost pits where they are transformed into fertilizers, etc. These can be used for growing backyard plants and vegetables for either sale or consumption.

2.5.3. Employment opportunities. Garbage collectors who were once unproductive earn daily allowances/income as garbage collectors from the barangay or municipal fund.

The waste management program may be practiced not only for home consumption but also for business. When shores and the seawater is clean, marine thrives better, and this means better income for the fishermen in the place. Shores provide seashells used in house decorating and in making souvenir items on special occasions. They also

become the source of sand and pebbles which form part of materials for house and building construction.

2.6. Realignment of values among municipal residents
Due to crass materialism, some of the people's community values gradually erode until they reach the point that only a few people care for each other. But due to employment opportunities brought about by ecotourism and the development of the island municipality, people start to realign values among themselves in the implementation of environmental management programs which is contributory to their individual and collective progress. The people's continuous participation and support of the environmental management initiatives have produced positive outcomes towards community development.

2.6.1. Cooperation and Support to one another. When contests such as the "clean and green" program are concerned, people appreciate the efforts of the winners. Unlike before where people feel insecure or envious of other barangays' accomplishments, they support each other instead. This inspires the people who also aspire to win in the next competitions. Likewise, they have renewed their support in the other environmental initiatives thru the local government and their concerned organizations.

2.6. 2. Spirit of volunteerism and cooperation. People are inspired by the spirit of volunteerism and cooperation demonstrated by the government officials and their constituents, so most often, they do exhibit the same values.

"Natuto uling makisama ang mga tao, sumporta sa isat isa" (People renew their spirit of cooperation and support to one another) "Tulung-tulong ang mga tao para sap pag-unlad" (Everybody cooperates for progress).

From the interview with the stakeholders, it is evident that people have renewed their faith and support to one another, believing they will make the community progressive that eventually will lead to their progress. These values have been strengthened among the stakeholders as they are focused on the collective benefit for the community.

2.6.3. Discipline. As per the mandate of the municipality, the people become more disciplined in the proper waste disposal of garbage. Some who do

not follow the common practice are reminded or taught by others the proper way. Since most of the community residents are relatives and familiar with each other, they can easily warn or teach those violators and offenders to do the right thing otherwise. In the same manner, habitual offenders, and violators particularly the municipal ordinances on the environment are taught discipline by way of warning or punishment instituted by the barangay officers and local government officials.

2.6.4**. Growing Social responsibility.** Foremost among the values is the mindset of the people towards social responsibility. They work towards the realization of common goals, that is, for the general welfare. They look up to the models of the community and work together for the success of the projects. This value has been shown during the initial implementation of the waste management program and carried on up to the implementation of other projects. ISO 26000:2010 discusses the objective of social responsibility is to contribute to sustainable development. It is implied in the organization's performance about the society in which it operates and to its impact on the environment which has become a critical part of measuring its overall performance and its ability to continue operating effectively. This is, in part, a reflection of the growing recognition of the need to ensure healthy ecosystems, social equity, and good organizational governance. In the long run, all organizations' activities depend on the health of the world's ecosystems. Organizations are subject to greater scrutiny by their various stakeholders. The perception and reality of an organization's performance on social responsibility can influence, among other things: its competitive advantage; its reputation; its ability to attract and retain workers or members, customers, clients or users, the maintenance of employees' morale, commitment and productivity; the view of investors**,** owners, donors, sponsors, and the financial community; and its relationship with companies, governments, the media, suppliers, peers, customers and the community in which it operates.

All of these advantages out of social responsibility create an impact on the lifestyle of the people as they have developed a growing concern for the welfare of others. While they look forward to the economic benefits, their concern for the general welfare becomes magnified as they are awakened by the fact that they have to consider environmental concerns amid the environmental degradation of the once unexplored island. Their innate concern for their environment and the people strengthens their level of social responsibility.

2.7. Improved health practices and changed healthy lifestyle

2.7.1. As part of the environmental management program is the installation of toilets in every household. Visitors can be assured of clean and sanitary toilets and water and electric facilities. In the past, visitors were reluctant to go to the island due to the lack of comfortable rooms and lack of potable water supply. But thru the initiative of government officials to coordinate with the local and foreign agencies for assistance, proper waste management was introduced to the people. Moreover, more water resources were tapped as a result, more water supply of potable water all over the island become available to everyone. Electricity also becomes available through scheduled at intervals but makes the life of the people easier and more convenient compared to the life before. This, therefore, leads to the development=of sustainable tourism of the island. Tourists flock to the beaches and natural sites on the island as they are assured that when they retire from their island tour and enjoyment of tourist destinations, they will enjoy the water and lighting supply.

2.7.2. The beautification and cleanliness of the place invite tourists to always come and promote the place. This was enhanced by the promotional tools done by local officials and residents as well as the Provincial Tourism office that also promotes the island as one of the tourist spots to be safeguarded and promoted, being a part of the Verde Island passage and being considered with the nicest beaches and dive sites in the province. The efforts of the people in the beautification and cleanliness of the place continuously inspire the community residents thru the leadership of their barangay officers to maintain this drive for the promotion of their health, beauty, and cleanliness of surroundings that make the island more liveable and attractive to tourists.

2.7.3. Improved livelihood. The value of tourism, therefore, leaves a lasting impact on the community residents as this provides income opportunities to them especially those who find it hard to earn thru fishing and agriculture. Though more and more people try to leave their present

livelihood, most of them venture on more income-generating activities as peddling local goods and other food items, offering "hilot" (massage services), renting their houses for transients, etc. This means more income to those who cannot provide their basic daily needs and those who would like to send their children to colleges.

Interviewees affirmed:

"iba na ang buhay naming dito sa isla, may dagdag na kita mula sa turismo" (our life in the island has changed, there is additional income from tourism).

Likewise, they said, "nagkakaroon ng hanapbuhay yong mga pamilya namin na nakatigil lamang sa bahay" (our other family members have now their livelihood instead of staying idle in the house).

People's entrepreneurial skills have been enhanced due to the opportunities brought about by tourism. They learn how to sell products which they do not do before and most of those whose houses are near the street install small stores to supply the daily needs of the islanders and the tourists.

The lifestyle of the residents has changed. More income means better opportunities to enjoy life and pursue the higher goals of the family and children. Tourism provides employment opportunities for residents through establishing small business enterprises and for the investors to establish large-scale business industries in the area. It also nourishes Filipino traditions by celebrating various festivities and religious activities that symbolize the rich culture of the country. The researchers recommended that the Local Government Units of each municipality strengthen the tourism development programs in cooperation with the private sectors who owned the resorts and other business firms.

3. **Challenges /Problems Encountered in the Implementation of the Environmental Management Program about People Participation**

Problems remain to be seen in the implementation of waste management program but thru people, participation/involvement, were given immediate solutions:

3.1. Strong resistance to change. This is addressed by proper information drive and training as well as modeling of best practices. It is a common characteristic of the people that they usually complain against new changes effected in the place, however, they gradually accept these changes once they have developed the mindset that the changes are for their own and the community's benefit.

3.2. Indifference or conflict among citizens, local officials/implementers of the project. Constant communication with these citizens and showing them the importance of their role in the community is being done to encourage them to participate. Local officials can easily motivate their supporters to help them do the project but find it difficult to get the support of their political opponents and supporters; that sometimes leads to the diminishing political will of the local government officials.

3.**3. Diminishing political will among the concerned authorities**
The strong political will of the local government to accomplish the projects and environmental management initiatives is less diminished if those government leaders who participated in the initial preparation of the project no longer hold elective or co-terminus positions. What they have left unfinished may not be dynamically participated in by those who replace their positions. This is also since those who assume the leadership role in continuing this project do not have the support of the public and therefore will feel reluctant to accomplish the project for the benefit of those people.

3.3. Lack of financial assistance from stakeholders themselves to support the program. The local government allot funds to support the project of each barangay and link with other local and international agencies continuously provides training seminars and workshops in waste management, etc.

The environmental projects and activities are usually initiated by external organizations, local or international, but pushed thru the cooperation and support of the stakeholders. However, if funds to sustain these projects are depleted already, stakeholders find it find it difficult to find other means otherwise, the projects will be greatly affected.

3.4. Need for values reorientation
Lack of cooperation. passiveness among few residents especially if they do not favor the incumbent local officials, is the most observed problem. They will cooperate only if government officials and the

leaders of the barangay go to their households and personally request them to give support in any means.

Individualism dominates particularly when it comes to livelihood from tourism. Competition is high among those residents who rent their houses for transients to the extent that some of them still take try to win the tourists' patronage even though the tourists have booked online with others. This selfishness and sense of materialism drive conflict among neighbors and families which did not just happen in the past.

*People'*s participation in local culture shapes their psyches, which in turn creates their cultural environment. In this sense, culture and mind are mutually reinforcing [13]. One study explained the temporal relationship between economic growth and individualism using multiple indices of individualism and indices of factors other than economic prosperity that could cause rising individualism [14]. Another study found out that more than other factors, the rise of individualism across all indices and that change in socioeconomic structure (i.e., percentage of the labor force working in white-collar jobs) was more robustly associated with changes in individualism [15]. In this connection, Greenfield's theory further postulates that although there is a trend for cultures to move toward becoming more urban, affluent, and technologically advanced – which contributes to rising levels of individualism – the opposing trend toward collectivism is also feasible. One recent study demonstrated this in the context of changes in American culture before and after the Great Recession [16].

3.5. Limited Space and Depletion of Natural Resources and Sites due to Overcrowding of tourists

The overcrowding of tourists causes the expansion of more spaces for transient houses and beach resorts which formerly served as the natural habitat for natural resources that once contributed to the preservation of the native culture and environment. The once virginal forests and mountains and hills are already

Now, subdivisions were built for increasing residential houses and transient homes that can accommodate tourists who flock all over the place especially during the summer season. The only one cemented almost 3 meters wide main street in the población where most of the travelers and locals pass-thru to the famous beaches, becomes so busy and seems narrower for passersby and motorcycles and tricycles running from the pier to their places of destination and vice versa.

According to some interviewees:

"The supply of electricity and water becomes more limited the fact that the need for such among transient houses and beach resorts means added consumption which deprives the community residents to enjoy a more convenient life instead".

3.6. Noise pollution, air and water pollution threatens the health and environmental safety of the place.

Noise and air pollution coming from motorcycles and tricycles become threats to the health and safety of the residents. Garbage and even human feces coming from the added population who stay in those resorts with limited amenities such as comfort rooms, garbage cans, etc. contaminate the waters in the sea and affect the surrounding environment.

The garbage thrown by the tourists and local businessmen and transient homeowners becomes voluminous which poses a problem on the part of the local government as to garbage disposal site. Lack of space the resources to support the garbage collection and disposal also become a threat to the health of the people and the safety and cleanliness of the place.

3.7. Continuous influx of migrating retirees and senior citizens

The continuous influx of migrating and those retiring senior citizens create the need for more land spaces all over the island. Due to the healthy atmosphere and desirable ambiance for these retiring people and their caretakers, the need for more land properties increases thereby leading to the creation of subdivisions, the extension of land properties from the plains to the sea, expansion of the cemetery, and allotting more spaces for residential and garbage disposal and the need for public services and utilities such as hospitals and health facilities, electric and water supplies, risk management system, etc.

Table 1. Action Plan to Enhance People Participation in the Environmental Management Program

Objectives	Projects, Programs, Activities (PPA)	Success Indicators	People Responsible
• To actively involve the community in the environmental management planning	• Enhancement of the Strategic Sanitation Planning (SSP) or the Household Centered Environmental Sanitation Approach (HCES).	• Enhanced strategic sanitation planning and or the household centered environmental sanitation approach	• Local government officials • stakeholders
• To raise people's level of participation/involvement	• Seminars on Community Involvement and projects • Seminars and training on environmental sanitation and waste management practices • Values Orientation seminar/workshop	• High level of people's participation in the environmental management	• Local government, trainers, and people participants
• To provide resource and budget allocation	• Raising of funds for the information dissemination and training of participants and implementation of the environmental and waste management projects • Inclusion of the Environmental management program space needs in the Comprehensive land use plan (CLUP) • Seminars on Ecotourism and Livelihood • Linkages with government and non-government organizations supporting related projects.	• The appropriate budget allocated to support environmental sanitation projects. • More linkages are established with agencies supporting the projects planned and implemented.	• Local government officials, community people • Local government officials, non-government agencies, community people
• To monitor and evaluate people participation in the implementation of current environmental management projects	• Monitoring of the program/projects by local government in partnership with non-government organizations and other civic groups. • Evaluation of people involved in the implementation of the projects	• Environmental management projects monitored and evaluated • People involvement enhanced	• Local government officials, • non-government agencies • community people

CONCLUSION AND RECOMMENDATION

Based on the foregoing discussions, the following conclusions are drawn People's participation has become indispensable in the implementation of environmental management initiatives in the island which eventually led to the formulation of a more comprehensive environmental waste management program. The environmental management program creates more positive impact/benefits to the community stakeholders such as the sustained practice

of proper waste management, more active people participation in community development projects, promotion of health among people sustained cleanliness and beautification of the environment, generating income opportunities, values orientation among stakeholders. There are challenges encountered in the implementation of the environmental management program that may be addressed by the government and stakeholders themselves.

Based on the conclusions generated from the results, the following measures are recommended: The local government and other community stakeholders may continue to support the projects and recommend innovations that will make the entire environmental management program functional. People's participation may be made more active thru the modeling of best practices. Proper orientation on the value of people's involvement may be done to pursue desired ends. The value of community work may be best appreciated/recognized by sharing good results and outcomes. Negative Feedbacks may also be considered as a basis for continuous improvement. In the pursuit of this kind of community program, all problems may be addressed through the cooperation of all stakeholders concerned. The plan of action to enhance the environmental management program may be consistently monitored and evaluated for continual improvement. Eco savers program and other related activities may be introduced to the children to be able to sustain the project. The local government may coordinate with concerned agencies that may continuously extend support to the program even during the transition period or turnover of public officials. Since the environmental management program may contribute to the socio-economic life of the community, this may be considered for sustainability in cooperation with NGOs and other agencies. Future researchers may do follow-up studies of the effectiveness of the environmental management program focusing on other variables not included in the study.

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