

Readiness of San Juan La Union in Inclusive Tourism: Basis for Crafting Development Plan

Rochelle May A. Baguistan¹, Steven Charles S. Galvez², Nicky N. Rivera³, Michaela Jean L. Sabado⁴,
¹College of Business, Lorma Colleges, rochellemay.baguistan@lorma.edu,²College of Business, Lorma Colleges,
stevencharles.galvez@lorma.edu,³College of Business, Lorma Colleges, nicky.rivera@lorma.edu,⁴College of
Business, Lorma Colleges, michaelajeansabado@lorma.edu

Abstract

Inclusive tourism has emerged as a critical component of sustainable and equitable destination development, ensuring that tourism experiences are accessible and welcoming to all individuals regardless of physical ability, age, gender identity, or social background. This study assessed the readiness of tourism establishments in San Juan, La Union to implement inclusive tourism practices, focusing on facilities and services as bases for crafting a development plan. Anchored on the Social Model of Disability, Universal Design Theory, and the Sustainable Tourism Development Framework, the research employed a sequential explanatory mixed-method design. Quantitative data were gathered through a validated survey administered to managers and staff of 169 tourism establishments, while qualitative data were collected through semi-structured interviews to contextualize the findings.

Results revealed an overall mean readiness score of 2.99, interpreted as moderately ready. Findings indicate that service-related aspects, particularly human-centered practices such as respectful communication, cultural sensitivity, and proactive assistance, showed slightly higher readiness than physical facilities. However, significant gaps remain in infrastructure, including ramps, elevators, tactile pathways, accessible transportation, and inclusive wellness services. Qualitative findings further highlighted staff commitment to inclusivity but underscored systemic and structural constraints that hinder full accessibility.

The study underscores the need for a comprehensive and localized development plan that aligns infrastructure improvements, inclusive service delivery, and policy implementation. Ultimately, this research contributes to advancing inclusive tourism by providing empirical evidence to guide local government units, tourism stakeholders, and establishments toward creating a more equitable, accessible, and sustainable tourism environment in San Juan, La Union.

Keywords: *Inclusive tourism, Tourism readiness, Accessibility, Facilities and services, Development plan*

1. Introduction

Tourism is a major global economic force, encompassing travel for leisure, pleasure, or business, and is supported by a vast network of businesses, including airlines, hotels, and travel agencies (Ryan, 2025). It is defined as the temporary movement of people, known as tourists or visitors, to destinations outside their usual environment for various activities and the use of associated facilities. Crucially, the money tourists spend enters the destination as foreign exchange, which is vital for a country's balance of payments, enabling the purchase of essential goods and services to stimulate the economy, thereby generating wealth and employment. Ultimately, tourism offers significant economic benefits, alongside notable social, political, cultural, and educational advantages (World Tourism Organization [UNWTO], 2023).

Tourism also fosters the preservation of cultural heritage, as revenue can fund the maintenance of historic sites and traditions, while external interest may encourage stronger legal protections. It aids in valuing cultural identity by encouraging communities to revive and maintain traditions that attract visitors, strengthening local pride. Moreover, tourism promotes cultural exchange, enabling visitors to learn about and appreciate different traditions, which in turn fosters mutual cultural enrichment. Economically, tourism is a vital force for development, creating jobs and stimulating growth in local businesses and infrastructure through tourist spending (Fernandes, 2025). It drives positive change in communities by creating opportunities for local businesses and individuals, while encouraging investments from governments and the private sector that enhance both visitor experiences and residents' quality of life (Cacpro, 2025).

Internationally, there is a growing recognition that tourism must be inclusive, removing barriers for persons with disabilities, senior citizens, and other marginalized groups is essential for equitable and sustainable sector growth. Leading nations enforce universal design standards, ensure digital accessibility, engage in specialized staff training, and shape policies rooted in human rights. For instance, ISO 21902 and similar standards mandate comprehensive accessibility for all segments of travel services, from transportation to digital booking platforms. The United Nations Sustainable Development Goals, particularly SDG 10 (Reduced Inequalities) and SDG 11 (Sustainable Cities and Communities), also guide efforts to build universally accessible and inclusive tourism ecosystems.

Inclusive tourism plays a crucial role in advancing sustainable development in rural tourism villages. It actively promotes collaborative governance by bringing together diverse stakeholders who work collectively to address social, economic, and cultural challenges in tourism development. This collaborative effort promotes social integration and economic empowerment for vulnerable groups by ensuring their equal participation as contributors. Inclusive policies encourage the design of environments and tourism experiences that benefit all users, promoting universal access, cultural sensitivity, and equitable distribution of tourism benefits. However, despite progress in some regions, many developing countries still face significant barriers in infrastructure and service

inclusivity, highlighting the need for localized research to identify specific challenges and guide effective, context-sensitive policy making. (Astawa, 2024)

Inclusive tourism has gained recognition worldwide as a vital element of sustainable and equitable tourism development, a principle also enshrined in the Philippine Tourism Act of 2009 (Republic Act 9593). This law declares tourism as an indispensable driver of socio-economic growth, cultural affirmation, and national development, mandating the Department of Tourism (DOT) to promote accessible and inclusive tourism nationwide. Tourism itself is defined as the temporary movement of people for leisure, business, or other purposes involving the use of facilities and services at destinations outside their usual environment.

Tourism is defined as the temporary movement of people for leisure, business, or other purposes, involving the use of services and facilities outside their usual environment. Inclusive tourism expands this concept by focusing on removing barriers that limit participation by marginalized groups. Inclusivity means ensuring access and participation for persons with a wide range of disabilities and conditions. These include Persons with Disabilities such as hearing and visual impairments, speech and language disabilities, orthopedic disabilities, psychosocial or behavioral disabilities, and chronic illness-related disabilities. Additional vulnerable groups often considered in accessibility and inclusion efforts include older persons or senior citizens, pregnant persons, children and youth, persons with temporary impairments, migrants and refugees, low-income individuals. The LGBTQIA+ community is also recognized as a key group requiring inclusive tourism practices that ensure safe, welcoming, and affirming environments free from discrimination and bias.

Recent studies further underscore critical gaps in inclusive tourism. According to Orero & Gretzel (2024), advancements under Tourism 4.0 often overlook accessibility and human-centered design, leaving tourists with disabilities behind despite the promise of technology. Perangin-Angin (2024) highlights that wheelchair tourists in Indonesia still face barriers in natural destinations, where inclusive attitudes and services are as vital as physical accessibility. Similarly, Adel (2023) points out that digital and communication accessibility in tourism is rarely assessed, with many online booking systems and social media platforms lacking features like alt-text, captions, or screen-reader compatibility—an issue especially relevant to San Juan’s digitally driven tourism marketing. Miglietta & Ottaviani (2023) emphasize that cultural tourism and museums often overlook the needs of families with children with disabilities, thereby limiting participation and highlighting a lack of inclusivity in cultural institutions. Collectively, these findings stress that inclusive tourism requires more than infrastructure: it demands digital accessibility, cultural sensitivity, staff training, and a broader shift in attitudes to ensure equal participation for all.

Countries like Japan, New Zealand, and several European nations have prioritized accessible tourism by investing heavily in barrier-free environments and inclusive service

designs (Nestorenko & Ostopolets, 2022). Their success underscores the importance of systematic planning and multi-stakeholder collaboration principles that can be adapted to emerging destinations such as San Juan, La Union. In contrast, many developing nations across Southeast Asia and Latin America face challenges due to limited resources and social attitudes that impede the implementation of accessibility. These countries underscore the need for tailored strategies that strike a balance between international standards and local cultural and economic realities—lessons applicable to San Juan’s inclusive tourism development.

San Juan, La Union, known as the Surfing Capital of the North, has emerged as a premier tourist destination in Northern Luzon. Its thriving tourism sector, characterized by an abundance of resorts, restaurants, surf schools, and cultural experiences, significantly contributes to the local economy and enhances the municipality’s regional prominence. However, this growth has predominantly catered to young and able-bodied tourists, thereby overlooking persons with disabilities (PWDs) and senior citizens who continue to face mobility and accessibility challenges. Accessibility provisions such as ramps, accessible restrooms, specialized accommodations, and inclusive customer service remain inconsistent or insufficient, consequently limiting the participation of these underserved sectors and contradicting the principles of social inclusion and equitable tourism. Moreover, additional vulnerable groups often considered in accessibility and inclusion initiatives include pregnant individuals, children and youth, persons with temporary impairments, low-income individuals, and members of the LGBTQIA+ community. Addressing the needs of these groups within San Juan’s tourism framework is crucial to fostering an inclusive, equitable, and sustainable tourism environment that ensures equal opportunities for all travelers.

Initial field observations suggest that many tourism establishments in San Juan lack compliant and inclusive facilities and services. Feedback from travel platforms like Traveloka reveals customer dissatisfaction with accessibility shortcomings, while interviews with local stakeholders highlight insufficient staff training and a lack of awareness about inclusive tourism practices. These observations, along with the documented international gaps, underscore the urgent need for San Juan to align with inclusive tourism frameworks to maximize its potential as a truly welcoming destination for all.

This study aims to assess the readiness of tourist establishments in San Juan, La Union, in implementing inclusive tourism practices. It seeks to generate data-driven insights that will guide the formulation of a developmental plan to enhance accessibility, improve service inclusivity, and ensure alignment with both national policies—such as Republic Act No. 9593 or the Tourism Act of 2009 and international inclusive tourism frameworks.

The study holds significance as it addresses the pressing need for accessible and inclusive tourism infrastructure in San Juan, a rapidly developing destination in Northern Luzon. By examining the current accessibility levels and inclusivity efforts of local

establishments, this research identifies existing gaps, challenges, and opportunities that affect persons with disabilities (PWDs), senior citizens, and other vulnerable groups.

The findings of this study will benefit multiple stakeholders. The Department of Tourism (DOT) may utilize the results to strengthen national initiatives promoting inclusive tourism. Local government units (LGUs), particularly the municipal government of San Juan, can draw from the data to design and implement local ordinances and development programs that foster universal access. Furthermore, tourism establishments will gain valuable insights into how enhancing accessibility can attract a wider clientele—including underserved markets thereby supporting both social inclusion and economic sustainability.

Ultimately, this research endeavors to contribute to sustainable tourism development by positioning San Juan, La Union, as a model destination for accessible and inclusive tourism in the Philippines.

2. Objectives

This study aims to assess the readiness of tourist establishments in San Juan, La Union, in implementing inclusive tourism practices.

3. Materials and Methods

This study employed a sequential explanatory mixed- method research design, where quantitative data were collected and analyzed first to determine patterns of readiness, followed by qualitative data collection to explain and contextualize the quantitative findings. This design is particularly appropriate for inclusive tourism research, which requires both numerical assessment and human-centered understanding.

The study was conducted in San Juan, La Union, a coastal municipality located in the Ilocos Region of the Philippines, popularly known as the Surfing Capital of the North. The research focuses on tourism infrastructures in key areas of San Juan, particularly accommodation and hospitality establishments such as hotels, resorts, apartelles, homestays, tourist inns, and transient residences. These establishments serve as the primary units of assessment for their inclusivity and accessibility, especially for persons with disabilities (PWDs), senior citizens, pregnant persons, children and youth, individuals with temporary impairments, migrants or refugees, and low-income individuals.

To determine the appropriate number of respondents, Slovin's Formula was applied to a total population of 293 establishments, resulting in a computed sample size of 169 establishments. To ensure fair representation, stratified sampling was employed, allocating the sample proportionately across different types of establishments such as hotels, resorts, homestays, apartelles, tourist inns, and transient accommodations so that each category reflects the actual distribution of establishments in San Juan. This sampling method ensures that the data collected are balanced and reflective of the various accommodation sectors in the municipality.

The respondents of the study consisted of tenured employees and managers from the 169 sampled establishments, as they are capable of providing direct insights into the accessibility and inclusivity measures implemented in their workplaces. The selection of respondents was also based on three specific criteria: age, years of employment, and role or position within the establishment. These criteria are essential in capturing diverse generational perspectives, varying levels of experience, and degrees of responsibility that influence awareness and implementation of inclusive tourism practices.

By focusing on this structured and criterion-based sample, the study ensures that the data gathered are both representative and reliable in evaluating the current status of inclusive tourism facilities in San Juan. San Juan’s rapid growth as a premier tourist destination, combined with the ongoing challenges of promoting accessibility and inclusivity, makes it an ideal site for this research. The findings are expected to provide valuable insights into the readiness of local tourism infrastructures for inclusive tourism and may serve as a model for other emerging tourist destinations in the Philippines

4. Results

This chapter shows the results and interpretations of the data gathered on the inclusive tourism readiness of San Juan, La Union. It presents the weighted mean scores from the surveys, supported by qualitative insights from interviews, to assess how well tourism establishments meet the needs of diverse groups. The finding highlight current practices and identify gaps.

Figure 2

Comprehensive Inclusive Tourism Service and Accessibility Model (CITSAM)



5. Discussion

The San Juan Readiness Framework illustrates a comprehensive view of what inclusive tourism should look like within the municipality's hospitality sector. At the center of the image is a hotel, symbolizing the primary venue where inclusive practices must be implemented. Its open façade and visible entrance represent transparency and accessibility, implying that all guests regardless of ability, background, or identity should feel invited and accommodated. This central structure³³ also emphasizes the role of the tourism sector in setting standards for service, infrastructure, and guest experience.

Surrounding the hotel is a diverse group of people, showcasing individuals of different ages, body types, genders, and mobility capacities. This cluster of guests visually reinforces the essence of inclusivity: tourism that welcomes everyone. Notably, several people using wheelchairs are positioned prominently at the front, emphasizing mobility inclusion and equal participation. Their presence underscores the importance of providing appropriate infrastructure and staff preparedness so that persons with disabilities are not merely passive visitors but fully engaged participants in tourism activities.

The model also highlights essential structural features such as ramps, wide pathways, and handrails, which demonstrate universal design principles. These elements ensure safe and independent navigation for individuals using wheelchairs, elderly guests, or anyone with temporary mobility challenges. The inclusion of these features signals the destination's compliance with accessibility standards, reducing barriers that often prevent persons with disabilities from accessing hotels and public spaces. Wide walkways further promote comfort for all guests, including families with strollers or travelers carrying luggage.

Clear signage, including the internationally recognized wheelchair-accessible symbol, represents the importance of communication in an inclusive tourism environment. These signs help guests easily locate elevators, ramps, parking, restrooms, and other accessible facilities. Proper signage also reduces confusion, enhances safety, and allows individuals with mobility needs to navigate without³⁴ constantly requesting assistance. This visual component reinforces that inclusivity extends beyond infrastructure. Effective communication is equally essential.

Around the main image are thematic components such as proper greetings, psychological safety, mental health-sensitive practices, mobility enhancement, quality service training, cultural sensitivity, and conflict management. These themes highlight that inclusivity is not purely physical but also behavioral and emotional. Staff appearing at the top of the model symbolize the human element in hospitality trained personnel who create positive first impressions, provide compassionate assistance, respect cultural differences, and maintain professionalism. The combination of soft skills and structural features reinforces that inclusive tourism requires both empathy and effective systems.

In conclusion, the model presents a holistic representation of inclusive tourism, integrating physical infrastructure, staff competence, communication strategies, and guest diversity. Every element from the hotel entrance and accessibility features to the signage

and the diverse group of people emphasizes the commitment of San Juan, La Union to creating a tourism environment where all visitors feel welcomed, respected, and safe. By illustrating both human-centered and infrastructure-based components, the model serves as a clear guide for developing a comprehensive inclusion plan that benefits not only persons with disabilities but all guests, strengthening the overall tourism experience in the destination.

6. Conclusion

The findings of the study reveal that tourism establishments in San Juan, La Union exhibit a moderate level of readiness in terms of physical facilities for inclusive tourism. Basic accessibility features such as functional comfort rooms, visible signage, and routine maintenance are generally present across establishments. These features suggest an initial recognition of accessibility needs and compliance with minimum standards. However, the study also indicates that more advanced and critical structural components including wheelchair ramps, elevators, tactile pathways for visually impaired individuals, and accessible emergency response systems are either limited, inconsistently implemented, or entirely absent in many establishments. This uneven implementation significantly restricts independent mobility and safety for persons with disabilities (PWDs), senior citizens, and other guests with special needs. Financial constraints, outdated architectural designs, and structural limitations of existing buildings emerged as primary factors contributing to this gap, indicating that accessibility has not yet been fully integrated into long-term infrastructure planning.

In contrast, the findings demonstrate that tourism establishments show stronger readiness in service delivery, particularly in terms of human-centered interactions. Staff members were consistently described as respectful, accommodating, culturally sensitive, and proactive in assisting diverse guest groups, including PWDs, senior citizens, pregnant women, and members of the LGBTQ+ community. This reflects a service culture grounded in Filipino hospitality values and interpersonal empathy. The strength of service readiness highlights that inclusivity is often practiced informally through staff behavior rather than being systematically supported by institutional structures. While this human-centered approach positively enhances guest experience, it also places excessive reliance on individual staff initiative rather than standardized systems, which may result in inconsistent service quality across establishments.

Despite these strengths, the study identified significant gaps in operational and systemic practices related to inclusive tourism. These gaps include limited access to disability-friendly transportation, the absence of inclusive wellness and recreational services, insufficient digital accessibility for online booking and information platforms, and the lack of formalized feedback mechanisms specifically addressing accessibility and inclusivity concerns. The absence of structured systems to capture and respond to guest feedback further weakens the ability of establishments to continuously improve inclusive

practices. These operational shortcomings hinder the consistent and sustainable implementation of inclusive tourism and limit the overall effectiveness of staff efforts.

7. Acknowledgements

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With sincere appreciation, the researchers extend their heartfelt gratitude to all the individuals who provided guidance, encouragement, and support during the conduct of this study. The successful completion of this research required the collective efforts of many, and the researchers are deeply thankful for their invaluable contributions.

The researchers express their deepest appreciation to their research adviser for the dedication, patience, and expertise shared throughout the research process. His insightful guidance, constructive feedback, and constant motivation greatly contributed to the refinement and completion of this study.

Special thanks are also extended to the research instructor for the valuable lessons, insights, and encouragement provided, which strengthened the researchers' understanding of research principles and methodologies.

The researchers are truly grateful for the continuous support and mentorship. The researchers would also like to acknowledge the members of the panel and validators for their expertise, time, and constructive suggestions, which were instrumental in improving the quality and credibility of the study and the research instrument.

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9. Appendices

APPENDIX A Approval Sheet from the Research Ethics Committee

 LC-REC Form #28
APPROVAL LETTER

REC Reference #: 2025-181

November 12, 2025

To: Rochelle May Bagustan, Steven Charles Galvez, Nicky Rivera and Michaela Jean Sabado
LORMA Colleges, College of Business

Subject: Approval of the Research Study – “READINESS OF SAN JUAN LA UNION IN INCLUSIVE TOURISM: BASIS FOR CRAFTING DEVELOPMENT PLAN” – by the Research Ethics Committee (REC).

Dear Researcher/s,

The Research Ethics Committee (REC) has reviewed your application to conduct the above-mentioned research study in San Juan La Union with you as the Principal Investigators within a duration of November 12, 2025 to November 12, 2026.


The following documents have been reviewed and approved:

1. Endorsement of the Research Institute
2. Title and Statement of the Problem/Objective
3. Literature Review
4. Methods and Procedures
5. Population and Locale
6. Exclusion/Inclusion Criteria
7. Data Analysis
8. Ethical Considerations

We approve the study to be conducted in the presented form provided the following are integrated in the final research protocol:

1. In the Informed Consent Form, (a) Rephrase: Items #3, 4, 5, 6, and 7 to a manner that directly communicates with the participants by referring to them with the pronoun “you”; (b) Participant Selection: The word “managers” should be split with a hyphen; (c) Procedures: fix the words, “particip” and “life situ: examples”; (d) Risks: Complete the thought, “ensuring that no...” (e) Sharing of Results: Specify that the participants will be given a copy of the results of the study and their participation and (f) Certificate of Consent: Move the researcher’s signature down to the statement from the researcher/person obtaining the consent.

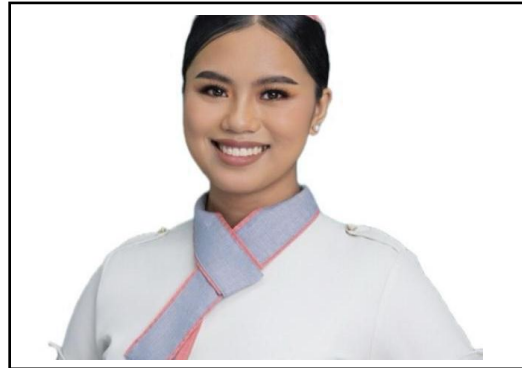
The institutional REC expects to be informed about the progress of the study, any revision in the protocol before implementation and participants’/respondents’ information/informed consent. Likewise, you are required to provide the Board a copy of the final report.

Yours Sincerely,

JEROME P. VERA, LPT
Chairman, LC-REC

10. Author(s) Biodata



CURRICULUM VITAE



Rochelle May A. Baguistan

I. PERSONAL INFORMATION

Address : Mabanengbeng, 1st Bacnotan, La Union
Contact Number : 09771279195
Email add : rochellemay.baguistan@lorma.edu
Date of Birth : February 11, 2004
Place of Birth : Panique Tarlac

II. EDUCATIONAL BACKGROUND

College BACHELOR OF SCIENCE IN TOURISM MANAGEMENT
LORMA Colleges, San Juan Campus (2022 - present)

Secondary Bacnotan National High School (2016 - 2020)

Elementary Salcedo Elementary School (2010 - 2016)

III. AWARDS/CITATIONS/RECOGNITIONS RECEIVED

- Academic Half Scholarship: 1st sem 3rd year College (03-04-2025)
- Dean's Lister: 1st Year College
- Awarded for Best in Grooming during the OMNI Aviation training 2024

IV. WORK EXPERIENCE

V. ELIGIBILITY :

- Communication Skills
- Organizational Skills
- Flexible and Fast Learner
- Committed, Hardworking and dedicated
- Work under pressure
- Excellent communication and interpersonal skills
- Safety-focused mindset and emergency response training
- Team collaboration and leadership
- Time management and adaptability

VI. SEMINARS ATTENDED:

- La Union Tourism Summit Attendee YR. 2025
- Airline Cabin Crew Training - Omni Aviation (11-22- 2024)
- Leadership Training - Rotary Club (10-18-2023)
- Basic Life Support Training - CDRRMC (10-18-2023)
- TESDA Microsoft Digital Literacy (03-9-2025)
- TESDA Introduction to Visual Graphic Design (03-11-2025)
- TESDA Designing Booth and Product/Window Display (04-02-2025)
- TESDA Developing Designs for Print Media (04-02-2025)
- TESDA Developing Designs for a Logo (03-11-2025)
- TESDA Developing Designs for Product Packaging (03-11-2025)
- TESDA Developing Designs for User Experience (03- 13-2025)
- TESDA Developing designs for User Interface (03-13- 2025)
- Coursera: Wilderness First Aid Medical Emergencies - University of Colorado
- Coursera: Global Impact Multiculturalism - University of Illinois
- Coursera: Ethics of Communication - University of Notre Dame (10-14-2023)
- Coursera: Teamwork Skills: Communicating Effectively in Groups (University of Colorado Boulder (10-11-2023)
- Coursera: Professional Development - Macquarie University (11-30-2023)

VII. INVOLVEMENT IN RESEARCH/RESEARCHES CONDUCTED



CURRICULUM VITAE



Steven Charles S. Galvez

I. PERSONAL INFORMATION

Address : San Fernando City, La Union, 2500
Contact Number : 09661366806
Email add : stevencharlessilveriegalvez@gmail.com
Date of Birth : May 15, 2003
Place of Birth : Lorma Hospital

II. EDUCATIONAL BACKGROUND

College	BACHELOR OF SCIENCE IN TOURISM MANAGEMENT Lorma Colleges, San Juan
Secondary	LA UNION NATIONAL HIGH SCHOOL Catbangan, San Fernando City SAN FERNANDO CITY NATIONAL VOCATIONAL HIGH SCHOOL Tanqui, San Fernando City With Honors
Elementary	NORTH CENTRAL ELEMENTARY SCHOOL Tanqui, San Fernando City With Honors

III. AWARDS/CITATIONS/RECOGNITIONS RECEIVED

OMNI IATA Aviation Cabin Crew Training

TESDA Visual Graphic Design, Designing Booth and Product/Window Display, Developing Designs for a Logo, Developing Designs for Print Media, Developing Designs for Product Packaging, Developing Designs for User Experience, Developing Designs for User Interface, and Microsoft Digital Literacy.

IV. WORK EXPERIENCE

Freelance Social Media Influencer, Streamer, and Content Creator

Entrepreneurship Experience – Managing and operating a business

Event Organization & Direction – Successfully organized and directed a major Mobile Legends tournament in my city, handling event management, streaming, and overall coordination

Barista-Specialty Coffee

V. ELIGIBILITY :

N

VI. SEMINARS ATTENDED

Real Estate Industry Insights

DTI Business Ethics Seminar

Health Awareness and Wellness Conferences

Digital Marketing and Social Media Growth Workshops

Tourism Summit 2025

VII. INVOLVEMENT IN RESEARCH/RESEARCHES CONDUCTED

Title: READINESS OF SAN JUAN LA UNION IN INCLUSIVE TOURISM: BASIS FOR CRAFTING DEVELOPMENT PLAN

Role: Co-Researcher

Date: August 2025 – December 2025

Description: Collected and analyzed data to assess the readiness of accommodation establishments in inclusive tourism.

CURRICULUM VITAE



NICKY N. RIVERA

I. PERSONAL INFORMATION

Address : Sevilla, Purok 5 City of San Fernando, La Union, 2500
Contact Number : 09369306944
Email add : riveranicky94@gmail.com
Date of Birth : October 16,2002
Place of Birth : ITRMC

II. EDUCATIONAL BACKGROUND

College BACHELOR OF SCIENCE IN TOURISM MANAGEMENT
LORMA Colleges, San Juan Campus (2022-present)

Secondary La Union National High School (2020-2022)
MBC Lily Valley School (2015-2016)
Paringgao National High School (2016-2018)
La Union National High School (2019-2020)

Elementary Sevilla Elementary School (2010-2015)

III. AWARDS/CITATIONS/RECOGNITIONS RECEIVED

- Academic Dean's Lister Second Semester S.Y 2022-2023

IV. WORK EXPERIENCE

V. ELIGIBILITY

- Excellent communication skills
- Active listening
- Cultural awareness
- Conflict resolution
- Professionalism
- Responsibility
- Adaptability
- Positive attitude
- Teamwork
- Cooperation
- Willingness to learn

VI. SEMINARS ATTENDED:

- Course Certificate in Global Impact: Multiculturalism (COURSERA)
- Course Certificate in Global Impact: Business Ethics (COURSERA)
- Course Certificate in Professional Development: Improve yourself, always (COURSERA)
- Course Certificate in Ethics of Communication (COURSERA)
- Certificate of Completion in Introduction to Food and Beverage Services (TESDA)
- Certification of Completion in Start and Improve Your Business (TESDA)
- Certification of Completion in Participating in Workplace Communication (TESDA)
- Certificate Of Membership in Federation of Active Students for Tourism (FAST)
- Certificate of Attendance at Swissotel Clark
- Certificate of Participation in Filipino Brand of Service Excellence (FBSE)
- Certificate of Appearance in La Union Tourism Summit 2025

VII. INVOLVEMENT IN RESEARCH/RESEARCHES CONDUCTED



CURRICULUM VITAE



Michaela Jean L. Sabado

I. PERSONAL INFORMATION

Address : Rissing, Luna, La Union, 2518
Contact Number : 0949 453 9578
Email add : michaelajeansabado@loma.edu
Date of Birth : February 9, 2003
Place of Birth : Quezon City

II. EDUCATIONAL BACKGROUND

College Bachelor of Science in Tourism Management
LORMA Colleges (2025-present)

Secondary **Suyo National High School**
Junior High (2013-2017)
Tagudin National High School
Senior High School - Humanities and Social Sciences (2017-2019)

Elementary **Cabugao Elementary School**
(2007-2013)

III. AWARDS/CITATIONS/RECOGNITIONS RECEIVED

- Digital Brochure Making - Champion
- Dean's List (1st Semester - SY. 2023-2024)

IV. WORK EXPERIENCE

V. ELIGIBILITY :

- Problem-Solving and Decision-Making Skills
- Communication Skills
- Interpersonal Skills
- Customer Service
- Adaptability and Resilience
- Problem-Solving Skills
- Organizational Skills
- Ability to Work Under Pressure
- Teamwork

VI. SEMINARS ATTENDED:

- **La Union Tourism Summit 2025**
- **Optimizing Diversity on Teams (COURSERA)**
- **Building High-Performing Teams (COURSERA)**
- **Sustainable High-End Tourism (COURSERA)**
- **Customer Service Fundamentals (COURSERA)**
- **The Power of Team Culture (COURSERA)**
- **Basic Life Support Training**
- **Catalyst+ Mentoring Program**

VII. INVOLVEMENT IN RESEARCH/RESEARCHES CONDUCTED