

# ASSESSING THE TOURISM POTENTIAL OF BUSTOS DAM ECO PARK: A QUALITATIVE STUDY

Precious Mae Soliman\*  
Laila Mendoza  
Rya Nevrille Competente  
Justine Paulo De Guzman  
John Patrick Tayao

*Richwell Colleges, Incorporated*  
*\*preciousmaesoliman23@gmail.com*

2024

## ABSTRACT

This research aimed to assess the tourism potential of Bustos Dam Eco Park, Philippines, with a focus on identifying opportunities and obstacles for sustainable tourism development. Using a qualitative approach and a sample of 12 key informants, including local tourists and LGU, data were collected through online interviews. Thematic analysis revealed increasing trends in nature-based tourism and highlighted challenges related to sustainable development, community involvement, and environmental conservation. The study contributes valuable insights specific to Bustos Dam Eco Park, emphasizing the importance of comprehensive planning and sustainable practices in achieving a balance between tourism development, community well-being, and environmental convention.

---

**Keywords:** *Sustainable Tourism, Eco Tourism Sites, Philippine Tourism*

---