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ARTICLE

Attributes of Camping Tourism in the Philippines as a Framework for Mapping and Enhancing Camping Destinations

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ABSTRACT

This study explored the essential attributes of camping tourism in the Philippines with the aim of formulating a framework for enhancing and mapping camping destinations. As interest in nature-based and sustainable travel continues to grow worldwide, camping is increasingly recognized as a unique tourism niche that combines outdoor recreation, cultural interaction, and environmental appreciation. The research examined key factors influencing camper satisfaction, which include environmental quality, safety and security, accessibility of sites, availability of amenities, and opportunities for cultural engagement with local communities. A mixed-method approach was employed, utilizing surveys, interviews with campers and stakeholders, and field assessments of selected camping sites across various regions. The findings revealed notable gaps and inconsistencies in infrastructure, such as inadequate sanitation facilities, weak enforcement of safety measures, and limited accessibility. Furthermore, the study found that camping destinations in the Philippines often suffer from underpromotion, absence of standardized regulations, and lack of integrated planning, which collectively hinder their competitiveness in the global tourism market. In response, the study proposed a comprehensive framework to guide national and local tourism planners in classifying, developing, and promoting camping destinations. This framework emphasizes sustainability, community participation, environmental stewardship, and inclusive planning, ensuring that both ecological preservation and visitor satisfaction are achieved. By addressing existing gaps, the proposed model not only enhances the quality and appeal of camping destinations but also aligns the Philippines with global trends in responsible, eco-friendly,

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and experience-driven tourism. Ultimately, this study contributes to the long-term development of camping tourism as a sustainable and competitive sector.

Keywords: Camping Tourism; Tourism Framework; Sustainable Tourism; Camping Destinations; Philippines; Nature-Based Tourism

1. Introduction

Camping tourism in the Philippines holds significant potential for both domestic and international tourists, offering a diverse range of natural landscapes, cultural heritage, and recreational experiences[1]. As global tourism continues to evolve, travelers increasingly seek outdoor adventures that promote connection with nature, sustainability, and immersive cultural encounters[2]. Given its pristine beaches, mountain ranges, forests, and ecological diversity, the Philippines provides an ideal setting for camping activities that highlight biodiversity and indigenous traditions[3].

Although beach tourism has historically dominated the country's tourism profile, camping tourism remains an underdeveloped segment with strong potential to diversify tourism offerings and promote eco-friendly alternatives[4]. Globally, camping has grown into a significant outdoor recreation trend, with destinations in Europe and North America adopting modern forms such as glamping and eco-lodges that balance comfort with environmental sustainability (Brooker & Joppe, 2014; Cvelić-Bonifačić, Milohnić, & Cerović, 2017). These international developments suggest that integrating sustainable practices and improved amenities is crucial for the Philippines to strengthen its competitiveness in the regional tourism market[5].

Theoretically, camping tourism can be understood through several perspectives. Ecotourism Theory positions camping as a nature-based activity that emphasizes environmental conservation and community participation (Honey, 2008; Weaver, 2014). The Service Quality Model (SERVQUAL) highlights the role of amenities, service reliability, and responsiveness in shaping visitor satisfaction, making it relevant for assessing camping sites where facility quality and staff interaction directly influence experiences (Parasuraman, Zeithaml, & Berry, 1988). Meanwhile, Push-Pull Motivation Theory explains why travelers engage in camping: they are "pushed" by internal desires for escape, relaxation, and adventure, while being "pulled" by the external attributes of destinations such as natural landscapes, cultural heritage, and recreational opportunities (Dann, 1977)[6].

Visitor preferences are increasingly shaped by a desire for eco-conscious and personalized travel experiences. Studies have shown that clean facilities, diverse recreational activities, and reliable services are critical to camper satisfaction (Chen & Funk, 2010)[7]. However, the Philippine camping sector faces notable challenges, including inadequate infrastructure, weak marketing, lack of regulatory standards, and growing environmental concerns[3, 8]. These gaps echo global findings that sustainable practices—such as waste management, renewable energy use, and cultural integration—are necessary to ensure both environmental protection and long-term viability of camping destinations (Scheyvens, 1999)[9].

Leadership and governance also play a role in shaping sustainable tourism outcomes. Strong institutional support, change management, and effective leadership—as seen in other sectors like higher education transformation—provide lessons for the tourism industry[10]. Similarly, innovations in technology and procurement strategies[11], project management for environmental resilience[12], and sustainable corporate governance[13] offer insights that can strengthen the operational backbone of camping tourism.

Training and certification programs are also emerging to support niche sectors such as halal tourism[14], while international models such as African wildlife reserves[15] and ecosystem services programs in Uganda[16] illustrate how community livelihoods can be directly tied to responsible tourism practices. Rural development initiatives[17], environmental programs led by the United Nations[18], and farmer-centered approaches to sustainability[19] further highlight the cross-sectoral importance of aligning tourism with wider sustainability and livelihood strategies.

This research is driven by the need to explore the core attributes of camping tourism in the Philippines, including

natural environments, cultural richness, and recreational opportunities, while situating them within global sustainability trends and traveler motivations. By identifying the critical attributes, challenges, and growth opportunities, the study aims to propose strategies that improve facilities, align with international best practices, and enhance visitor experiences. Ultimately, the study seeks to provide insights for tourism stakeholders, local governments, and the private sector to cultivate a thriving, responsible camping tourism industry in the country, positioning the Philippines as a competitive camping destination in Asia[20].

2. Materials and Methods

This study employed a descriptive research design integrating both qualitative and quantitative approaches to examine the attributes, challenges, and opportunities of camping tourism in the Philippines. Data were collected across diverse camping destinations—including mountain ranges, coastal areas, riverbanks, and forest reserves—selected based on popularity, accessibility, and sustainability principles to provide a broad national outlook. Respondents included local and international tourists, campsite operators, tourism officers, and community stakeholders, recruited purposively through active camping communities on social media. A total of 476 participants were surveyed, all of whom had camped in the Philippines within the last two years, were at least 18 years old, and provided informed consent.

Primary data were gathered through a structured online survey consisting of three sections: socio-demographics, attributes of camping tourism, and sustainability challenges. Most items were measured on a 5-point Likert scale, with open-ended questions included for qualitative insights. The instrument underwent expert review, pilot testing with 30 campers, and reliability testing, yielding a Cronbach's alpha of 0.89. Secondary data from academic journals, government reports, and industry publications supplemented the analysis. Quantitative data were processed using descriptive and inferential statistics, while qualitative responses were examined through thematic analysis.

The study complied with ethical research standards, ensuring informed consent, confidentiality, and anonymity of participants. The dataset supporting this study is available from the corresponding author upon reasonable request, subject to confidentiality restrictions.

While the study provides valuable insights, certain limitations must be acknowledged. First, data sampling was biased toward social media users, potentially excluding campers who are less digitally active. Second, the research did not account for seasonal variations, which may significantly influence camping preferences and sustainability challenges. Third, the role of travel intermediaries, such as online travel agencies (OTA platforms), was not considered, even though they increasingly shape tourist behavior and campsite visibility.

Future research could address these gaps by incorporating seasonal analyses, assessing the influence of intermediaries, and expanding sampling beyond online platforms. Promising directions include the development of campground grading standards and the application of ecological footprint assessments to evaluate the environmental sustainability of camping tourism in the Philippines.

3. Results

3.1. The Demographic Profile of the Respondents

3.1.1. Age

The age distribution shows that the majority of respondents are aged 33–39 years (26.05%), followed by 26–32 years (21.22%) (**Table 1**). Respondents aged 19–25 years represent 14.08%, while 18 years and below account for 11.76%. The proportion declines in older age groups, with only 3.15% aged 54–60 and 0.63% aged 61 and above.

3.1.2. Sex

Respondents consist of 40.34% female, 37.61% male, and 22.06% identifying as LGBTQIA+ (**Table 2**).

3.1.3. Civil Status

The majority are "in a relationship" (39.50%), followed by married (20.17%), single (18.49%), separated (17.86%), and widowed (3.99%) (**Table 3**).

3.1.4. Occupation

Self-employed respondents (28.36%) lead the occupational profile, followed by unemployed (24.16%), students

(23.53%), private employees (13.66%), and government employees (10.29%) (**Table 4**).

3.1.5. Place of Residence

Most respondents reside in Luzon (44.75%), followed by the Visayas (35.08%), Mindanao (13.66%), and foreign visitors (6.51%) (**Table 5**).

3.1.6. Average Monthly Income

The largest income groups earn PHP 20,001–30,000 (39.29%) and PHP 30,001–40,000 (35.08%). Meanwhile, 15.76% earn PHP 10,001–20,000, and 9.87% earn above PHP 40,000. No respondents reported earning below PHP 10,000 (**Table 6**).

Table 1. The Age Distribution.

Age	Frequency	Percentage (%)
18-below	56	11.76%
19–25	67	14.08%
26–32	101	21.22%
33–39	124	26.05%
40–46	65	13.66%
47–53	45	9.45%
54–60	15	3.15%
61-above	3	0.63%
Total	**476**	**100%**

Table 2. The Sex Distribution.

Sex	Frequency	Percentage (%)
Male	179	37.61%
Female	192	40.34%
LGBTQIA+	105	22.06%
Total	**476**	**100%**

Table 3. The Civil Status Distribution.

Civil Status	Frequency	Percentage (%)
Single	88	18.49%
Married	96	20.17%
In a relationship	188	39.50%
Widowed	19	3.99%
Separated	85	17.86%
Total	**476**	**100%**

Table 4. The Occupation Distribution.

Occupation	Frequency	Percentage (%)
Student	112	23.53%
Private Employee	65	13.66%
Government Employee	49	10.29%
Self-employed	135	28.36%
Unemployed	115	24.16%
Total	**476**	**100%**

Table 5. Place of Residence Distribution.

Place of Residence	Frequency	Percentage (%)
Luzon	213	44.75%
Visayas	167	35.08%

Table 5. *Cont.*

Place of Residence	Frequency	Percentage (%)
Mindanao	65	13.66
Foreign Visitor	31	6.51%
Total	**476**	**100%**

Table 6. Average Monthly Income Distribution.

Average Monthly Income	Frequency	Percentage (%)
Below 10,000	0	0.00%
10,001–20,000	75	15.76%
20,001–30,000	187	39.29%
30,001–40,000	167	35.08%
40,001–above	47	9.87%
Total	**476**	**100%**

3.2. The Key Attributes Defining the Camping Tourism Experience in the Philippines

3.2.1. Natural Landscapes and Environmental Features

Respondents highlighted scenic views (97.9%), opportunities for relaxation (98.7%), and natural water bodies (88.2%) as dominant attributes (**Table 7**). Other factors include biodiversity (75.2%), tranquility (71.4%), and cleanliness (83.6%). Lower percentages were recorded for preservation efforts (55.6%), climate suitability (54.6%), and geological formations (37.8%).

3.2.2. Cultural Heritage, Traditions, and Social Interactions

Community hospitality (97.7%), respect for traditions (70.2%), and exposure to local cuisine (65.2%) are strongly recognized (**Table 8**). In contrast, lower scores were given to participation in traditional crafts (18.3%), language learning (13.4%), and interactions with indigenous groups (22.9%).

3.2.3. Recreational Activities and Outdoor Adventure Opportunities

Highly preferred activities include mountain climbing (98.1%), water-based activities (97.7%), and campfires (96.6%) (**Table 9**). Nature trails (93.5%), group games (87.5%), and wildlife watching (83.6%) were also popular. In contrast, environmental workshops (22.0%) and survival training (44.1%) were less practiced.

3.3. Visitor Preferences that Shape the Development and Management of Camping Tourism Destinations in the Philippines, Particularly in Terms of Site Offerings, Amenities, and Overall Visitor Experience

3.3.1. Perceived Quality of Amenities

The most important amenities identified were clean restrooms (94.5%), safe facilities (83.4%), and kitchen/cooking areas (81.7%) (**Table 10**). Lower ratings were given to waste disposal systems (36.7%) and first aid availability (42.4%).

3.3.2. Preferred Recreational Activities

Adventure (92.4%), water-related recreation (88.2%), and photography/nature walks (86.2%) dominate preferences (**Table 11**). Relaxation-based activities (78.8%) and cultural immersion (69.3%) also ranked highly, while solo reflection/journaling (48.3%) was least preferred.

3.3.3. Service Satisfaction and Experience Personalization

Most respondents valued friendly staff (96.6%), timely service (90.3%), and activity customization (86.2%) (**Table 12**). Less important were brochures/maps (35.7%) and overall customer experience (54.6%).

Table 7. The Natural Landscapes and Environmental Features.

Variables	Frequency	Percentage (%)
Presence of scenic views (mountains, beaches, forests)	466	97.9%
Clean and unpolluted surroundings	398	83.6%
Biodiversity and native wildlife presence	358	75.2%
Availability of natural water bodies (rivers, lakes)	420	88.2%
Opportunities for nature-based relaxation	470	98.7%
Preservation of natural surroundings	265	55.6%
Tranquility and serenity of the environment	340	71.4%
Proximity to natural parks/reserves	120	25.2%
Unique geological formations (caves, cliffs)	180	37.8%
Climate suitability for camping	260	54.6%

Table 8. The Cultural Heritage, Traditions, and Social Interactions.

Variables	Frequency	Percentage (%)
Interaction with Indigenous or local communities	109	22.9%
Access to cultural or heritage sites nearby	180	37.8%
Participation in traditional crafts or rituals	87	18.3%
Exposure to local cuisine	310	65.2%
Availability of community-led tours	285	59.8%
Local music, dance, or performances	150	31.5%
Local storytelling or historical interpretation	120	25.2%
Respect for local traditions and beliefs	334	70.2%
Opportunities to learn native language/terms	64	13.4%
Community hospitality and warmth	465	97.7%

Table 9. The Recreational Activities and Outdoor Adventure Opportunities.

Variables	Frequency	Percentage (%)
Nature trails and hiking availability	445	93.5%
Camping games and group activities	417	87.5%
Water-based activities (kayaking, swimming)	465	97.7%
Adventure options (ziplining, wall climbing)	220	46.3%
Wildlife watching and photography	398	83.6%
Campfire and storytelling activities	460	96.6%
Mountain climbing or trekking	467	98.1%
Environmental workshops or eco tours	105	22.0%
Fishing or survival training	210	44.1%
Stargazing or night activities	290	61.0%

Table 10. The Perceived Quality of Amenities.

Variables	Frequency	Percentage (%)
Cleanliness of restrooms/toilets	450	94.5%
Availability of potable water	230	48.3%
Quality of tents or lodging	295	61.9%
Safe and secure campsite facilities	397	83.4%
Proper waste disposal system	175	36.7%
Availability of cooking/kitchen spaces	389	81.7%
Adequate lighting and security	340	71.4%
First aid availability	202	42.4%
Dining or food preparation areas	376	78.9%
Availability of mobile charging points	280	58.8%

Table 11. The Preferred Recreational Activities.

Variables	Frequency	Percentage (%)
Physical adventure (hiking, biking)	440	92.4%
Water-related recreation	420	88.2%
Relaxation-based activities	375	78.8%
Cultural immersion activities	330	69.3%
Environmental education programs	310	65.2%
Nighttime activities (campfires, stargazing)	290	61.0%
Group games and team-building	280	58.8%
Arts and crafts	250	52.5%
Solo reflection or journaling time	230	48.3%
Photography and nature walks	410	86.2%

Table 12. The Service Satisfaction and Experience Personalization.

Variables	Frequency	Percentage (%)
Friendly and helpful staff	460	96.6%
Timely service and responses	430	90.3%
Customization of activities	410	86.2%
Availability of tour guides	390	82.0%
Orientation or briefing before activities	370	77.8%
Clear communication channels	340	71.4%
Personalized assistance or recommendations	320	67.3%
Feedback and complaint handling	290	61.0%
Informational brochures/maps	170	35.7%
Overall quality of customer experience	260	54.6%

3.4. The Primary Challenges in Providing High-Quality Amenities and Services in Camping Tourism Sites

3.4.1. Infrastructure and Accessibility Limitations

Respondents strongly agreed that distance from urban centers limits emergency service access (WM = 3.27) (**Table 13**). Other concerns include poor maintenance of basic facilities (WM = 2.87) and limited electricity/water supply (WM = 2.57).

3.4.2. Visitor Expectations and Service Quality Challenges

Strong agreement was noted for delays in responding to needs (WM = 3.99), lack of personalized service (WM = 3.52), inconsistent customer service (WM = 3.46), and lack of competent staff (WM = 3.51) (**Table 14**).

3.4.3. Environmental and Sustainability Challenges

The strongest concerns were lack of eco-friendly practices (WM = 4.00), natural resource depletion (WM = 4.00), climate-related disruptions (WM = 3.99), and overcrowding (WM = 3.77) (**Table 15**). Other notable issues included waste management (WM = 3.21) and habitat damage (WM = 3.25).

3.5. Proposed Strategic Interventions to Enhance the Attributes of Camping Tourism in the Philippines While Promoting Sustainable Tourism Growth and Long-Term Environmental Stewardship

Camping tourism in the Philippines holds significant potential, particularly with its natural landscapes, cultural richness, and growing appeal among local and international travelers. However, based on the challenges identified in the previous sections, improving the quality of camping tourism requires a multi-faceted and strategic approach.

3.5.1. Infrastructure Enhancement and Accessibility Improvements

While many visitors do not see road access or mobile connectivity as significant issues, emergency accessibility and maintenance of basic amenities must be prioritized. Authorities and private campsite developers should work on en-

suring that emergency response systems are integrated, such as having GPS-enabled emergency points, satellite communication tools, or partnerships with nearby health facilities. Regular maintenance of restrooms, showers, and lighting systems should also be a core operational standard. Solar-powered lighting and water pumps may address sustainability and electricity limitations where possible.

3.5.2. Upgrade of Amenities and Basic Services

Guests consistently expressed the importance of clean, safe, well-equipped campsites, including potable water, functional restrooms, cooking and dining areas, and first aid availability. Campsites should aim to provide a balance between a rustic experience and essential comfort. Modular restrooms, eco-toilets, or rainwater harvesting systems can elevate hygiene standards without major infrastructural overhauls. Additionally, establishing mobile charging stations powered by solar energy can satisfy digital connectivity needs sustainably.

3.5.3. Focus on Personalized and High-Quality Service Delivery

With high staff friendliness and responsiveness scores, it's evident that human interaction significantly impacts visitor satisfaction. Campsites should provide regular training programs for staff focused on hospitality, safety, crisis management, and multicultural sensitivity. Developing systems for activity customization, real-time guest assistance, and efficient booking platforms can significantly boost service delivery. Even through simple translation guides or apps, multilingual support can also enhance the international tourist experience.

Table 13. The Infrastructure and Accessibility Limitations.

Indicator	Weighted Mean	Verbal Interpretation
Lack of proper road access limits tourist arrivals	2.30	DISAGREE
Poor mobile and internet connectivity affects guest satisfaction	2.30	DISAGREE
Limited electricity and water supply disrupt camping experiences	2.57	AGREE
Inadequate signage and directions hinder access to camping sites	1.97	DISAGREE
The lack of accessible transportation options discourages potential visitors	1.84	DISAGREE
Insufficient parking areas for tourists and campers	2.25	DISAGREE
Poor maintenance of basic facilities (toilets, showers, etc.)	2.87	AGREE
Lack of lighting and safety infrastructure in campsites	2.42	DISAGREE
Distance from urban centers limits emergency service access	3.27	STRONGLY AGREE
Weather-related road and path issues affect site accessibility	2.48	DISAGREE

Table 14. The Visitor Expectations and Service Quality Challenges.

Indicator	Weighted Mean	Verbal Interpretation
Some guests expect hotel-like amenities, which are hard to provide	2.87	AGREE
Staff competency and training affect service delivery	3.51	STRONGLY AGREE
Inconsistent customer service leads to poor reviews	3.46	STRONGLY AGREE
Lack of personalized services reduces guest satisfaction	3.52	STRONGLY AGREE
Delays in responding to visitor needs affect the camping experience	3.99	STRONGLY AGREE
Inadequate reservation and booking systems	3.01	AGREE
Lack of multilingual staff for international tourists	3.08	AGREE
Limited recreational or guided activities disappoint visitors	2.65	AGREE
Poor hygiene and sanitation diminish service quality	3.10	AGREE
Unavailability of 24/7 on-site assistance or security	3.52	STRONGLY AGREE

Table 15. The Environmental and Sustainability Challenges.

Indicator	Weighted Mean	Verbal Interpretation
Waste management is a significant issue in camping areas	3.21	AGREE
Overcrowding leads to environmental degradation	3.77	STRONGLY AGREE
Lack of eco-friendly practices affects sustainability	4.00	STRONGLY AGREE
Natural resource depletion is a concern in popular sites	4.00	STRONGLY AGREE
Climate-related events disrupt operations	3.99	STRONGLY AGREE

Table 15. *Cont.*

Indicator	Weighted Mean	Verbal Interpretation
Poor enforcement of environmental regulations	2.91	AGREE
Damage to natural habitat due to human activities	3.25	AGREE
Limited use of renewable energy sources	2.61	AGREE
Absence of sustainability education for campers	3.22	AGREE
Insufficient efforts to preserve local biodiversity	2.72	AGREE

3.5.4. Environmental Conservation and Sustainable Tourism Initiatives

The need for eco-friendly practices, waste management, and resource conservation cannot be overstated. Campsite operators must adopt clear sustainability policies, such as limiting the number of guests during peak seasons to prevent overcrowding and degradation. Introducing waste segregation bins, composting areas, and educational signage about local flora and fauna can promote responsible camping. Activities like guided eco-tours and biodiversity workshops can serve as attractions and environmental advocacy tools.

3.5.5. Development of Recreational and Educational Programs

Visitor preferences showed strong interest in physical adventure, water-related activities, cultural immersion, and environmental education. Campsites should collaborate with local tour guides, artisans, and environmental educators to offer enriching and diverse programs. These may include forest bathing, storytelling by indigenous leaders, photography walks, local cooking demos, and eco-craft workshops. Offering nighttime activities like stargazing or campfire circles also adds to the memorable experiences guests seek.

3.5.6. Strengthening Community Involvement and Local Economic Integration

Local communities play a vital role in ensuring the authenticity and sustainability of camping destinations. Engaging them through employment, co-management of campsites, and microenterprise development (e.g., food stalls and souvenir shops) ensures that tourism benefits are equitably shared. Capacity-building for locals on topics like hospitality management, sustainable agriculture, and cultural interpretation can further support inclusive tourism development.

3.5.7. Policy Support and Regulatory Frameworks

Lastly, government support is essential in standardizing camping site operations. The Department of Tourism, DENR, and local LGUs should collaborate to develop eco-camping guidelines, safety standards, carrying capacity limits, and accreditation systems for campsites. Incentives for green infrastructure investments and community-led tourism initiatives can also motivate higher compliance and innovation among tourism providers (**Tables 16–22**).

Table 16. Infrastructure Enhancement and Accessibility Improvements.

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Emergency Access	Limited access to emergency services	Integrate GPS-enabled points and satellite communication and partner with health facilities.	Faster response in emergencies, improved visitor safety
Maintenance	Poor maintenance of basic facilities	Regular checks and repairs, scheduled sanitation and repairs	Cleaner, more comfortable camping experience
Electricity & Water	Limited utility supply	Use solar panels and rainwater harvesting systems	Sustainable and consistent energy and water access
Lighting & Security	Lack of safety infrastructure	Install solar-powered lights and basic security structures	Enhanced guest security and comfort

Table 17. Upgrade of Amenities and Basic Services.

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Hygiene & Sanitation	Limited clean restrooms/toilets	Install modular or eco-toilets with frequent cleaning schedules	Improved sanitation, positive visitor impression

Table 17. *Cont.*

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Cooking Facilities	Limited dining and kitchen access	Designate clean, roofed cooking/dining spaces with proper waste bins	Enhanced comfort and self-sufficiency for campers
Charging Needs	Lack of charging stations	Install solar-powered charging docks	Increased convenience for tech-dependent guests
Safety Measures	Poor availability of first aid	Equip all campsites with first aid kits and trained responders	Immediate medical response and assurance for guests

Table 18. Focus on Personalized and High-Quality Service Delivery.

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Staff Skills	Gaps in training and responsiveness	Conduct regular hospitality, safety, and cultural training	Improved service quality and professionalism
Customization	Limited personalization of experiences	Offer flexible schedules, customized packages, and guest activity preferences.	Higher guest satisfaction and return rate
Communication Tools	Delays in responses	Use walkie-talkies, apps, or direct lines for better internal and guest communication.	Real-time updates and swift guest support
Language Barriers	Lack of multilingual assistance for foreign visitors	Hire or train multilingual staff, use translation apps or visual signs	Enhanced inclusivity for international tourists

Table 19. Environmental Conservation and Sustainable Tourism Initiatives.

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Waste Management	Improper waste segregation and disposal	Install recycling bins, compost pits, and waste education signage	Cleaner environment and camper awareness
Environmental Degradation	Overcrowding and overuse of natural areas	Implement booking limits, rotate campsite usage, regular monitoring	Reduced environmental stress and sustainability
Green Practices	Low adoption of eco-friendly infrastructure	Use renewable energy, local materials, rainwater systems	Lower carbon footprint and responsible tourism branding
Habitat Conservation	Threats to biodiversity and local ecosystems	Conduct environmental impact assessments, habitat protection policies	Preservation of natural resources and ecosystem balance

Table 20. Development of Recreational and Educational Programs.

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Activity Limitations	Lack of varied and engaging activities	Offer cultural immersion, nature walks, stargazing, and environmental workshops.	Enriched and memorable guest experiences
Learning Opportunities	Absence of environmental and local knowledge-sharing	Include guided eco-tours, biodiversity talks, storytelling, craft sessions	Increased awareness, guest satisfaction, and cultural preservation
Group Activities	Low team-building or night activities	Add bonfires, games, group hikes, and collaborative sessions	Increased social bonding and guest engagement
Solo Options	Lack of time/space for reflection or photography	Provide designated quiet areas, journaling corners, photo zones	Personalized and fulfilling experience

Table 21. Strengthening Community Involvement and Local Economic Integration.

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Community Participation	Minimal local involvement in operations	Include locals in employment, campsite co-management, and training programs	Economic empowerment and cultural authenticity

Table 21. *Cont.*

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Local Business Linkages	Limited tourism-driven economic integration	Promote local products (souvenirs, food), and allow stalls or vending areas at campsites.	Boost to microenterprises and sustainable livelihoods
Capacity Building	Lack of local training in tourism management	Conduct workshops on hospitality, safety, and guiding	Professional development and improved service quality
Cultural Preservation	Underutilization of local culture	Integrate local art, food, and traditions into the camping experience	Enriched visitor experience and cultural appreciation

Table 22. Policy Support and Regulatory Frameworks.

Key Area	Identified Issue	Proposed Improvement	Expected Outcome
Regulatory Standards	The absence of standardized camping operations and eco-guidelines	Formulate national camping tourism guidelines through DOT-DENR-LGU collaboration	Uniform safety, sustainability, and service quality across all camping sites
Safety and Carrying Capacity	Lack of enforcement of safety measures and site limits	Implement policies on carrying capacity, emergency protocols, and site zoning	It prevents overcrowding, reduces risk, and preserves the environment
Accreditation Systems	No formal recognition or accreditation for campsite operators	Establish an official accreditation program for campsites meeting quality and eco-tourism criteria	Improves legitimacy and competitiveness of local sites
Incentives and Subsidies	Limited government incentives for eco-friendly infrastructure	Provide tax breaks, grants, or subsidies for green technologies and sustainability-driven site upgrades	Encourages innovation and investment in sustainable practices
Local Government Involvement	Fragmented implementation among LGUs	Mandate LGU's roles in monitoring, promoting, and regulating local camping tourism.	Stronger local governance and aligned development efforts
Community Tourism Policy Support	Weak support for community-driven tourism initiatives	Develop community-based tourism (CBT) policies and integrate them into local tourism development plans	Empowered locals, inclusive growth, and preservation of Indigenous and cultural assets

4. Discussion

The findings suggest that camping tourism in the Philippines primarily attracts adults aged 26–39, aligning with prior studies[21] that identified young professionals as the most active participants in outdoor tourism due to their financial independence and physical capacity. The balanced gender distribution, including 22% from the LGBTQIA+ community, highlights inclusivity within the sector and supports claims by UNWTO (2022) that tourism is becoming more diverse and accessible.

Occupationally, the dominance of self-employed, students, and unemployed respondents reflects flexible schedules conducive to outdoor travel, consistent with Rogerson & Baum's (2020) findings on lifestyle-driven tourism. Income results show that middle-income earners dominate camping participation, supporting the notion that camping is a cost-effective alternative to mainstream tourism.

Attributes defining the camping experience—particularly scenic views, water bodies, and tranquility—mirror global findings where nature immersion and stress relief drive motivation. However, low recognition of preservation efforts suggests a gap in environmental education and sustainability awareness, echoing similar issues in Southeast Asia.

Cultural immersion remains underdeveloped, with few campers engaging in language learning or traditional crafts. This reflects findings by Gössling[22] that cultural participation in nature-based tourism often remains passive unless structured programs are introduced. Likewise, recreational preferences such as hiking, water sports, and campfires confirm global trends, but weak interest in environmental workshops indicates missed opportunities for promoting eco-consciousness.

Service expectations reveal a growing demand for clean facilities, safety, and responsive staff, aligning with the "experience economy" where service quality defines satisfaction. The dissatisfaction with waste management and first aid availability reflects infrastructural gaps, while the demand for personalized services emphasizes the need for staff training and capacity-building.

Finally, sustainability challenges—including resource depletion, overcrowding, and climate disruptions—highlight urgent concerns. These findings are consistent with studies by Kyle [23], who warned that unmanaged nature-based tourism threatens long-term ecological viability. The results stress the importance of integrating eco-friendly practices, managing carrying capacities, and improving disaster preparedness.

5. Conclusions

This study examined the key attributes of camping tourism in the Philippines to establish a framework for mapping and enhancing camping destinations. The results revealed that the most valued characteristics by campers include natural environment quality (such as scenery, cleanliness, and biodiversity), safety and accessibility, availability of basic amenities (toilets, water, electricity), and the overall experience offered (peacefulness, adventure, cultural interaction). Furthermore, sustainability practices and the involvement of local communities were recognized as crucial but often underdeveloped in many sites.

The research confirmed that while the Philippines has vast potential for camping tourism due to its rich natural landscapes and cultural heritage, the lack of standardization, inconsistent infrastructure development, limited promotional efforts, and weak regulatory frameworks hinder the full development of camping destinations. There is also a noticeable gap in the organized mapping or classification of campsites across the country, resulting in the underutilization of many promising areas.

Overall, the study successfully identified the essential attributes that define a high-quality camping experience and emphasized the need for a structured national framework to guide the development, mapping, and promotion of camping destinations in the country.

Author Contributions

Conceptualization, M.A.H.A. and R.J.V.; methodology, M.A.H.A.; software, M.A.H.A.; validation, M.A.H.A. and R.J.V.; formal analysis, M.A.H.A.; investigation, R.J.V.; resources, R.J.V.; data curation, M.A.H.A.; writing—original draft preparation, M.A.H.A.; writing—review and editing, M.A.H.A. and R.J.V.; visualization, M.A.H.A.; supervision, M.A.H.A.; project administration, M.A.H.A. All authors have read and agreed to the published version of the manuscript.

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Institutional Review Board Statement

Ethical review and approval were waived for this study due to its minimal-risk, non-interventional nature as an academic coursework activity in Tourism at the Nueva Ecija University of Science and Technology, College of Management and Business Technology; no sensitive personal data were collected and no procedures requiring institutional ethics clearance were undertaken.

Informed Consent Statement

Informed consent was obtained from all subjects involved in the study.

Data Availability Statement

The data presented in this study are available upon request from the corresponding author. The data are not publicly available due to privacy and ethical restrictions to protect the confidentiality of the respondents.

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Conflicts of Interest

The authors declare no conflict of interest.

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