

THE COMPLEMENT OF PASSION FOR ARTS AND GROWTH OF TOURISM AT ANGONO, RIZAL

Raymund Sisenando R. Mercado

Asian Institute of Tourism,

University of the Philippines

ABSTRACT

The Philippines is one of the countries in Asia that has a diverse and rich cultural heritage. A community in the Philippines particularly the municipality of Angono at the province of Rizal is considered as the “art capital of the Philippines,” known for its local culture and numerous artists producing countless art works using various media sustained through generations. For the past decades, the passion for arts evolved and progressed to the growth of tourism in the municipality. The art works are the major attractions which encourage tourists to visit Angono, while tourism contributes to the development of Angono community in various ways. This study would like to determine how arts and tourism complement each other to benefit the community of Angono. The study would also determine how community members sustain their passion for art and contribute to the growth of tourism.

Keywords: *cultural heritage tourism; sustaining community arts; tourism development*

INTRODUCTION

The development of communities through tourism is important in most parts of the world but is more important in developing and least developed countries. There are various tourist attractions in different countries and communities. Tourism activities in these tourist attractions benefit communities in different development sectors.

There are some previous studies on the benefits of tourism development to communities. Most of these studies discuss the economic development of communities through tourism and various types of tourist attractions from natural attractions or now commonly known as ecotourism.

However, there are also some communities that rely on their cultural heritage as their tourist attraction. The beauty of the cultural heritage motivates or encourages people to visit to see and experience the attractions.

There is very limited study on Philippine communities on the benefits from tourism development specifically from its cultural heritage. This study will examine the benefits from arts and tourism to the municipality of Angono, a small art community within the province of Rizal which is known for its extensive creative art works depicting Filipino culture.

The research will start with an introduction on the background of Angono as a community of artists, their art work, the influences of their art context, the other manifestations and activities of the community daily life and cultural heritage. The different generations and contributions of the artists and some historical events related to Angono art will also be discussed to help understand the stages and conditions that contributed to Angono community to be recognized as the art capital of the Philippines.

The research will further discuss developments on the complement of arts and tourism in the Angono community. A detailed discussion on the narrations and stories of the research respondents base on their recollection of experiences and observations and even how they feel on how arts contributed to the growth of tourism and how tourism contributed to sustain the passion for arts of Angono community.

Finally, the research will provide insights on the future of Angono community, particularly on how the community members will sustain their passion for art and the growth of tourism. A detailed discussion on how the respondents continue to nurture their passion for art and contribute to the growth of tourism.

This initial research in the Philippines will help understand the tourism development benefits from the relationship of arts and tourism as experienced in the Angono community.

Theoretical Background and Literature Review

The development theory as discussed by Pieterse (2010) is related to the interplay of what constitutes improvement and the intervention that varies by class, culture, historical context and relations of power. Among the various development approaches of the theory, Pieterse described the alternative thinking approach which focuses on social and community development and “human flourishing.” This focus is further strengthened by the World Commission on Environment and Development (1987) and the UN Conference on Environment and Development (1992) by linking the environment, culture and socio-economic issues of poverty and degradation which resulted to the development of the concept of sustainable development to recognize the need to balance economic and social progress with the protection and conservation of the environment and natural resources (UNESCO 1995). The concept of sustainable development with its similar characteristics to tourism can be integrated to create tourism development (Obenaus, 2005). Further, the sustainability principles refer to the environmental, economic, and socio-cultural aspects of tourism development (UNESCO n.d.)

In this study, arts would refer to the physical artifacts and intangible attributes of a group or society which are inherited from past generations, maintained in the present and bestowed for the benefit of future generations or cultural heritage (UNESCO n.d.). Tourism in this study is in the context of individuals or groups who visit Angono to see, experience, and participate in the arts or cultural heritage.

Based on the foundation theory, the research will study tourism development benefits from the relationship of arts and tourism as experienced in the Angono community.

A related study was made in two areas or villages of Chitwan-Sauraha and Pokhara-Ghandruk in Nepal to determine the impact of tourism on culture and the environment. The study was undertaken partly because of the sporadic studies on various aspects of tourism which have been carried out previously but there are serious gaps in existing knowledge on tourism in Asia as mentioned in the preface by the Regional Adviser for Culture (Pandey, Chettri, Kunwar, and Ghimire, 1995).

A book was produced from the compilation of proceedings from the highly successful international conference on cultural tourism in Africa. The proceedings were studies on the importance of tourism, cultural tourism, and how can tourism contribute in the future development of Africa. The conference was held in Mombasa, Kenya in 2000 and co-hosted by Moi University's facility of Forest Resources and Wildlife Management, Department of Tourism Management and Wageningen University, Netherlands, through the support of the Association for Tourism and Leisure Education (ATLAS). The book was produced as a commitment of the institution and its partners to address a neglected area of their development or cultural tourism which contributes to the economy of the different countries and also improve the quality of life of the people in Africa as mentioned in the preface by the Director Regional Museums Kenya (Akama et al, 2000).

A study made a very positive and important suggestion on the possibility of considering strategies and sustainability of communities and culture. Fagence (2003) mentioned there is a potential for strategies and sustainability among community members or stakeholders in regions where there is tourist interest in communities and their culture. This was the suggestion after his study on the host-guest interaction of the cultural tourism attraction at a North American region.

A related study on cultural heritage and tourism development focusing on the experience of Israel. The study by Poria, Butler, and Airey (n.d.) is primarily on the identification and segmentation of tourist motivations to help clarify heritage tourism. Their research emphasized the link or relationship of the tourist attraction characteristics, the tourists, and the motivations for visiting heritage sites. The research was conducted in the heritage sites of Wailing Wall and the Massada at Israel.

The relationship of art and tourism in other communities of other countries are in the form of reports containing information on how art and tourism combined with other fields will benefit the community.

A report was written by the National Governors Association Center for Best Practices (NGA Center) presented the benefits of culture tourism planning and marketing to the economy of each state and communities in the United States. Some of the benefits as mentioned in the report as a result of art and culture activities are the creation of jobs, attracting investments, and encouraging local economies through tourism.

The arts and culture briefing paper discussed the key points as a result of connecting the fields of planning, economic development, and arts and culture for community improvement. Dwyer (2011) clarified that the first key point is to have available cultural facilities and creative workers. Another key point is to recognize that a community's arts and culture assets is an important element of economic development. A related key point is that arts and cultural activities in an area can draw crowds from within and around the community. The last key point is that planners can make deliberate connections between the arts and culture sector and other sectors.

A more recent study by a Hungarian provided a very good idea on the global trends and future of cultural tourism. The paper by Csapo (2012) gives a very good idea on the state of cultural tourism. Csapo mentioned that the role and positions of cultural tourism is one of modern tourism industry's most dynamically developing branch in today's global tourism market both from the theoretical and the practical point of view. Richards (2009) as quoted by Csapo shared two emerging developments of culture and tourism particularly 1) as the major growth tourism industries of the 20th century and as the most desirable development options for countries and regions around the world, and 2) the experiences enjoyed most by cultural tourists tend to be those small-scale, less visited places that offer a taste of 'local' or 'authentic' culture and more tourists mention that they want to experience local culture, to live like locals and to find out about the real identity of the places they visit.

On the other hand, studies in the Philippines on art and culture are numerous but very limited in relating and/or integrating it to the field of tourism and the benefits from tourism development.

The conference on cultural heritage of the University of the Philippines Diliman College of Social Science and Philosophy Archaeological Studies Program had three paper presentations for the theme on communities and cultural heritage. The presentation by Cayron (2015) discussed the success of heritage preservation projects if initiated by local communities at Palawan. Abenes (2015) presented a historical concern that affects decisions on ancestral houses at Sariaya, Quezon. The presentation of Majerano (2015) has relevance to the research because Pasig city as a community and its institutions sustain and nurture its cultural heritage. The initiative on cultural heritage helped retain in the consciousness, experiences, and knowledge of the community members the Pasig cultural heritage despite urbanization.

There is no study and literature on the relationship of Angono art and tourism and benefits from tourism development. Most studies or literatures are limited to either the field of arts or tourism in Angono. A writer from Angono wrote some recollections on Angono art and tourism but was limited to a part of one section about one artist and a tourism establishment.

In one of the books of Tiamson-Rubin (2003) *Angono Rizal: art capital ng Pilipinas*, mentioned one of the great artist's ancestral roots, his crafts, and their Balaw-balaw gallery and restaurant including what art works are displayed and the unique native food. There was some idea of tourism when Tiamson-Rubin mentioned that people from other towns or communities visit Balaw-balaw for its delicious food and the displayed art. In the other book which is a compilation of written works on Angono, one of the contributors Ignacio (2003) described the artists, their good natured and humble personality, their artistic skills and creative work, and considered Angono as an extraordinary place. Ignacio mentioned that each town in the country should write and document their own town and if each one will research and write about their town it will be natural to create a document on the art and culture of the Philippines.

The research relative to the other previous research earlier discussed will focus on the case of Angono community cultural heritage and tourism development.

To understand the relationship of arts and tourism and the benefits to the community the following methods were conducted.

METHOD

The interview method was used for the qualitative case-study of Angono community. There were two groups of key respondents interviewed using a guide questionnaire.

The first group of key respondents are the staff of Angono Municipal Tourism, Culture, Arts, and Music Office (AMTCAMO) part of the Local Government Unit (LGU) who are highly knowledgeable on almost all the information on Angono arts and tourism. The AMTCAMO 1 served the office for an estimated 5 years and recently occupied a new municipal position. AMTCAMO 2 served the office also for an estimated 5 years. AMTCAMO 3 served the office for almost a decade. The AMTCAMO staff interviewed directly attends to the cultural heritage tourism activities and initiatives relative to the other AMTCAMO staff and other staff working in the LGU.

The second group of key respondents was the renowned local artist and the family members of a great artist operating an art and tourism related establishment/s. The renowned local artist owns an art camp which offers art lessons, a gallery which welcomes educational tour students (lakbay-aral), a cafe for art enthusiasts who enjoy having conversations, and has future plans to expand by offering bed and breakfast accommodations. The family members of the great artist continue operating a gallery with an ethnic restaurant and continuously participate in the giants made of papier mache (Higantes) festival started by the great artist. The renowned local artist and/or family members of a great artist were considered as key respondents since both belong or related to the senior group of artists who are more knowledgeable on the evolution of Angono art and directly operate a tourism related establishment/s from the list of artists available in the AMTCAMO.

The major questions were developed to focus on the background of Angono art to determine its cultural heritage which is the attraction visited by the tourists. The related question was to determine the relationship of arts and tourism specifically what is the connection of arts and tourism and its contribution to the development of Angono community. The last question help determine how to sustain the art or cultural heritage and encourage tourists to visit or promote tourism in the Angono community.

The researcher wrote all the asides and commentaries which he included in his field notes and interview transcriptions. Manual method for the interviews as an analytical tool was used by the researcher to capture all the data/information in its original form using pen and paper for writing notes. Audio and visual recording of the interviews using a digital camera was also used to make sure all the data/information is documented.

The interviews were supplemented by visits to the art shops/galleries and some were part of the residence of an Angono artist. The art shops/galleries and residence had some parts converted, combined, and/or extended into an art workshop area, cafe, or restaurant. The visit also consisted of an ocular tour of a resin manufacturing company and an orientation to a historical and cultural alley.

The research was also supplemented with notes from cultural and historical books and printed materials such as the Tourism brochure and computer hardcopy of List and Profile of Angono artists from the Municipal Hall library. The valuable notes from the conference presentations and conference program of the Cultural Heritage: Multidisciplinary Perspectives on Theory and Practice by the College of Social Science and Philosophy (CSSP) and Archaeological Studies Program (ASP), University of the Philippines last August 25 -27, 2015 and discussions with the presenters.

RESULTS

Background of Angono Art

The development and interest of the Angono community to arts as mentioned by the renowned local artists, the AMTCAMO staff 2 and 3 can be attributed to Juan Senson who was considered to have extensive competencies in the arts. Senson was described by the renowned local artists as an icon, artists, a sculptor, a musician, and a cultural worker. There were two artists who followed Juan Senson as narrated by the renowned local artists, the family members of a great artist, and the AMTCAMO staff 3. They are Carlos “Botong” Francisco who is a national artists for visual arts and Lucio San Pedro also a national artist for music. The renowned local artists continued to recollect in chronological order that the next generation of artists consisted of Jose “Pitok” Blanco, Vicente Reyes, Francisco Senson, followed by Nemi Miranda, Perdigon Vocalan, Tua, and Trinidad, and finally by the avant-garde artists. Each generation of artists is the inspiration of the next generation of artists according to the AMTCAMO staff 3.

In addition to the individual artists who are influential in the development of arts at Angono, the AMTCAMO staff 2 and 3 narrated that the discovery of the Angono petroglyphs considered as the oldest artwork in the Philippines dated 3000B.C. was a major contributor in the development of arts at Angono. The AMTCAMO staff 2 further narrated that the petroglyphs was in an area with caves where her grandfather used to gather edible snails and sometimes used as temporary shelter of those who go to the mountains and wood gatherers until it was discovered by Botong while looking for a place to paint. The AMTCAMO staff 2 believed that the artistic abilities of the artists came from the genes of those who made the Petroglyphs while the AMTCAMO staff 3 mentioned that it is the inspiration of the Angono artists.

The AMTCAMO staff 3 gave vital information on why the Angono artists are very good with art and continuously become better in the arts. The first reason is that it is in the genes of the artists. There is a lineage of artistry within the family and among relatives from one generation to another.

The next is that it becomes “contagious” or others are influenced through lectures, workshops, singing, playing music, writing and other art forms. Finally, art is institutionalized through teaching in Angono or local art schools.

The renowned local artist and the family members of a great artist both described the art of Angono community as a depiction of the day-to-day life such as farming, fishing, neighborhood activities, children playing, church activities, festivals/festivities, and other traditional activities commonly practiced by the Angono community members. For the AMTCAMO staff 3 Angono art is also the response of Botong to the question of “What is a Filipino?” after World War II. The answers were manifested through the art work with the themes about the Angono environment, tradition, history, and faith which was continued by the next generation of artists.

Angono art is expressed through various art forms and activities as mentioned by the AMTCAMO staff 1 and 3 such as paintings, sculptures, culinary arts, music, songs, educational tour (lakbay-aran), holy week traditional practices, Higantes festival, and other art forms and activities.

The nipa hut is very memorable to the renowned local artist it is where his art studio started. The family members of a great artist have the same sentiments because it is where the gallery and restaurant also started.

Complement of Arts and Tourism

The nipa hut was very instrumental to the development of art and in part creating Angono as a cultural heritage tourist destination. The nipa hut was the place for the renowned local artist to create art works. Eventually, the renowned local artist built and manages an art camp, and an art gallery with a cafe. People or tourists who are interested in art lessons go to the art camp. Students who are part of the educational tour watch the renowned artist demonstrate how to paint and visit the gallery with a cafe. The art gallery with a cafe was built as narrated by the renowned artist on the felt need for guests/tourists coming over to have a place to sit and converse while drinking coffee and may consider to buy art works.

The art camp, art gallery with a cafe contribute to the flow of tourists to Angono for different purposes. The nipa hut of the great artists as narrated by the family members was a place to work on some paintings and sculpture as well as cook buro (pickled dish), sea catfish (kanduli), and stewed with guava (sinigang sa bayabas) to his guest. Eventually, the nipa hut is now the popular Balaw-balaw art gallery and restaurant named after a shrimp paste. Countless tourists with various professions have experienced dining in the gallery and restaurant such as other artists, writers, those who stop over travelling the Laguna Bay loop, the Department of Tourism (DOT) staff, and the general public. It is known by tourists as the first resto cum art gallery for its culinary and visual art.

The renowned artist based on his extensive experience and recollections narrated the relationship of arts and growth of tourism in the Angono community. Initially, the artists association of the renowned artists had its first town exhibit called recollection (gunita) a tribute to Botong in 1975 which created awareness on Angono art. The DOT was amazed with the Angono community artists and art works that they requested for a brochure to be made as art shops/galleries maps from the bird's eye view which were later on given to hotels and other tourism related establishments. The Angono community also has the widely known art tourism immersion with an itinerary consisting of a visit to the petroglyphs and art families made by tour operators as mentioned by the renowned artist. The renowned artist views the relationship of art and tourism as a natural development, as a supply and demand. There is demand for tour coming to Angono, there are economic components. Tourism as an economic activity creates investments such as some real estate companies use the tag line "located at the art capital of the Philippines" or hire an artist to exhibit on the opening of a subdivision to develop a mindset of living in "the art capital of the Philippines." The renowned artist also views art as internal or it is the passion within you and tourism is how to sustain the passion.

Similarly, the family member of the great artist views the relationship or complement of art and tourism in a way that art and culture is the development of Angono community and tourism help sustain that development and a source of livelihood to sustain the passion for art.

The AMTCAMO staff 2 mentioned that Angono offer arts and the tourist come to Angono for the arts. Like in other places in the Philippines for example at Laguna they are known for the churches, at Tanay they have the campsites and its facilities, at Angono we have artists, paintings, galleries and museums, rental of Higantes, and make the Higantes faces like the faces of those who rented, it is like “customization.” Tourism helps Angono by selling the art work of the artists to the tourists and generates income from Higantes rental. The office will also be systematizing and assessing the monthly tourist flowing Angono. Mostly tour operators and schools send tourists and students to Angono to visit the galleries and see the Higantes. There is an estimated six to seven (6-7) buses of tourists who visit Angono almost every week. There is a significant effect when the tourists arrive usually students and Filipinos from other countries returning for a visit (balik-bayans). The tourists go to the souvenir (pasalubong) shops to buy backyard paintings and buy food. The AMTCAMO is also a recipient of the exemplary or model communities (Galing Pook) award for their community program slogan on tourism.

The AMTCAMO staff 3 mentioned that the brand “art capital of the Philippines” entice tourists to visit Angono. The Angono art is considered the product of Angono municipality during the One Town One Product (OTOP) program by a previous government. Art is the competitive advantage of Angono. The tourists go to the galleries, eat in restaurants, pay entrance fees, and buy souvenir program. Art is related to creative economy which can be seen in the souvenir even in small items such as T-shirts, key chains, and other products. Art and culture concept is built in the product. On the other hand, tourism generates income or source of livelihood like the entrance fees, the place becomes known or basically promoted, it is a source of pride and has a psycho-social effect.

The AMTCAMO staff 2 and 3 and the renowned artist mentioned that a major contributory factor for the branding of Angono art and growth of tourism is when a former official mentioned during the wake of Lucio San Pedro the national artist from Angono that Angono can be known as “the art capital of the Philippines” for its two national artists and numerous artists within a small community.

Cultivating Passion for Art and Growth of Tourism

Arts and tourism at Angono community should be sustained and/or cultivated for the next generations and to preserve the historical, religious, and/or cultural heritage of the Filipinos.

The renowned artist mentioned that to cultivate the passion for the art one of the artists associations organized an exhibit to create Angono art awareness. Community activities such as organizing a festival help promote the art and culture of Angono. There is an initiative for the possibility of creating a museum for Rizal province to hopefully develop more artists even in other municipalities. There is an on-going training program for young sculptors. In anticipation of the growth of tourism the renowned artists shared that there is a construction of 7 bed and breakfast rooms and 2 art camp rooms for live-in art workshops which are already in progress. Guest artists from Perak, Malaysia are also coming to Angono to share art work experiences and develop partnerships.

The family of the great artist mentioned that to cultivate the passion for art they apply some Balaw-balaw menu innovation as suggested by some guests. The gallery also continuously maintains the visual arts and the ambience which reminds the guests/tourists of an ancestral house. The annual celebration of the Higantes festival which was started by the great artists always reminds the Angono community of their cultural heritage. Tourism growth on the other hand provides employment particularly food servers, influx of local and foreign tourists, and recommendations from the DOT. While the Higantes festival is open for participation of other villages (baranggays) and business establishments which attracts more tourists.

Both AMTCAMO staff 2 and 3 believed that the LGU has a very important role and contribution to Angono arts and tourism. They particularly mentioned that they support arts and tourism through physical rehabilitation such as easing traffic, attending to squatters, and maintaining cleanliness as part of the municipality development to welcome tourists.

The AMTCAMO staff 2 explained they are reminded to always be courteous to visitors and to coordinate and advise tourist arrivals to arrange assistance from the Public Safety and Order (PSO) for tourist's escort to avoid traffic. To sustain or cultivate the arts, the AMTCAMO organized an exhibit and the artists contributed by having a demo painting and selling of art works. The Angono artists benefit from the Government Service Insurance System (GSIS), Unionbank, Metrobank, and Shell company through exhibits and/or as recipients of scholarship grants. The Angono community through the AMTCAMO also receive technical assistance from the United Nations Educational, Scientific, and Cultural Organization (UNESCO), the DOT, and National Center for Culture and the Arts (NCCA) in various areas of tourism and culture for staff and artists association.

Aside from the earlier explanations, the AMTCAMO staff 3also explained that to sustain or cultivate the passion for arts the Angono community provides scholarships and musical instruments. In the case for the visual arts, the situation is that a group of artists inspires an individual then becomes an apprentice and eventually the individual creates their own art. The educational system is also designed to develop future and potential artist from the elementary level to the college level such as the University of Rizal System has a College of Fine Arts. Base on the experience of the AMTCAMO staff 2 Angono art is sustained as mentioned from a lineage of artistry within the family and among relatives from one generation to another or the genes, influence or it is "contagious" from various art activities, and it is institutionalized through teachings in Angono or local art schools. Growth of tourism at Angono can be sustained or cultivated if members of Angono community promote the municipality, are proud of their identity, there is always the idea and consciousness about the community, and taking care of the community. The initiatives of the LGU should be continued such as those on transportation, traffic, discipline, security, peace and order, waste management, and other community initiatives. The idea and aspiration as a "center for arts and tourism" should be endless.

DISCUSSION

There are data/information which has strong links to some ideas from the literature reviewed for the research and relate to the phenomenon of tourism development benefits from the relationship of arts and tourism at Angono.

There are very good indications on the need to do research on cultural tourism in developing countries and less developed countries as mentioned particularly in Asia and Africa. This is highly applicable in the case of the Philippines due to the limited research on tourism. More relevant is the need to research on possible strategies and sustainability among community members or stakeholders in regions where there is tourist interest in communities and their culture. These are excellent justifications for conducting the research and to encourage future related tourism development specifically culture tourism research relevant to communities in the Philippines.

The tourists come to Angono for the art, the brand of “art capital of the Philippines,” and the ambience of Balaw-balaw as an ancestral house. This information refers to the motivation of tourists for visiting Angono was part of the heritage site study of Poria, Butler, and Airey (n.d.) at Israel. The motivations of tourists visiting Angono is because of the arts and the experience or feeling dining in a house with historic and artistic inclination is a clear relationship between existing arts which motivates tourist to visit Angono. The heritage site study is limited to tourist motivations and less on the benefits of tourism development to communities.

Culture tourism planning and marketing in communities’ help generate some benefits such as sources of livelihood, attracting investments, and encouraging other economic activities through tourism mentioned by the National Governors Association Center for Best Practices (NGA Center) report. The presence of livelihood, investments, and participation of business establishments and other villages (baranggays) and towns (municipalities) at Rizal province during the Higantes festival at Angono are indications of economic benefits from art and tourism activities.

Although there is no extensive and direct mention of planning at Angono there are some mention of arts promotion and creative economy which result to tourism.

To some extent the key points of Dwyer (2011) on connecting different fields for community improvement was evident for the tourism development benefits from arts and tourism at Angono. The LGU plays a very important role through its physical rehabilitation support to arts and tourism resulting to community improvement. Although not all the key points are practiced at Angono, it is evident that there is a strong complement of arts and tourism as mentioned by the key respondents and the additional support of LGU physical rehabilitation further strengthens the existing arts and for being proactive to welcome the tourists.

The future trends and prospects of cultural tourism as mentioned by Csapo (2012) have positive tourism developments in the arts and tourism. The existing creative arts works, the day-to-day life, the historical and religious activities, festivities, construction of bed and breakfast rooms and art camp rooms, and accommodating Malaysian guests are excellent indications that Angono is ready to receive tourists who want to experience the local or authentic culture of Angono community. However, the existing art and culture should still need to be supported with a systematic way to assess monthly tourism flow in Angono as mentioned by the AMTCAMO staff 2 to determine actual impact of the global tourism market.

The conference on cultural heritage is an excellent initial academic discussion on certain areas that were studied and those that need further future studies. There was one presentation on Pasig city and the initiatives of institutions to retain its cultural heritage among community members. This is an excellent example of a social benefit but derived from the field of Archaeology rather from tourism development. The study to some extent is related to how community members can cultivate arts at Angono but lack data/information on how to relate and/or integrate it to tourism and tourism development. Future collaboration on research on other social science fields and tourism should be conducted to determine the benefits of tourism development in other tourism destinations and communities in the Philippines.

CONCLUSION

The relationship or complement for passion for art and growth of tourism evidently result to economic benefits such as livelihood and real estate developments as a result of tourism development in Angono community. The economic benefits from tourism and other developments in the Angono community help sustain the passion for the arts of the community members. Even if the economic benefits are highly evident contributions of tourism development, the more important benefit as a result of tourism development is the social benefit or the intrinsic love and passion for the arts of the Angono community.

Sustaining the passion for the arts and growth of tourism is innate among the members of Angono community. Sustaining arts is assured for the future generations of Angono community members because it is hereditary, continuously practiced in various activities, and institutionalized in their academic institutions. Tourism is sustained by community members as long as art works are continuously and passionately created encouraging the tourist to visit Angono community. The important social benefit of sustaining the passion for the arts is the preservation of the artists of Filipino cultural heritage and the awareness of tourists on the Filipino cultural heritage.

Extensive future research on different tourism developments and its benefits in other communities in the Philippines should be initiated to contribute to tourism development planning and eventual economic, social, and environmental or sustainable development in the communities.

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