Research Article

The Potential Of Dark Tourism In Leyte Province

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Abstract

This study was conducted with the objective to study the potential of dark tourism in the province of Leyte. The study primarily gathered information on the assessment of local government units and the business sectors on the extent to which development is being practiced after the locality experienced disaster. Specifically, it intended to answer the following questions, as assessed by the local government unit (LGU's) and private business sectors, what is the extent to which the development of dark tourism in Leyte province is being practiced in the areas of: Planning; Organizing; and promotion will look into the assessment of the respondents and will suggest a proposal for improvement. Furthermore, utilized the descriptive survey method of research with the necessary planning and training which is needed to value the importance of Dark Tourism that will help give identity to the kind of tourism being offered by the region which is a product of collaboration among stakeholders, hospitable and well-equipped tourist guides and a well marketed tourist destination.

Keywords: Dark Tourism, Descriptive Survey, Leyte Province, Philippines

Introduction

Tourism in local government units is characterized with a business purpose because they are expected to bring in financial contribution to the local government. However, tourism is vulnerable to natural calamities and it is greatly affected by it. The Philippines is a disaster – prone country, ranked as the second highest country worldwide at risk of natural disasters (McPherson, M., Counahan, M., & Hall, J. L. 2015). This disaster however has a significant impact on the tourism industry specifically in Leyte. Many hotels, food establishments and tourist attractions were washed out and damaged by the natural calamities. More than that, manpower was also greatly affected due to the fact of the rising death toll after the calamity.

These calamities have a direct and indirect impact to the business sectors especially those with in coastal areas. With the rise and fall of sea levels it has greatly affected the people especially their livelihood. However, calamities can also bring a positive impact by converting catastrophes to positive opportunities. This twist of events has resulted to a popularly known as Dark Tourism.

After typhoon Yolanda struck the Province of Leyte, it was observed that some major damaged areas turned into something useful and relevant. For example the wrecked ship that struck one of the barangays in Tacloban City, causing many casualties became one of the most popular tourist destinations.

Dark Tourism as a tourism product started to gain the researcher's attention in the year 2017. Much as the researcher wanted to learn about dark tourism, the articles and literature were few and scarce. Research about dark tourism is being encouraged since there has been no study yet which focused on assessing the dark tourism in the province of Leyte. The findings of this study will then be used to improve and develop a program to strengthen the commitment in developing the local post-disaster tourism.

Literature Review

This study is anchored on the theories and concepts of product development with emphasis on the potentials of Dark Tourism (Lenon J. and Foley).

Dark tourism involves travel to a destination or places associated with death and disaster. One of the most important characteristics of dark tourism is that it is considered to be unique, one of a kind since tourist do not opt for a dark tourism to view scenic, architectural, cultural and traditional beauty of the place however they visit sites that are related to death, suffering, misfortune, tragedy or natural disaster. This type of Tourism is termed as behavioral tourism as it requires traveller's curiosity to explore the places and generally considered to be a dangerous form of tourism.

Because of their interest on the number of death, people in the past decade were fascinated on Dark Tourism (Lennon & Foley, 2000). Yuill (2003) indicated that Dark Tourism is attractive and emphasized that as people appealed to the issues of death on a catastrophic events , modern people no longer purposely neglected death but started to focus on the frenzied scenario in a particular disastrous event/s (Lennon & Foley, 2000; Yuill, 2003). Dann & Seaton (2001) defined dark Tourism as those events related to death, disaster, violence, tragedy, or crimes contrary to humanity. Stone (2005) tourists want to experience the pain and tragedy behind every dark tourism site or location being visited.

Merrill and Schmidt (2009) define dark tourism as travel to sites of death and disaster or it refers to act of travel motivated by the attraction to death and disaster. Borthwick used this definition in her study which defines dark tourism as the travel to sites of suffering and these dark tourism sites are the places where this suffering took place. According to Borthwick (2013) dark tourism seeks to explain and analyze sites whose significance arises from darker chapters of history. Borthwick mentioned the study of Lennon and Foley which explains that the dark tourism came from the categorization of sites visited during early 1990's field work. Lennon and Foley use examples to define dark tourism and their argument consist of placing the concept of dark tourism in the modern age while touching on the challenges inherent in the development of the sites. The concept of dark tourism in this study can be applied to sites across Leyte province wherein the province had experienced calamity.

Nevertheless, Dark Tourism is still a new concept in tourism. Sharpley (2005) identified the limits of consumer psychology and motives in the research on Dark Tourism. Lennon & Foley (2000) proposed that research on Dark Tourism should focus more on the social culture and psychology and emphasized that visitors' motives would benefit from the management of

Dark Tourism sites. The concepts of memory, memorialization and dark tourism are complex issues and must be understood in the context of this study (Yuill, 2003). In fact, other designations were used to describe the same phenomenon, namely: "Black Spot" as "commercial developments of grave and sites in which celebrities or large number of people have met with sudden and violent deaths (Fonseca, Seabra, and Silva; 2016). Some studies focus on the theory and practice of dark tourism; many studies have described the different layers of dark tourism; few have discussed how political engagement affects the development of dark tourism or the post-disaster tourism; and a study on the demand for dark touristic experiences. These studies do not really concentrate on assessing the potential of post-disaster tourism looking into how the local government develops its dark tourism or if there is a political will to establish an institutionalized dark tourism.

Researchers Malcolm Foley and John Lennon define dark tourism as a means of describing the phenomenon which circles the presentation and consumption by visitors of real and commoditized death and disaster sites (Yuill; 2003), of which Seaton developed five categories of death tourism motivation based related activities. The categories are as follows : 1. Travel to watch death, (public hangings or executions) ; 2. travel to sites after death has occurred,

(Auschwitz); 3. Travel to internment sites and memorials, (i.e. graves and monuments); 4. Travel to re–enactments, (i.e. Civil War re–enactors); and 5. Travel to synthetic sites (i.e. museums).

Smith (2002) said that Dark tourism explores a form of tourism that has been under-researched, particularly in North America where he suggested that this is far from just visiting sites where atrocities have occurred but rather is both product of circumstances of the late modern world and a significant influence upon those circumstances. This idea was concurred by Philip Stone (2013, 307–309) as he emphasized that dark tourism offers a multi-disciplinary academic lens through which to scrutinize a broad range of social, cultural, geographical, anthropological, political, managerial, and historical concerns .Moreover, Niemela (2010) stressed out a number of tourism attractions connected directly or indirectly with death such as war memorials, war museums battle fields and prison camps..

Travel to and experience of places associated with death after a natural disaster, accident, or intentional death participated by close relatives of victims and even of the outsiders is no longer new to people. Thus, this was because of the fact that people have long been drawn, purposefully or otherwise, towards sites, attractions or events linked in one way or another with death, suffering, violence or disaster (Stone, 2005). Foley and Lennon (1996) ; Lennon and Foley (2000), stressed out that dark tourism has been relatively the center of academic attention despite the long history and increasing contemporary evidence of travel to sites or attractions associated with death with which a number of attempts have been made to define or label death-related tourist activity , such as "Thana tourism" (Seaton,1996) 'morbid' (Bloom,2000), 'black-spot' or , as Dann's (1994:61) alliteration, "milking the macabre"..

Visitors motive is at a limited extent according to the tourists study of Krakover's (2005) at Yad Vashem Holocaust commemoration site in Israel and remains supply-side focused so long as the motivation(s) for dark tourism has yet to be revealed and systematically interrogated (Stone 2005b; Seaton and Lennon 2004).

Other attractions, such as national and metropolitan cemeteries, are categorized as 'nostalgic' sites and it is only later that he goes on to distinguish disaster sites as being 'analytically distinct from Black Spots as sensation sites' (Rojek 1997, 63). A similar distinction is made by Blom (2000:32) who defines 'morbid tourism' as, on the one hand, tourism that 'focuses on sudden death and which quickly attracts large numbers of people' and, on the other hand, 'an attraction-focused artificial morbidity-related tourism'. Thus, the concept is at once rendered more complex by a number of variables (Stone and Sharpley, 2008).

First, the immediacy and spontaneity of 'sensation' tourism to death and disaster sites may be compared with premeditated visits to organized sites or events related to near and/or distant historical occurrences. Second, a distinction exists between purposefully constructed attractions or experiences that interpret or recreate events or acts associated with death, and 'accidental' sites (sites, such as graveyards or memorials, that have become attractions 'by accident'). Third, it is unclear to what extent an 'interest' in death is the dominant reason for visiting dark attractions. Finally, questions may be raised about why and how dark sites/experiences are produced or supplied—for example, for political purposes, for education, for entertainment or for economic gain (Ashworth and Hartmann 2005; Stone 2006).

Minic (2012) defined the term „dark "as dark, gloomy or morbid. Hence, the word dark has been associated to any death related events and activities. Consequently, 'dark tourism' was banded to visiting sites, attractions and exhibitions of which, as the main or one of the themes of either real or animated death scenes, sufferings, in an appropriate manner displayed massacre, (Stone,2005). Sites of dark tourism attractions and exhibitions are controlled by the government consorted with set of complex moral and ethical dilemmas. Commercial development and exploitation, nature of political ideology and heritage, act of remembering, the role of the media coverage , appropriate policy and management responses to a range of experience lived by visitors, local residents, victims and their relatives, were some of the other questions and issues that contemporarily arose and are of great consideration for future development of dark tourism.

Developing dark tourism sites and activities involves a lot of creativity and dedication. People need to see thru the gloom and be able to convert darkness to light, disasters into triumphs. On top of that, a lot of hard work and dedication will make those visions into realities. Crafting the activities and work is usually done by management level personnel.

Managers are result oriented people. To achieve their objectives they use management skills honed through experience. In developing dark tourism, three key areas are needed so that the flow of work and the desired result can be achieved and they are: planning, organizing and promotion.

Planning is the process of thinking about the activities required in an organization to achieve a desired goal. It is also the first and foremost activity to achieve desired results. Planning includes a clear vision, mission and set of values as a guidepost for decision- making and action. It established policies, regulations, standard operating procedures (SOP) and nature conservation which ensures health, sanitation, hygiene for foreign/local visitors and local stakeholder involvement.

Organizing is the activity or skill of coordinating people and events. It also involves assigning task, delegating authority and allocating resources in an organization .Thus, It also

refers to arranging several elements into purposeful sequential or spatial both in order and structure and assembling which require resources to attain organizational objectives. Organizing involves aligning of people, work and systems with the strategic directions for the development of an organization. It has a formal policy of career planning and development of people to strengthen the retention of the staff. Organizing effectively recruits, select, develop, retain talent, encourage, motivate, and carries out succession planning in order to ensure that executives are available to fill the gaps in key managerial positions to ensure the stability of all the activities in an organization.

Promotion refers to all activities, which communicate the product, brand or service to the end user. It is also an activity that supports or provides active encouragement and communication in an attempt to influence the customer to patronize the product and services. Promotion ensure awareness of prospective client or customers, where in it has a supporting promotional activities through social media i.e. YouTube, Facebook, Instagram or twitter that need to ensures that these social media channels are accessible and regularly well maintained to draw the interest of prospect client. Generally promotion of product and services through print ads, newspapers, fact books, billboards and other bring them to the forefront of the target customers.

In the course of doing this research, the proponent came across several related studies that were material to the preparation of this paper.

In a study made by Sharply (2005) Management of Tourism considers and applies management concepts, philosophies and practices to the business of tourism, it cover management perspectives both in operational and strategic terms to have a better understanding of the fundamental business management aspects of tourism, together with the specific techniques required for successful management of the variety of tourism industry.

Page, S. J. (2014) said that in an engaging style there is no prior knowledge of tourism and builds an understanding as progress through these principles of managing tourism. It traces the evolution and future development of tourism and the challenges facing by the tourism sectors.

While the studies as mentioned earlier may have some similarities with this paper. It is not a duplication of them in the sense that the time, respondents and environment are distinct and different.

Flow of the Research Process

The flow of the research chart is composed of 3 stages: the input, process and output.

The INPUTS of the study primarily gathered information on the assessment of local government units and the business sectors on the extent to which development is being practiced after the locality experienced disaster.

The PROCESS utilized the descriptive survey method using a researcher made questionnaire to gather necessary data for the analysis. After the formulation of questionnaire, dry-run were employed for validity and reliability test for the finalization of the questionnaire. Lastly, the administration and retrieval of data

Focus group discussions were conducted to validate the response of the survey participants. Data are tabulated and presented followed with the analysis and interpretation using the appropriate statistics.

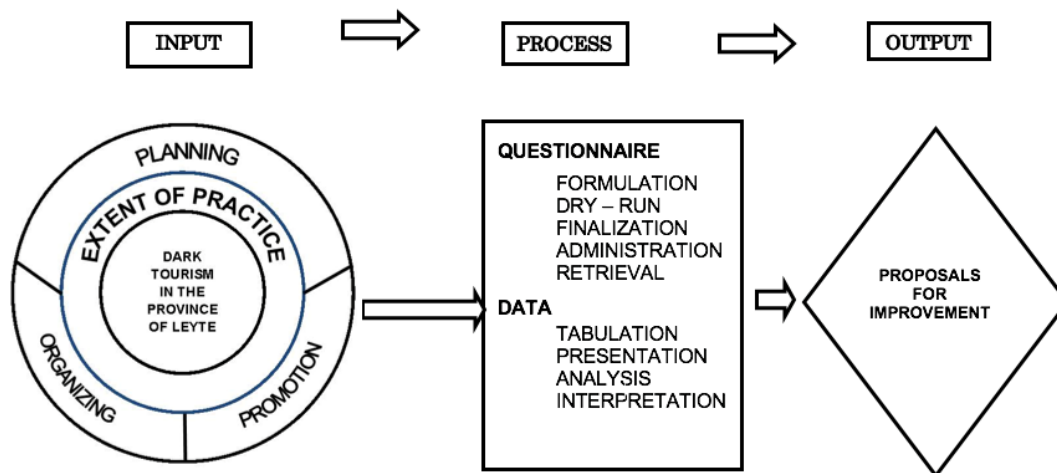The OUTPUT is the proposals for further improvement of the potential of dark tourism in Leyte Province

Figure 1. Research Flow Chart

The Problem

Statement of the Problem

This paper aimed to study the potential of dark tourism in the province of Leyte. Specifically, it intended to answer the following questions:

1. As assessed by the local government unit (LGU's) and private business sectors, what is the extent to which the development of dark tourism in Leyte province is being practiced in the areas of:
    1.1 Planning ;
    1.2 Organizing ;
    1.3 Promotion?
2. Is there a significant difference in the assessment of the respondents according to geographic location and between Local Government Unit and Business Sector?
3. Based on the results of the study, what proposals for improvement can be forwarded to develop the dark tourism of Leyte Province?

Statement of the Null Hypothesis

1. There is no significant difference in the assessment of the respondents with regards to the extent of the development of geographic location of dark tourism in Leyte province are being practiced.

Methodology

This study utilized the descriptive survey method. A researcher-made questionnaire was used as the main instrument for data collection. Interviews were also conducted to all tourism officers in Tacloban City and Ormoc City including the provincial tourism office, the Department of Tourism in Region VIII and the business sector to make clarifications, verify the answers of the respondents, and to solicit relative information to the questionnaire which is not discussed and captured by the survey instrument. To validate the data given by the

tourism officers and local business sector, a focus group discussion was done by the researcher.

Research Environment

This research was conducted in Eastern Visayas particularly in the province of Leyte.

Eastern Visayas is one of the regions in the Philippines and designated in Region VIII. The region consists of six provinces and one of these provinces is the Leyte Province. Leyte province is also called the island of Waray-waray and its capital city is Tacloban which occupies a large part of the island. Farming and fishing is the way of life in the province which basically a provincial living. There are many historical landmarks and scenic places around the province.

One of the cities in the province of Leyte is Ormoc City. Ormoc City experienced an unforgettable tragedy in November 1991, the Flashflood. This flashflood killed thousands of people and damaged millions of properties both households and business sectors. The disaster opened the local government of Ormoc to new ideas or concepts of city tourism. One of its tourist destinations which is commonly visited until today is the Lake Danao which is described as guitar-shaped lake. The lake danao Natural Park is a 2,193 hectares with 148 hectares lake inside the park. The Agua Dulce Artesian Well is also known in Ormoc city. It is one of the six flowing wells constructed in the city during the Spanish occupation and three of them still exist. Both tourist destinations were greatly affected by Super Typhoon Yolanda but the local government took initiatives to reconstruct and up today these two become very popular especially in the province itself. At present, many businesses are already put up and the local economy put the city to number 1 or ranked first as the city/municipality with highest generated income in the whole province and ranked sixth in the whole region.

Another calamity which also killed thousands of people was the Super Typhoon Yolanda (Haiyan) which also hit Ormoc city in November 2013. However, the city which is greatly affected by the super typhoon was Tacloban city. Tacloban continues to rise from devastation brought by super typhoon Yolanda in November 2013. Communities and organizations both government and non-government exert more effort to continue rebuild the city. Five years after the wrath of the super typhoon Tacloban has started to improve its local economy through welcoming investors. Many tourists visit the mass grave where almost 3,000 Yolanda victims were buried. According to the Department of Tourism (DOST) at least three million tourists visited the region which generates a revenue of at least 3.2 billion pesos in 2014.

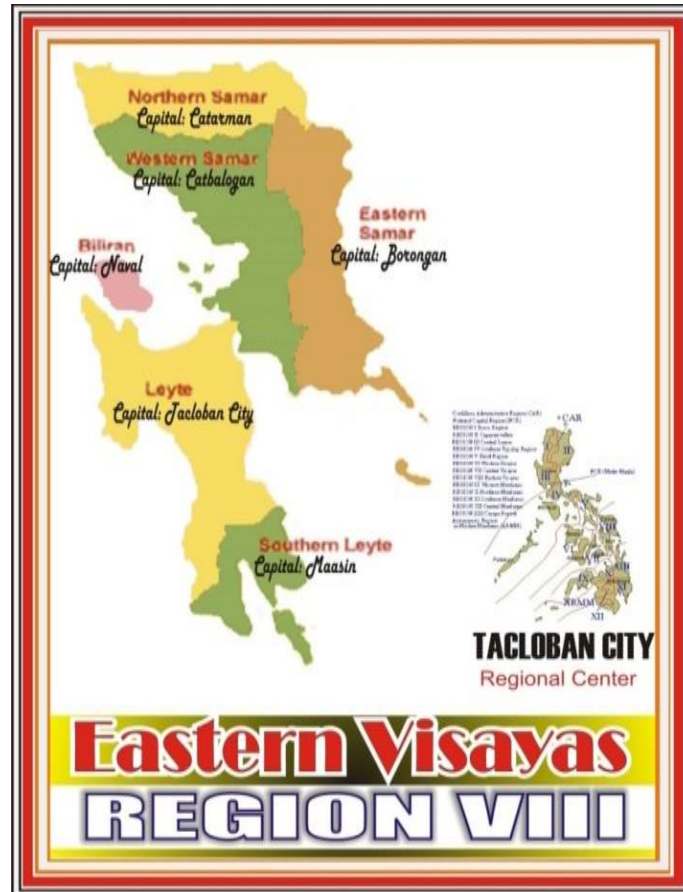Thus, this study was conducted in the Province of Leyte, in particular, Ormoc city and Tacloban city.

Figure 2. LOCATION MAP OF EATERN VISAYAS

Figure 3. LOCATION MAP OF THE PROVINCE OF LEYTE

Research Respondents

The respondents of this study were categorized into two groups: the first group was composed of the key officials of local government units involved in the local tourism while the second group included representatives of the business sectors of the city. All 10 regular employees in the Department of Tourism region VIII, 10 regular government officials each in the Tourism Province of Leyte, City Tourism of Tacloban and Ormoc city who are involved in the local tourism were part of the respondents.

Top Ten business owners in terms of an annual income were included as survey participants both in Tacloban city and Ormoc city Purposive sampling method employed in the selection of 2nd set of respondents during the focus group discussion. The respondents were selected by the researcher who will personally administer the gathering of data.

Table 1: Research Respondents

n = 58

Categories	Province of Leyte	Tacloban City	Ormoc City	Total
LGU's	20 Officials	10 LGU Officials	10 LGU Officials	**40 LGU Officials**
Private Business Sector		8 Business Sectors	10 Business Sectors	**18 Business Sectors**
Total	20	18	20	**58**

Research Instrument

A self-made questionnaire served as the main tool for data collection to measure the assessment of Tourism in Leyte province after two different calamities. The researcher subjected the questionnaire to Cronbach Apha Test to ensure the reliability and validity of the instrument. The questionnaire was divided into three sections: (1) planning; (2) organizing; and (3) promotion. The first section deals with how the local government in coordination the business sectors plan for the tourism. The second section elicits answers as to how the tourism office is being organized and the third section concentrates on the promotion of local tourism in the province of Leyte.

Each item in this section has a corresponding numerical and qualitative scale as follows:

Scale	Description	Interpretation
4	Strongly Agree (SA)	means that the item is practiced all the time.
3	Agree (A)	means that the item is practiced most of the time.
2	Slightly Agree (SA)	means that the item is practiced sometime.
1	Disagree (DA)	means that the item is not practiced

Data Collection Technique

To test its reliability and validity, a dry-run and a cronbach alpha test were employed and data collected in the dry-run were excluded in the actual collection.

A letter of request was given prior to the administration of the survey in order to secure permission and approval from local authorities to distribute questionnaire. An approval was granted and the distribution of survey questionnaire followed. After the questionnaire was distributed, retrieval of the instrument was done shortly after three weeks to give reasonable

stint of time to answer the survey questionnaires. Data were presented in tables and then followed analysis and interpretation.

Data Analysis

The data obtained from the questionnaire were tallied, tabulated and presented in tables. The data were recorded according to the frequencies and corresponding percentages. It will used percentage, frequency, T-Test for statistical analysis

Results and Discussion

This part described the assessment of the government agencies and the business sectors on the management of local dark tourism in terms of planning, organizing, and promotion. Likewise, this section depicted assessment of government agencies and the government sectors and their significant difference.

POTENTIAL OF DARK TOURISM IN THE PROVINCE OF LEYTE

The results of the survey in this part were outlined in the succeeding tables where the focus was on the areas of: Planning, Organizing and Promotion

Table 2: Management Practice of Dark Tourism - Planning

n=58

Planning	Weighted Mean	Description
Local Government Unit :		
1. Has a clear vision, mission and set of values, providing guideposts for decision-making and action for dark tourism	3.13	Moderate Extent
2. Local Business Sectors ensures health, sanitation and hygiene of all tourist through ecological solid waste management of dark tourism in collaboration with Local Government Unit	3.34	Great Extent
3. Established policies, regulations, and nature conservation which consider environmental sustainability of dark tourism	3.22	Moderate Extent
4. Ensuring the affinity for dark tourism through customer orientation, openness to foreign/local visitors and local stakeholder involvement	2.91	Moderate Extent
5. Formulated policy rules and Strategic Planning for the development of dark tourism	3.14	Moderate Extent
6. Ensures that key capabilities of dark tourism are identified through marketing, engineering, managing, selling, logistics, problem solving	3.05	Moderate Extent
7. Established standard operating procedures (SOPs) to monitor activities of dark tourism	3.09	Moderate Extent
Factor Average	**3.13**	**Moderate Extent**

To appreciate the ratings, the following references were used:

Legend:

Range	Description
3.26 - 4.00	Great Extent
2.51 - 3.25	Moderate Extent
1.76 - 2.50	Less Extent
1.00 – 1.75	No Extent

Table 2 shows the assessment of respondents as to how local government unit and the business sectors practice the planning of dark tourism in the province of Leyte. The entire item in the table except Item 2 received moderate rating. Both respondents from the Local Government Unit and Business sector feel that there is a clear vision, mission and established policies and regulations in ensuring that the key capabilities of dark tourism are practiced most of the time.

Planning in pre and post disaster involves different agencies like the Office of the Civil Defense (OCD), Department of Interior and Local Government (DILG), Department of Tourism (DOT) and other stakeholders.

Item 2 received highest rating since DOT's mandate is for a safe and comfortable travel of the tourist. Their concern properties are in the accommodation sector like resorts, hotels and even restaurants. While government agencies both in national and local who are in authority to ensure safety of the facilities, amenities and sanitation of the establishment, DoT accreditation to establishments also ensures accredited-business to benefits like including them in their promotional and marketing map, involving them in trainings, seminars and updates on tourism concerns. This mandate strengthens the tourism industry by ensuring the tourist a world class standard amenities and services. The policies and regulations pertaining to dark tourism were crafted with the collaborative and concerted efforts from the different agencies as members of the Local/Provincial/Regional/National Disaster Risk Reduction and Management Council, the governing august body from the National down to the grass root level (Local) of disaster risk reduction and management in the country proposed by the DOT as one of the member agency in the Regional and National level. Since tourism in the region showcase package in different tourist destinations, tourists are made to experience directly and indirectly to Dark Tourism.

Item 4 got less rating of 2.91 since this is one area where the respondents feel that there is a lack of collaboration between the Local Government unit and Business sector.

Table 3: Management Practice of Dark Tourism - Organizing

n=58

Organizing	Weighted Mean	Description
Local Government Unit :		
1. aligns people, work, and systems with the strategic directions of the local tourism department for the development of dark tourism.	3.07	Moderate Extent
2. makes appropriate work assignments, set individual goals, milestones and performance	3.20	Moderate Extent

	Mean	Description
indicators with each individual in the local tourism department to ensure sustainability of dark tourism.		
3. has a formal policy of career planning and development of the people involved in maintaining the dark tourism attraction to strengthen the retention of staff.	3.05	Moderate Extent
4. effectively recruits, select, develop, and retain talent for the progress of dark tourism destinations.	3.04	Moderate Extent
5. managing change by integrating the Human Resource issues with the business strategies and the strategic change process in association with the Local Business Sectors	3.05	Moderate Extent
6. carries out succession planning in order to ensure that executives are available to ensure the stability of all the activities in Dark tourism attractions.	3.16	Moderate Extent
7. encourages, engages, and motivates Local Business Sectors to become their partner in developing the Dark tourism of the locality.	3.25	Moderate Extent
Factor Average	**3.12**	**Moderate Extent**

With an average of 3.12, this means that both local governments and business sectors have agreed that the following are being practiced most of the time.

During the FGD, the DOT Region VIII manifested that the one of the frontline tourism products reflected on their Eastern Visayas Road Map (EVRM) F.Y. 2016-2022 is the Educational Tourism where Dark Tourism belongs directly and indirectly. Designed activities found in the EVRM were cascaded from the priorities of the present administration that is also aligned in the United Nation World Tourism Organization (UNWTO). The Yolanda Comprehensive Rehabilitation and Recovery Program (YCRRP) of the Office of the Presidential Assistance for Rehabilitation and Recovery (OPARR) assisted the DOT and LGU programs like infrastructure and livelihood projects to be delivered to cities and municipalities in the region particularly in Tacloban and Ormoc City.

Since the recruitment of employees or staff depends on the decision of the employers, it was encouraged by the Regional Office that business owners in the region should take the responsibility to make their staff become more competitive by giving up to date trainings among others for them to offer quality services to future clients.

Table 4: Management Practice of Dark Tourism - Promotion

n=58

Promotion	Mean	Description
Local Government Unit :		
1. ensures the awareness of prospective	3.38	Great Extent

2. has supporting promotion activities by the creative social media i.e. YouTube through uploaded videos promoting the dark tourism tourist destination , Facebook, etc. in alliance	3.29	Great Extent
3. ensures promotional activities in partnership with a range of organizations	3.27	Great Extent
4. ensures that the social media channels are accessible and regularly well-maintained promoting the dark tourism tourist attraction to draw the interest of possible tourists	3.07	Moderate Extent
5. makes sure that are fully involved of the dark tourism campaign	3.27	Great Extent
6. see to it that promotional advertisement of dark tourism attractions are reliable	3.27	Great Extent
7. ensures a systematic management approach in marketing and promotion through print ads, newspapers, fact books, billboards and others	3.21	Moderate Extent
Factor Average	**3.25**	**Moderate Extent**

With an average of 3.25, this means that majority of the respondents from the local government and the business sectors have practiced all the time in promoting the dark tourism of Leyte. While, Item no 4 and 7 responds showed that there is a moderate extent in ensuring the promotion using the social media channels and promotions through print ads, newspaper and billboards since dark tourism cannot be promoted as it is, but somehow due to its importance and significance to the tradition and culture of a place, it is being carried over to the promotional activities of the different tourism products offered in Eastern Visayas.

In general, DOT is doing their best to boost tourists that will visit the region by designing and supporting activities related to tourism industry. Brand names in consonance with the national tourism brand are adopted by provinces down to the municipalities in the region.

PART 2

TEST OF HYPOTHESIS

To check the validity of the statement of the null hypothesis, it was subjected to hypothesis testing using the data gathered. The resulting details are as follows:

Table 5: Significant Difference in the Assessment between Government Agencies and the Business Sectors

Factors	LGU/ Government Agencies	Business Sectors	P-value	Decision	Description
Planning	3.08	3.26	0.22	Do not reject null	There is no significant difference

Organizing	3.04	3.28	0.16	Do not reject null	There is no significant difference
Promotion	3.14	3.13	0.98	Do not reject null	There is no significant difference

Results show that there is no significant difference between the assessment of government agencies and the business sectors. This implies that there is similar assessment of the government agencies and the business sectors on the planning, organizing, and promoting of the local government on dark tourism. It means that the government sector and the business sector are doing their best to boost tourists that will visit the region by designing and supporting activities related to planning, organizing and promoting the dark tourism in the region.

Table 6: Significant Difference in the Assessment between Tacloban City and Ormoc City

	N	Mean	StDev	SE Mean	T-value	P-value	Description
Tacloban City	21	3.11	0.136	0.30	-4.50	0.000	There is significant difference
Ormoc City	21	3.30	0.142	0.31			There is significant difference

Using the t-test between two sample means, the computed t of -4.50 is less than the critical value of t (2.02l) at significance level of 95 % and degree of freedom of 40. Thus, the alternative hypothesis that states – there is significant difference between the two means is accepted. This implies that there is difference in the manner of assessments of the factors like planning, organizing and promoting dark tourism between the two cities under study. Furthermore, on how these areas are implementing the strategies on the said factors to support the dark tourism promotions are not the same. This is an indication that their planned activities cause significant variation in promoting dark tourism in order to contribute in boasting the tourism industry and as a consequence the economic development of the region will also be improved.

Moreover, the results of the study jibed with the theories and concepts of product development with emphasis on the potentials of Dark Tourism by Lenon, J. and Foley (2,000).

The analysis of the data collected through the questionnaire, focus group discussion and documents revealed the following:

1. Extent to which the development of dark tourism in Leyte province is being practiced in the areas of ; :
    1.1 Planning was rated to a <u>moderate extent</u> by the two groups of respondents
    1.2 Organizing was rated to a <u>moderate extent</u> by the two groups of respondents
    1.3 Promotion was rated to a <u>moderate extent</u> by the two groups of respondents
2. There is a significant difference in terms of geographic location and there is no significant difference between the assessment of government agencies and the business sectors.

Conclusıons

The findings of the study revealed that although these two cities used different strategies in promoting Dark Tourism, they have the same common goal in promoting the development of the tourism industry of Eastern Visayas. Though it was not included in the vocabulary of the different actors and even in the promotional branding and activities in Eastern Visayas to a certain degree, it is being practiced, experienced and embraced by the people and community as a whole as seen by the significant increase of tourist arrivals in the region, year in and out for the past 5 years. It is evident that, in domino effect, more business establishments are opened, generations of more employment are offered, and more investment opportunities are coming out nowadays.

Therefore with the collaborative participation of the tourism industry, then our economic development will boom.

Recommendatıons

After the review of the analysis and interpretation of the data and findings, the following recommendations are offered by the researcher:

A.Primary Recommendation

1. To implement the proposal outlined in Chapter IV of this study to enhance further and strengthen the existing practices;

2. Dark Tourism should focus on the culture of the place, beautiful spots, the food delicacies of the place and other things that can attract the tourists in legal aspects and emphasize that visitors motives would benefit from the management of the sites.

Secondary Recommendations:

Furthermore, the following topics can additionally be studied upon:

1. Inclusion of dark tourism in the itinerary of tourism stakeholders.

2. Involve the different tourism actors within Eastern Visayas regarding the importance and significance of dark tourism through Team Building activities.

References

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