Iloilo City

A GROUNDED THEORY ON MOUNT NAPULAK AS A LOCAL NATURAL HERITAGE SITE OF IGBARAS

A Thesis Presented to the
Faculty of the Graduate School
College of Education
West Visayas State University
La Paz, Iloilo City

In Partial Fulfilment
of the Requirements for the Degree
Master of Arts in Education
(Social Studies)

by

Martin T. Estañol
July 2023

Iloilo City

APPROVAL SHEET

A Thesis for the Degree

Master of Arts in Education

(Social Studies)

by

Martin T. Estañol

| Approved by the Research Committee: | |
|-------------------------------------|--------------------------|
| pprovide by the national committee. | |
| ELEANOR S. JAMERO, PhD, Chair | |
| CHIVE G. GABASA, PhD, Member | |
| ELIAS OLAPANE, PhD, Outside Expert | |
| DANILO P. PAREÑO, PhD, Consultant | |
| JOHN ERWIN P. PEDROSO, PhD, Adviser | |
| | |
| | RICKY M. MAGNO, PhD Dean |

Estañol, Martin T., "A Grounded Theory on Mount Napulak as a Local Natural Heritage Site of Igbaras." Unpublished Master's Thesis. Master of Arts in Education (Social Studies), College of Education – Graduate School West Visayas State University, La Paz, Iloilo City, July 2023.

Abstract

In recent years, mountain has gradually increased its position among explorers' preferences at regional and even at international level. The main reason is the strong relationship that man develops with nature and precisely with the mountain. Hence, becoming a heritage site of the municipality from the memories and experiences of the locals introduces development of a sustainable activity, capable of contributing to the improvement of economic conditions, strengthening the laws and ordinances for its conservation and preservation, and continue to celebrate its natural and majestic offering to mountain explorers. This qualititative research studied heritagization and constructed theoretical models on memorializing Mount Napulak. Grounded theory was the methodology in which thematic analysis involving categorizing data in varied forms and coming from different sources were applied. The objective of this research is to memorialize Mount Napulak towards becoming a Local Natural Heritage Site through credible experiences and stories of the locals of 80 years old and above and with connectivity to those memories in the surrounding communities, in order to analyse indepth interview and actual validation of this study. There are thirty-one referred locals aging 80 years old and above and those with connections in their stories participated in the study. They were made to undergo into in-depth interview using the heritagazation

validation on some of the features both tangible and intangible are further included. The study revealed that Mount Napulak owned various gems referring to its physical attributes such as the falls, flora, fauna and fungi, the rock formations, and wide pasture areas. Exhibited the one of a kind fulfillment associated with the realities that most mountain explorers are looking for. The directional significance of the mountain in today's time that commends big role in the lives of the locals in the surrounding communities. And the setting of various momentous life-milestones bridging to the events might celebrated to the mountain as venue of various events in the lives of people. Additionally, memorializing Mount Napulak towards becoming a Local Natural Heritage Site is a platform that would encourage and motivate local and higher government and private officials to work for its policy solutions and proper management for development, conservation and preservation.

GRADUATE SCHOOL

Iloilo City

TABLE OF CONTENTS

| | Page |
|---|------|
| Title Page | i |
| Approval Sheet | ii |
| Acknowledgment | iii |
| Abstract | v |
| Table of Contents | viii |
| List of Figures | xii |
| List of Photos | xiii |
| List of Appendices | xix |
| Chapter | |
| 1 INTRODUCTION TO THE STUDY | 1 |
| Background and Theoretical Framework of the Study | 2 |
| Theoretical Framework | 5 |
| Statement of the Problem | 6 |
| Definition of Terms | 7 |
| Significance of the Study | 8 |
| Scope and Limitation of the Study | 10 |
| 2 REVIEW OF RELATED LITRATURE | 12 |
| Heritage Mountains | 13 |
| Mountain in Asia | 13 |

GRADUATE SCHOOL

| Japan's Mount Fuji | 13 |
|--|---|
| Himalayas Mountains | 14 |
| Mountains in The Philippines | 15 |
| Taal Volcano | 16 |
| Legend of Mount Apo | 17 |
| Legendary Mount Madia-as | 19 |
| Related Studies on Heritagization and Memorialization of a Popular Sites | 21 |
| Adapting Grounded theory to Investigate Sustainability Heritage in Informal Settlements: Case Studies from Islamabad, Pakistan | 21 |
| Heritage Modernity: Heritagization of the Grand Canal and Everyday Life in Hangzhou, China | 25 |
| The Heritagization of a Mediterranian Vernacular Mountain Concepts, Problems and Processes | 28 |
| Summary | 29 |
| RESEARCH DESIGN AND METHODOLOGY | 32 |
| Research Design | 33 |
| Informants and Research Locale | 36 |
| Research Instruments | 40 |
| Data Collection Procedure | 43 |
| Evaluation of Validity | 46 |
| Reliability | 46 |
| Data Analysis Procedure | 47 |
| | Himalayas Mountains Mountains in The Philippines Taal Volcano Legend of Mount Apo Legendary Mount Madia-as Related Studies on Heritagization and Memorialization of a Popular Sites Adapting Grounded theory to Investigate Sustainability Heritage in Informal Settlements: Case Studies from Islamabad, Pakistan Heritage Modernity: Heritagization of the Grand Canal and Everyday Life in Hangzhou, China The Heritagization of a Mediterranian Vernacular Mountain Concepts, Problems and Processes Summary RESEARCH DESIGN AND METHODOLOGY Research Design Informants and Research Locale Research Instruments Data Collection Procedure Evaluation of Validity Reliability |

GRADUATE SCHOOL

| | Open Coding | 49 |
|---|--|-----|
| | Axial Coding | 50 |
| | Selective Coding | 51 |
| | Theoretical Coding | 52 |
| | Ethical Considerations | 54 |
| | Subjectivity Statement | 56 |
| 4 | FINDINGS | 58 |
| | Gemming Features of Mount Napulak | 60 |
| | Flora, Fauna, and Fungi | |
| | Waterfall as Funnel for Watercreeks | |
| | The Giant Granite Stone at the Topmost Part Mount Napulak | |
| | Conquering Realities On Mount Napulak | 140 |
| | Cold Breeze, Commendable Temperature, and Turning Ambiance | 141 |
| | Relaxing and Unwinding Moments | 147 |
| | Realizing Self-reflection and Facing Self-fulfillment | 152 |
| | Glittering View, the Sunrise, and the Sunset | 154 |
| | Directing Significance of Mount Napulak in Today's Time | 160 |
| | Proud Tourism Destination | 162 |
| | Water Irrigation for Livelihood | 172 |
| | Source of Income from Toruist Guiding and <i>Habal-habal</i> Driving | 177 |

GRADUATE SCHOOL

| | Pastoral Fields for Tamed animals | 183 |
|---|---|-----|
| | Setting Various Momentous Life Milestones | 187 |
| | Dream Setting for Wedding | 189 |
| | Witness of Infatuation, Love and Dating Venue | 192 |
| | Setting for Birthday Celebration and Renewal of Anniversaries | 199 |
| | Setting for Pledges of Commitment | 200 |
| | My Reflection | 208 |
| 5 | SUMMARY, CONCLUSION, IMPLICATIONS, AND RECOMMENDATIONS | 212 |
| | Summary | 212 |
| | Conclusions | 217 |
| | Implications | 218 |
| | For Theory | 219 |
| | For Social and Environmental | 220 |
| | For Cultural | 222 |
| | Recommendations | 223 |
| | REFERÊNCES | 227 |
| | APPENDICES | 235 |

Iloilo City

LIST OF FIGURES

| Figure | | Page |
|--------|--|------|
| 1 | Illustration of Conceptual Research Framework | 5 |
| 2 | Research Locale Map of Mount Napulak | 39 |
| 3 | Framework on Gemming Features of Mount Napulak | 61 |
| 4 | Framework on Conquering Realities Associated in Mount Napulak as a Local Natural Heritage Site | 141 |
| 5 | Framework on Directing Significance of Mount Napulak in Today's Time | 161 |
| 6 | Framework on Setting Various Momentous Life Milestones | 188 |
| 7 | Framework on Heritagization of Mount Napulak as a Local Natural Heritage Site | 207 |

GRADUATE SCHOOL

Iloilo City

LIST OF PHOTOS

| Photo | | Page |
|-------|---|------|
| 1 | Rafflesia Speciosa Flowers in Varying Stages of Life on Slopes Just Beside the Trail of Mount Napulak | 63 |
| 2 | Mirasol (Wild Sunflower) | 64 |
| 3 | Sinaw-sinaw that Occupied Wide Area Closest to the Topmost Part of Mount Napulak | 65 |
| 4 | Chang Kra Wild Orchid at Mount Napulak | 66 |
| 5 | Spathoglottis plitaca, A Rare Yellow Exotic Ground Orchid Found Along the Trails of Mount Napulak | 67 |
| 6 | Alpinia Giant Pink (Tugis) | 68 |
| 7 | Royalty Family of Orchidaceae Along the Trails of Mount Napulak | 70 |
| 8 | Baranggay Ordinance on Conservation and Preservation of Mount Napulak | 71 |
| 9 | Bird's Nest, Endangered Specie of Flower in the Areas of Mount Napulak | 73 |
| 10 | Bird's Nest, Translocate from Mount Napulak into a Landscaped Garden | 75 |
| 11 | Information Dissemination of Punong Brgy. Eriman about Local Ordinance Pertaining to Mount Napulak | 76 |
| 12 | Ferns and Shrubs that Grow in Different Areas of Mount Napulak | 78 |
| 13 | Wild Guavas, <i>Sineguellas</i> and <i>Lumboy</i> which are Abundant in the Trails Going to Mount Napulak | 80 |
| 14 | Wild Bananas in different Areas of Mount Napulak | 81 |
| 15 | Wild Strawberries Along the Trails of Mount Napulak | 82 |

GRADUATE SCHOOL

| 16 | Balinghoy, Ube, Baong Wildly Grow Anywhere Along the Trails of Mount Napulak | 83 |
|----|--|-----|
| 17 | Sago (Arrowroot) | 84 |
| 18 | Dioscorea hispida (Kayos) | 86 |
| 19 | <i>Tuog</i> Tree | 88 |
| 20 | Bakan Tree in the Forests Sides of Mount Napulak | 89 |
| 21 | Signage Posted in the Giant Bakan Tree of Mount Napulak | 91 |
| 22 | Tree Planting Activity of Bagay Tour Guides | 92 |
| 23 | Identified Centennial Tree at Mount Napulak | 93 |
| 24 | Moss Grows in the North-facing Surface of the Stone just on the Trails of Mount Napulak | 94 |
| 25 | Sappan (Sibukaw) Along the Trails of Mount Napulak | 96 |
| 26 | Willow Bark (Salung) in the Forest Sides of Mount Napulak | 96 |
| 27 | Banaol from the Forests side of Mount Napulak | 98 |
| 28 | Murugmon Taken from the Forest Sides of Mount Napulak | 99 |
| 29 | Red Jungle Fowl Taken from Mount Napulak | 100 |
| 30 | A Two Year-old Monkey Named Gwapo Taken from the Forests Sides of Mount Napulak | 102 |
| 31 | Singgarong Caught in a Bamboo Trap Made by the Locals in the Forest Sides | 103 |
| 32 | A Seven Year-old Wild Boar Named Tikoy Found in the Forest of Mount Napulak | 104 |
| 33 | Coffee Beans Flucked from Singgarong's Feces in the Coffee Plantation | 105 |

GRADUATE SCHOOL

| 34 | Roasted Coffee Beans | 106 |
|----|---|------|
| 35 | Finished Product of Civet Coffee | 106 |
| 36 | Beehive Found at Found Napulak | 107 |
| 37 | Bottled Honey | 108 |
| 38 | One of the Thousands Colored Butterfly at Mount Napulak | 110 |
| 39 | Grasshopper (<i>Tibakla</i>) | 110 |
| 40 | Bettle (<i>Bakuku</i>) | 111 |
| 41 | A Specie of Rishei Fungi that Grows on Dead and Decaying Trees at Mount Napulak | 112 |
| 42 | Cookenia Speciosa | 113 |
| 43 | Velvety Purple Coral Fungus Found in the Forest Sides of Mount Napula | k114 |
| 44 | Rmaria Botrytis Pink-tipped Coral Mushroom | 115 |
| 45 | Wood Ear Mushroom (<i>Talinga Kuti</i>) | 116 |
| 46 | Kurupdup Grows in the Dried Wood Along the Trail of Mount Napulak | 116 |
| 47 | Kurupkup | 117 |
| 48 | Tarogan Falls, the Heart of Mount Napulak | 119 |
| 49 | Layered Structure of Tarogan Falls in a Closer Angle | 120 |
| 50 | Shrimp (Orang) Taken from the Waters flow From Tarogan Falls | 121 |
| 51 | Crab (Kagang) From the waters of Tarogan Falls | 122 |
| 52 | One of the Hundred Creeks in the Forests Side of Mount Napulak | 123 |
| 53 | Natural Drinking Water Source Along the Trails of Mount Napulak | 124 |
| 54 | Limbaong Falls Along the Trails of Mount Napulak | 125 |

GRADUATE SCHOOL

| 55 | Ricefield of Tatay Poldo Situated at the Foot of Mount Napulak | 126 |
|------------|--|-------|
| 56 | Lolo Anas Nipa Hut and Ricefield at the Foot of Tarogan Falls | 128 |
| 57 | The Giant Granite Stone Emblazoned on Top of Mount Napulak | 130 |
| 58 | Mel and His friend under the Cave-like Structure Stone at Mount Napula | k 132 |
| 59 | Renena and Husband After Wedding Ceremony at the Peak of the Giant Granite Stone of Mount Napulak in 2021 | 134 |
| 60 | The Giant Cross at Nipple Rock Constructed in 2005 | 136 |
| 61 | The Devine Mercy Chapel Constructed Facing Mount Napulak | 136 |
| 62 | Fr. Francis Nicolasura and Church Devotees After the Inaugural Mass at the Giant Cross at Mount Napulak | 137 |
| 63 | My Picture Wearing Jacket and Other Pieces of Cloth Attesting the Cold Weather at the Peak of Mount Napulak | 142 |
| 64 | The Researcher and His Nephew During Cloudy day at the Top of Mount Napulak | 144 |
| 65 | Mountain Explorers During Zero Visibility at Mount Napulak | 146 |
| 66 | Mount Napulak During Rainy Seasons | 147 |
| 67 | A Stress Free Picture of My Nieces and Nephews at the Giant Granite Stone of Mount Napulak | 149 |
| 6 8 | A Group of Children who Came and Enjoyed the Cold Weather of Mount Napulak | 150 |
| 69 | The Eye-Catching View of Iloilo Province at the Top of Mount Napulak | 156 |
| 70 | The Sunrise View at the Top Mount Napulak | 157 |
| 71 | Witnessing the Sunset on Top of the Giant Stone of Mount Napulak | 158 |
| 72 | The Scenic View of the Mount Ranges of Antique | 159 |

| 73 | Mount Napulak in Its Best Angle View | 163 |
|----|--|-----------|
| 74 | Log-in, Log-out Forms among Mountain Explorers Around the Regions | 164 |
| 75 | Log-in Form of the Czech Republic Nationals | 165 |
| 76 | Log-in Form of Foreigners from France and Australia | 166 |
| 77 | Monthly Summary of the Foreigners who Visited Mount Napulak | 167 |
| 78 | A Foreigner from Europe who Visited Mount Napulak | 168 |
| 79 | Area in the Campsite of Mount Napulak Found to have Many Trash | 169 |
| 80 | Clean-up Drive of Brgy. Tigbanaba Youth | 171 |
| 81 | Iloilo Higher Ground Mountaineers Clean-up drive During the National Mountain Clean-up Day | 172 |
| 82 | Water Irrigation System of the People of Sitio Tarogan, Pinaopawan | 174 |
| 83 | Irrigated Land of Tatay Francis Planted with Peanut at the Foot of Mount Napulak | 175 |
| 84 | Irrigated Land of Tatay Francis Planted with Corn at the Foot of Mount Napulak | 176 |
| 85 | Tour Guides Attending the Seminar Workshop Conducted by the Municip and Provincial Tourism Office | al 179 |
| 86 | Certificate of Participation during the 3-day Skills Training for Mountain and Caves Guides | 180 |
| 87 | Former Mayor Jaime E. Esmeralda and Punong Brgy. Eriman After the Inauguration Of the Brgy. Tourism Office | 181 |
| 88 | Mount Napulak During Peak Season | 182 |
| 89 | Grazing Areas for Cows | 185 |
| 90 | Grazing Areas for Goats | 185 |

| 91 | Group Picture after the Wedding Ceremony at the Peak of Mount Napul | ak191 |
|----|--|-------|
| 92 | Tatay Itong Picture at Mount Napulak Taken in 1968 | 194 |
| 93 | A Picture of a Giant Stone with a Ladder Made of Bamboo and Wood | 195 |
| 94 | Family Celebration at Mount Napulak | 195 |
| 95 | Family Celebration at Mount Napulak After Passing the Liscensure Examination for Teachers | 204 |

GRADUATE SCHOOL

Iloilo City

LIST OF APPENDICES

| 7 | Appendix | | |
|---|----------|--|-----|
| | Α | Letter to the Municipal Mayor Asking Permission to Conduct the Study | 236 |
| | A.1 | Letter to the Punong Barangay Asking Permission to Conduct the Study | 238 |
| | A.2 | Letter to the Punong Barangay Asking Permission to Conduct the Study | 240 |
| | A.3 | Consent to Participate in Research Study | 242 |
| | A.4 | Letter to the Dean to Conduct the Study | 244 |
| | A.5 | Letter to the Dean to Conduct On-Site Final Defense | 246 |
| | В | Informant's Profile | 248 |
| | С | Interview Guide Protocol | 251 |
| | D | Heritagization Tool | 253 |
| | Е | Matrix of Activities | 257 |
| | F | Implementation Plan | 261 |

GRADUATE SCHOOL

Iloilo City

228

References

- Austin, J.B. (2023). *Careers in Corporate Strategy* (Plus Salaries and Description)

 Indeed Editorial Team, Champion Grandview, Oxford University.
- Bantjes, R., (2014). *Rural Sustainability and the Built Environment*. J Enterprising Communities 2011, pp. 158-178
- Bayer, R., C. (2016). "Pledges of Commitment and Cooperation in Partnerships" University of Newcastle, Australia.
- Birks & Mills (2010). Grounded Theory: A Practical Guide. Sage ISBN: 978-1-8486-992-1
- Brandis, M. (2021). *Reflections on Mountains*. University of Australia.
- Braun, V. (2016). *Mountains for Europe's Future*: A Strategic Research Agenda, https://bit.ly/30CPWK, accessed 25 February 2019.
- Brook, Anastacia/Instaructional Materials: Definition and Examples 2015
- Bryant & Charmaz (2010). *The Sage Handbook of Grounded Theory*. Sanoma State University.
- Buckley-Zistel, S. & Schafer, S. (eds) (2014) Memorials in Times of Transition antwep

 Intersentia . ISBN 978178006822112
- Cerbo, C.A. (2012). A Glimpse of Pisay History through Oral history as an Instructional Methodology in Teaching Social Science I. *Unpublished Dissertation*. West Visayas State University Graduate school. Iloilo City, Philippines.
- Charmaz, K. (2006). Constructing Grounded Theory: A Practical Guide through Qualitative Analysis. London: Sage Publications.

GRADUATE SCHOOL

Iloilo City

229

- Clotteau, M. (2020). Cultural Attractions for Urban Development. SAGE Publications
- Crotty, M.M. (1998). *The Foundations of Social Research*. Meetings and Perspectives in the research Processes. London The Cromwell Press.
- "Cookeina Speciosa". site de EFTA (In French). Retrieved 2022-11-28.
- Daengbuppha, J. Hemmington, N. & Wilkens, K. (2017). Experiences at

 Heritage Sites. School of Services Management, Bournemouth University, Poole,

 United Kingdom.
- Edwards, D. P. Station d'Ecologic Theorique of Experimentale. University of Sheffield.

 University Publication Press.
- Edward, E. (2020). Ways to de-stress and Be Relaxed in Nature. University of California.
- Flores, A. (2008). Improving Honey Bee Health. Agriculture Research.
- Friend, J. & Caruthers, L. (2016). Documentary film: The Next Step in Qualitative

 Research to illuminate issues of social justice in the urban education.

 International Journal of Learning, Teaching and Education Research. 15 (6) 33-47.
- EU, Biodiversity Strategies (2020). *On the Conference of Policy Solutions on Mountain*Systems. Sydney, Australia
- Galvez, R. (2012). Quantifying Ilonggo Art Works. *Unpublished Dissertation*. West Visayas State University Graduate school. Iloilo City, Philippines.

GRADUATE SCHOOL

Iloilo City

230

- Glaser, B.G. (2005). The Grounded Theory Perspective III: Theoretical coding. Mill Valley, CA: The Sociology Press.
- Glaser, B.G. & Strauss, A.L. (1967). The Discovery of Goruded Theory: Strategies for qualitative research: Chicago, Illinoise: Aldine
- Gotera, Ambrosio E. (2009). Datu Puti. Xilbris
- Goulding, C. (2000). The commodification of the past, post modern pastiche, and the search for authentic experiences of contemporary heritage attraction", Europian journal of Marketing, Vol. 34, No. 7.
- Gubrium, J.F. & Holstien, J. A. (1995). The Active Interview. Thousand Oak: Sage.
- Halley, S.C (2020). Studies of Frustration and Disorder via Electrical Manipulations. UC Berkley Electronic. University of California.
- Hemmington, N., Bowen, D. Wickens, E. & Pareskevas , A. (2005). Satisfying the basics reflections from a consumer perspective and attraction management at the Millenium Dome, London", *International Journal of Tourism Research* , Vol.7 , pp. 1-10.
- Hirschman, E. & Thompson, C. (1997). "the Experiential Aspect of Marriage", Annals of Research, Vol. 22 No. 2.
- Hu, J; & Tao, C. Research on Behaviour Intentions of Tourists B Tourists Based on the Rural Image Perception. Asian Agric. Res. 2013, p. 5, pp. 140-143.
- Igbaras Tourism Journal (2020). V.1 p.4

GRADUATE SCHOOL

- 231
- Janne Ikahimo Tina Alkas & Titta Kallio-Seppa (2019). Memorialization and

 Heritagization: Investigating the Site of the Last Execution by Hanging in Finland.

 Hist Arch (2019) p. 53, pp. 393-411.
- Janovsky, A. & Brooks, A. (2015). *Instructional Materials*: Definition, Examples & Evaluation. Retrieved from https://study.com.academy.lesson
- Jennings, G. (1997). "The travel experience of cruisers", in Oppermann, M. (Ed), Pacific RimTourism, CAB International, Oxford, pp.94-105.
- Kelly, M. (2011). *Managing Time and Study Environment*. Retrieved from http://faculty.bucks.edu/specpop/time-manage.htm.
- Kirk, J. & Miller, M. (1986). *Reliability and validity in qualitative research*. Beverly Hills, California: sage.
- Lynn Meskell, (2002). *Negative Heritage and Past Mastering in Archeology*. The George Washington University Institute for Ethnographic Research.
- Logan, W. & Reeves, K. (2009). *Places of Pain and Shame: Dealing with Difficult*Heritage (1st ed.) London, Museum and Heritage Studies eBook Published
- King, H. M. Phd, RPG (2019). Igneous Rock Article, Geoscience News and Information. University of Pennsylvania.
- Kramer, C. (2020). *Cultural Heritage. An Asset for Attractiveness amd the future of the Mountains*. SAGE Publications.
- Maslow, H. (1940). Heirarchical Theory of Self-actualization. Economics. ISBN. Pp. 56-60.

232

WEST VISAYAS STATE UNIVERSITY COLLEGE OF EDUCATION GRADUATE SCHOOL

- McKercher, B., Ho, P., duCross, H. & So-Ming, B. (2002) . "Activity-based segmentation of cultural tourism", *Journal Travel and Tourism Market*, Vol. 12 No. 1, pp. 22-46.
- Metin Kozak, Luisa Andreu, Progress in Tourism Marketing (2013) (PDF)
- Meskell, L. (2002). The Nature of Heritage: The New South Africa, University of Pennsylvania.
- Mutuku, C. (2013). Tourism Destinations. Definitions, Changes and Trends,
- MunichResearch Paper. (undergraduate 2013). Retrieved from https://www.grin.com/document/381273.
- Pablo, A. & Garcia-Esparza, J. (2019). The Heritagization of a Mediterranean Venacular Mountain Landscape: Concepts, Problems and Processes.

 Retrieved from http://doi.org/10.1080/215932x.2019.1670533
- Petrarca, D.M, & Hughes, J.M.(2014). Mobilizing knowledge via documentary (2nd ed.).

 Bloomington, Indiana: Indiana University Press.
- Price, M. F. (2015). Mountains: A Very Short Introduction. Oxford: Oxford University

 Press.
- Ryan, C. (1997). Tourist Experience, Cassell, London .
- Saavedra, Fruto J. (1997). History of Igbaras.
- Santarita & Madrid, (2018). Understanding Culture, Society, and Politics. Vibal Group,
 Inc., Araneta Avenue, Quezon City, Philippines.

GRADUATE SCHOOL

Iloilo City

233

- Scheer Lisa k., Achrol, Ravi S., and Stern Louis W. (1990). "Designing Successful

 Transorganizational Marketing Alliances," Marketing science Institute Working

 Paper.
- Sietsonen, O & Koskinen-koivisto, E (2018). Heritage of second World War:International Journal of Heritage Studies. University of Jyvaskyla.
- Shafqat, R., Marinova, D. & Khan, S. (2022). Adapting gounded theory to investigate sustainability heritage in informal settlements: Case studies from Islamabad, Pakistan. Sustainability 14 (3) Article No. 1515.
- Smith, P. (2018). "Mount Taranaki: Will the New Zealand peaks "living person bring respect?", The Guardians. Retrieved from https://bit.ly/2VWt10U-accessed 25th Feb 2019.
- Studley, John F., (2019) Indigenous Sacred Natural Sites and Spiritual Governance. The Legal Case for Juristic Personhood. Abingdon:Routledge.
- Suvantola, J. (2002), Tourists' Experience of Place, Routledge, NewYork, NY.
- Tsai, Shu-Wei & Hsing, You-tien, (2020) Heritage Modernity: *Heritagization of the Grand*Canal and Everyday Life in Hangzhou, China. UC Berkeley Electronic. University

 of California.
- Tucker, J. R. (2011). Six types of documentaries.
- Urquhart, (2013). Using Grounded Theory Method in Information Systems, 20(4): 357-

GRADUATE SCHOOL

Iloilo City

- Vedantu, A. (2016). Feelings and Emotions Towards Better Connections among Teenagers. University of Michigan.
- Walton, G. M. et al. (2015). Two brief interventions to mitigate a "chilly climate" transform women's experience, relationships, and achievement in engineering, Journal of Educational Psychology, 107 (2), pp. 468-489.
- Water Source Workshop. (2019). National Academies Press. Washington Dostrict of Columbia.
- Weitz, Barton, Erin, & Anderson (1986). "Make-orBuy Decision: Vertical Integration and Marketing Productivity," Sloan Management Review, 27 (Spring).

234