



Evaluating the Camping Tourism Potential: A Foundation for a Development Plan at BSP Nueva Ecija Council Training Camp in Palayan City

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Abstract— This study embarked on a thorough assessment of the camping tourism potential at the BSP Nueva Ecija Council Training Camp nestled in Palayan City, employing a comprehensive analysis rooted in the 5 A's of tourism framework. Various dimensions of the campsite, comprising accommodation, attraction, accessibility, activities, and amenities, were scrutinized with a paramount focus on meeting the diverse preferences and needs of campers. Through a descriptive qualitative methodology, the research delved into the campsite's appeal to campers, evaluating the range, quality, and availability of lodging options tailored to their requirements. Additionally, it examined the natural and cultural attractions surrounding the campsite, assessing their allure to camping enthusiasts and nature aficionados. The study thoroughly assessed the campsite's accessibility, considering factors such as transportation infrastructure and ease of access from different locations, ensuring convenience for campers. Furthermore, it explored the breadth and diversity of activities offered at the campsite, evaluating their capacity to engage campers and enrich their camping experiences. In addition to evaluating the campsite's physical attributes, the research scrutinized the existing facilities and infrastructure at the BSP Nueva Ecija Council Training Camp. This entailed evaluating their current state, functionality, and adequacy in meeting the needs of campers, ensuring a comfortable and enjoyable stay amidst nature. Moreover, the study analyzed the camp's promotional strategies, with a particular emphasis on environmental sustainability, responsiveness to market trends, safety measures, stakeholder engagement, and economic viability. These factors played a pivotal role in shaping the campsite's image, attracting campers, and fostering a positive camping experience. A SWOT analysis matrix was developed to identify the campsite's internal strengths and weaknesses, as well as external opportunities and threats specific to the camping context. This provided invaluable insights for strategic planning, enabling stakeholders to capitalize on strengths, address weaknesses, seize opportunities, and mitigate threats effectively, tailored to the camper experience. Through this comprehensive evaluation, the study aimed to establish a robust foundation for the development plan of the BSP Nueva Ecija Council Training Camp, ensuring its sustainable growth as a premier camping destination. By enhancing the overall camping experience, the campsite can significantly contribute to the tourism landscape of Palayan City, fostering positive socio-economic impacts for campers and the local community alike.



Keywords— Camping Tourism Potential, BSP Nueva Ecija Council Training Camp, 5 A's of Tourism.

I. INTRODUCTION

Tourism is one of the most important economic sectors of the national economy. The tourism sector generates 5% of the national GDP and 6% of employment (Petrella and Torrini 2019). The tourism industry has many sectors and sub-sectors that provide tourists with different experiences among which are camping and nature tourism. Nature has always been essential to human existence. They could never truly be isolated from nature, not even by the advances of urban civilization. Going to, visiting, strolling, and camping in natural settings to get away from regular life while surrounded by antiquities is proof of this truth. Thanks to the growing number of natural tourism destinations and visitors, natural-based tourism (NBT) has become a main part of the tourism industry and economy (Mäntymaa et al., 2018, 2019), especially in the areas with rich natural resources and scenery. It contributes to alleviating local community's poverty (Yuxi & Linsheng, 2020), providing pecuniary stability to conserve biodiversity, and promoting interest in nature (Kim et al., 2020) Nature-based Tourism (NBT) is a fast-growing part of tourism industry making a main section of economy in the areas with rich natural resources and scenes (de Los Monteros, 2002; Mäntymaa et al., 2019; UN-WTO, 2016).

On May 10-18, 1969, the map of the city was placed in the national and international scene when the 4th National Jamboree participated by 7,805 participants, 68 councils represented and 8 overseas scout associations-403 representing United States, Japan, China, Thailand, Australia, Malaysia, Israel and Pakistan, was held in the city's BSP Nueva Ecija Council campsite 1259 "Jamboree of Experience" was the description labeled to the event where "National Self- Sufficiency through Scouting" served as the primary theme of the national jamboree. A major highlight of the event was the donation of the venue as a permanent BSP Nueva Ecija Council campsite which was opened by then-President Ferdinand E. Marcos.

Camping is an activity where individuals travel away from home to spend a night or more outdoors in a natural setting (Hewer et al., 2015). Camping is unique compared to other tourism activities because it is an outdoor activity itself, is overnight accommodation, and is closely related to other outdoor activities including hiking, water sports, and site-seeing (Caim Consulting Group, 2019; Craig, 2019). In fact, a recent survey indicates that "campers are continuing to make strong connections between camping and other outdoor recreation activities, considering them to be one in the same" (Caim Consulting Group, 2019, p. 4). The number of active campers grew 4% from 2014 to 2018 to include 78.8 million households (Caim Consulting Group, 2019), and camping has an

annual economic impact of approximately \$167 billion (Outdoor Industry Association, 2017).

In most developing countries, camping is in a fledgling period and may strongly develop in the future. Recently in China, in accompaniment with the improvement in people's incomes and living standards, tourists have been seeking more diversified ways to travel, including camping. In fact, the National Tourism Administration of China has indicated that camping tourism is an investment priority during China's thirteenth five-year plan period (2016–2020), which indicates that the large-scale construction of campgrounds is ready to proceed.

This study utilized the SWOT analysis to establish a solid foundation for the development plan. According to Gürel and Tat (2017), SWOT analysis is as old as the concept of strategic planning that emerged in the literature in the 1960s with a concept strategy being used in business management. Therefore, it is not a new technique but has been widely used to assess the status and prospects of businesses and organizations.

Therefore, in this regard, the researcher conducted an assessment of the camping tourism potential at the BSP Nueva Ecija Council (Boy Scouts of the Philippines) Training Camp in Palayan City. This evaluation delves into various aspects such as 5 A's of tourism, existing facilities and infrastructure, campsite promotion, and SWOT Analysis to establish a solid foundation for the development plan.

This research utilizes a qualitative approach to assess and evaluate the tourism sector of Palayan City. In qualitative research, questions delve deeply into a topic, relying on observations, interviews, and other non-numeric data to gain a thorough understanding. While qualitative questions are typically open-ended, the researchers in this study employed a survey questionnaire to help structure the inquiry and uncover the ideas, beliefs, and motivations of the target demographic.

II. OBJECTIVES OF THE STUDY

The study aims to lay a solid basis for the BSP Nueva Ecija Council Training Camp's development strategy, assuring its long-term success as a prime camping destination. The objectives include analyzing the campground in terms of the five A's of tourism, current facilities and infrastructure, campsite promotion, and SWOT analysis to lay the foundation for a development plan.

Statement of the Problem

This study examined the camping tourism potential at the BSP Nueva Ecija Council (Boy Scouts of the Philippines) Training Camp in Palayan City in order to establish the foundation for the development plan. Specifically, it aims to answer the following questions:

1. How may the BSP Nueva Ecija Council Training Camp be evaluated in terms of 5'As of tourism;
 - 1.1 accommodation
 - 1.2 attraction
 - 1.3 accessibility
 - 1.4 activities and
 - 1.5 amenities?
2. What are the existing facilities and infrastructure at the BSP Nueva Ecija Council training camp?
3. How may the camp be evaluated in promoting camping tourism? In terms of:
 - 3.1 environmental sustainability
 - 3.2 market demands and trends
 - 3.3 safety and security measures
 - 3.4 stakeholder engagement
 - 3.5 economic viability and revenue generation
4. Create and develop a SWOT analysis matrix for the BSP Nueva Ecija Council

III. METHODOLOGY

Research Design

This research utilizes a qualitative approach to assess and evaluate the tourism sector of Palayan City. In qualitative research, questions delve deeply into a topic, relying on observations, interviews, and other non-numeric data to gain a thorough understanding. While qualitative questions are typically open-ended, the researchers in this study employed a survey questionnaire to help structure the inquiry and uncover the ideas, beliefs, and motivations of the target demographic.

Respondents

The participant involved in this study were selected from the management of the BSP Nueva Ecija Council in Palayan, Nueva Ecija. This selection was made based on their expertise, experience, and knowledge of the operations and activities conducted within the council. Given their roles within the BSP Nueva Ecija Council, the participant were deemed to possess the necessary insights and understanding to provide valuable responses to the questions posed in the study.

Instruments

The research instrument included a robust process of informed consent, incorporating essential elements such as the study's title, purpose, duration, and commitment to maintaining the confidentiality of gathered information. This ensured that participants were fully informed and empowered to make voluntary decisions about their involvement. Moreover, conducting in-depth interviews with key stakeholders, such as the coordinator from the BSP Nueva Ecija Council, provided valuable insights and perspectives crucial for a comprehensive understanding of the research topic. Additionally, the researcher employed guided survey questionnaires to systematically collect data, allowing for structured analysis.

IV. RESULTS AND DISCUSSION

1. BSP Nueva Ecija Council Training Camp be evaluated in terms of the 5'As of tourism;

1.1 Accommodation

a) Accommodation inside the camping site

At the BSP Nueva Ecija Council, accommodations are designed to meet the different needs of both campers and staff. Campers are welcome to stay in camping tents set inside the picturesque campsite, providing them with a unique opportunity to embrace the natural surroundings and immerse themselves in the outdoor experience. Meanwhile, executives and staff members have access to a dedicated headquarters complex that has been thoroughly constructed to meet their lodging needs while at the campsite. This careful approach ensures that all persons, whether campers or staff, have appropriate accommodations, creating an inclusive and enriching environment in which everyone may fully participate in their responsibilities and activities within the camp community.

According to Andrey et al., 2014, being close to nature in a sustainable way with a tent or a caravan is popular. The range of camping accommodations is large. Unlike other types of accommodation, tourists can bring their accommodation with them when camping, while the camping ground provides the space and infrastructure. Camping as a type of accommodation offers many different levels, and everyone will find a suitable style or comfort.

b) Accommodation outside the camping site

At the BSP Nueva Ecija Council, individuals seeking accommodations beyond the campsite have a range of options available, including hotels and apartments. This variety allows campers and staff to

choose lodging that best meets their interests and needs. Whether you like the lavish luxuries of a hotel or the homey comfort of an apartment, there is something to suit everyone's needs. This varied range of accommodations enhances the overall experience at the council, allowing individuals to adjust their stay to their preferences and assuring a memorable and pleasurable visit for everybody.

According to Andrey et al., 2014, nowadays there are many types of camping grounds with different orientations, whether it is a leisure paradise with a pool landscape or a direct location by the fjord with its boat landing stage for fishermen. There is something for everyone. Like hotels, they have classification systems that show what level of comfort and facilities they have.

c) **Specific size of the land area**

The BSP Nueva Ecija Council owns two land titles totaling 255,669 square meters in size, with an additional 18,207 square meters available. These combined pieces of property give plenty of room for numerous activities and facilities under the council's management. The wide land area provides prospects for development and expansion, enabling the execution of future projects and initiatives to better serve members and the community. Furthermore, the increased land allotment boosts the council's capacity for expansion and the achievement of its long-term goals and objectives.

According to the National Office Memorandum No. 16 Series of 2014. The Jamboree Organizing Committee/Host Region/Council shall: Prepare and develop a campsite good for 1 hectare for every 1,000 Scouts and Adult Leaders with the following facilities:

d) **Maximum capacity of campers in the campsite**

According to the BSP Nueva Ecija Council, the maximum number of campers allowed in the campsite depends on their individual needs and desires. Through a customized approach, the council can effectively accommodate a wide range of group sizes and preferences, resulting in an inclusive and enjoyable experience for all participants. The BSP Nueva Ecija Council recently hosted 9,176 campers during the 52nd provincial jamboree, an impressive feat. This outstanding accomplishment not only demonstrates the council's organizational abilities but also its dedication to giving its members and the community large memorable and gratifying outdoor experiences.

According to the National Office Memorandum No. 16 Series of 2014. The Jamboree Organizing Committee/Host Region/Council shall: Prepare and develop a campsite with the facilities of Grand Arena that can accommodate a general assembly of at least 10,000

Scouts and Adult Leaders (ideally 0.8 sq. meters per camper) and Activity Areas for at least 8 major activities per day. (Size will depend on the nature of the activity)

1.2 **Attraction**

a) **Existing attraction at the campsite**

The BSP Nueva Ecija Council's premises are home to a range of interesting attractions that enhance the entire camping experience. Since the property is designed for survival skills and the like, attractions are built to support survival skills activities that are far from urban life. These features include a mini-forest, a lake, a fish pond, and a mini-park.

According to Cheng-fei lee (2020), the results revealed that the current development of Taiwan's camping tourism urges more investment for improving the basic function of infrastructure, creating more supporting infrastructure for relaxation and social interaction, and trying to integrate as much as natural attractions into the camping surroundings. It is concluded that a camping destination is a complex structure whose attractiveness is determined by its capacity to allow visitors to experience the great outdoors with comfort and security and in close contact with nature.

b) **New attractions at the campsite**

The BSP Nueva Ecija Council stays dedicated to its basic objective of providing a location for Jamboree events that prioritize learning and progress over tourist attractions. This demonstrates its commitment to encouraging personal development and creating a supportive environment for skill and connection building. By remaining loyal to its original goal, the camp continues to be a significant resource for education and self-improvement.

According to the National Office Memorandum No. 24, Series of 2023: Through the years, the Boy Scouts of the Philippines (BSP Nueva Ecija Council) has played and continues to play a primordial role in the community and society as a youth organization that encourages and helps young people develop their individual potential and capabilities and raise their level of awareness and importance of their responsibilities for social development.

1.3 **Accessibility**

a) **Main challenges ensuring accessibility at the campsite**

The main challenge at the BSP Nueva Ecija Council is the lack of parking spaces. This makes it difficult for camp attendees to obtain convenient parking spaces. With insufficient parking, there is a risk of congestion and discomfort for all camp attendees. The

significant demand for parking reflects the camp's appeal and the valuable opportunities it offers for personal and professional advancement.

According to the National Office Memorandum No. 16 Series of 2014. The Jamboree Organizing Committee/Host Region/Council shall: The Jamboree Organizing Committee/Host Region/Council shall: Prepare and develop a campsite with Transportation facilities.

b) Forms of transportation offered at the camp

At the BSP Nueva Ecija Council, transportation services are not provided, and cars are not permitted to enter the campsite, particularly when there are a large number of campers during events. As a result, campers typically rely on walking as their major mode of transportation once they arrive. This pedestrian-friendly strategy invites campers to fully explore the natural surroundings while also fostering a sense of community as they interact with other participants on foot. However, it is crucial to note that under some conditions, such as when there is lots of space available, cars may be allowed onto the campsite.

Before the era of automobiles, numerous World Heritage Sites (WHS) were established, characterized by their compact layouts, diverse mix of activities, and the necessity for various modes of transportation, particularly walking, for both visitors and residents (Frank et al., 2003). Bass and Livingston (2019) examined the historic districts of Bath (UK) and San Luis Obispo (US), focusing on preservation strategies and adaptations for automobiles, particularly regarding parking facilities, to assess their impact on walkability.

c) Forms of transportation available outside the campsite:

The BSP Nueva Ecija Council is positioned next to the busy roadway of Palayan City, which covers a land area of 101.40 square kilometers (km²), or 1.76% of Nueva Ecija's total land. This provides the council with easy access to a variety of transportation choices. These kinds of transportation, including jeeps, vans, buses, trucks, bicycle rentals, and tricycles, are easily accessible just outside the camping grounds.

According to Maparu and Mazumder (2017), Roads and transportation are substantially related to local living standards because better roads and transportation improve tourist flow, linking remote areas to one another. Better connectivity and transportation make a region attractive and reduce its development gap.

d) Different means of transportation that campers can employ to access the campsites

Campers can use a range of modes of transportation to get to the campsites during the Jamboree events. These include standard vehicles that can easily accommodate campers and their belongings, such as trucks, vans, buses, and jeeps. In addition to these standard options, campers can choose less usual modes of transportation, like bicycle rentals. This provides a more daring and environmentally friendly method of exploring the campgrounds. But it's crucial to remember that during the event, cars are not allowed inside the camp.

According to AlKahtani et al. (2015), accessibility is defined as the ability of tourists to conveniently reach a destination, and individual differences among them (gender, income, and education) may affect the perceptions of accessibility among tourists and their subsequent travel decisions.

1.4 Activities

a) Activities offered at the campsite

Campers at the BSP Nueva Ecija Council can participate in various activities tailored to their specific interests and needs. These activities cater to a variety of interests, providing opportunities for adventure, leisure, and educational experiences. Whether they prefer hiking, tree planting, treasure hunting, city tours, rappelling, obstacle courses, youth forums, air scouting voyages, or other activities.

According to Barron et al., 2020; Yohana & Wijiharta, 2021, the important point of Scouting is the concept of fun and varied activities. Scouts have the potential to instill positive values in everyday life through activities that are liked by children.

According to Hadiputri & Listyaningsih, 2022; Prihanawati & Hidayah, 2018, several factors support the successful implementation of extracurricular scouting. Engaging and enjoyable activities, the support of the school community, and the cultivation of creativity among scouts are identified as critical factors.

b) Camping events that the campsite organizes

The BSP Nueva Ecija Council organizes a variety of camping programs designed for different interests and age groups. These events include annual jamborees, regional and national venture camps, as well as specialized advancement training sessions designed for both youth and adults. Each of these events provides participants with a unique opportunity to engage in outdoor activities, leadership development, skills training, and relationship building.

According to the Research by Smith et al. (2018) conducted a longitudinal study on the impact of Jamboree participation on youth development, focusing on self-

confidence, teamwork, and leadership skills. They found that Jamborees provide a unique platform for young participants to enhance their self-esteem, interpersonal skills, and ability to work collaboratively in diverse teams.

c) Other events that the campsite organizes

According to Palayan's history, the BSP Nueva Ecija Council has a long history of organizing notable events, such as the well-known 4th National Jamboree in 1969 that gathered scouts from several nations. This event was crucial in the city's transition to cityhood. Additionally, the camp hosts local festivals, fairs, historical meetings, and cultural events. Furthermore, it hosted the Central Luzon Regional Venture Camp.

Jamborees promote community engagement, cultural exchange, and social responsibility among participants. Cruz (2016) researched the social impact of BSP Nueva Ecija Council Jamborees, highlighting the opportunities for scouts to interact with diverse communities, participate in service projects, and learn about local cultures. These experiences foster empathy, cooperation, and a sense of civic duty among young scouts, contributing to positive social change.

d) Strategies used by BSP Nueva Ecija Council to encourage participants in the activities

The BSP Nueva Ecija Council promotes camper participation by carrying out effective, efficient, and appealing programs as specified by the camp coordinator. These programs are geared to accommodate varied interests, skill levels, and leadership and life skills, creating an inclusive environment where campers may actively engage and develop new talents.

According to Brown and Jones (2019), explored the role of Jamborees in fostering leadership competence among youth. Their qualitative study involved interviewing Jamboree participants and leaders, revealing that the camp environment encourages participants to take on leadership roles, make decisions, and contribute to group success, leading to increased confidence and initiative.

1.5 Amenities

a) Maintenance and cleanliness of the amenities

During scouting events, the BSP Nueva Ecija Council is committed to keeping the campsite clean and safe. To do this, a variety of protocols and standards are put in place and closely followed. The BSP Nueva Ecija Council ensures cleanliness through routine inspections, maintenance checklists, effective waste segregation, composting, water conservation, and waste disposal monitoring. These procedures are strictly observed to ensure clean and safe surroundings on the campsite.

According to Garcia (2018), he examined the ecological impact of Jamborees and emphasized the importance of incorporating eco-friendly initiatives such as waste management, recycling programs, and conservation projects. Jamborees serve as platforms for instilling environmental values and encouraging sustainable behaviors among scouts, contributing to a culture of environmental responsibility.

b) Developed, developing or future projects for campsite amenities

The BSP Nueva Ecija Council has developed projects such as picnic areas, designated camping pads, portable water stations, waste disposal sites, hiking trails, nature walks, and interpretive loops within the campground. Additionally, the campsite has a session hall, stage, guest house, and scout quarters, but they are not sufficient due to the population. Modern restroom facilities with flushing toilets, sinks, and showers have not been developed as they don't suit campers' needs.

In progress are projects including an obstacle course, glamping and picnic areas, a stage at the grand arena, wall climbing, rappelling, improvements to water and other resources, scout quarters, camp gates, and drainage and canals.

Future projects for the BSP Nueva Ecija Council include constructing a two-story building for staff quarters and session halls with kitchens and comfort rooms. These facilities can also be utilized to generate income for the council. Additionally, plans include building a grotto for Catholic scouting, four sets of Wood badge areas with session halls, campfire places, and model campsites, as well as four sets of flags, an Olympic-sized swimming pool, a covered court, a perimeter fence, a guest house, a Baden-Powell Hall, a multi-purpose hall, toilet and shower facilities, an emergency response facility, and a scout museum. Furthermore, there are plans to construct camp roads, two transformers, a visitor center, a security post, solar street lights, and a Baden-Powell monument.

According to Khadaroo and Seetanah in: Jafari and Xiao (2016), in a broader sense infrastructure includes physical, legal, environmental and mental amenities which contribute to making tourism products enjoyable, reliable and sustainable.

2. Existing facilities and infrastructure at the campsite

Existing facilities and infrastructure can be found at the BSP Nueva Ecija Council, such as campsites, restrooms/CR, picnic areas, trash and recycling receptacles, campfire rings or pits, hiking trails, a visitor center, and playgrounds. The BSP Nueva Ecija Council

provides security patrols, emergency evacuation routes, and security gate barriers during events. However, certain facilities and infrastructure, including a first aid station, information boards, and a camp store/convenience store, are only operational during events. The campsite is pet-friendly, but bringing pets/animals during events is not encouraged. Additionally, the campsite has electricity available for everyone's use, but Wi-Fi is only accessible to staff. Showers are available, but they may not accommodate many campers, so campers are taught to improvise restrooms. There is also a water station (water tank), and the Bureau of Fire Protection (BFP) provides water to campers due to the population. Staff members are stationed for trail marking and signage, depending on the needs of the program/event, and there are dump sites available. Visitor registration and check-in are provided by the campsite during events.

According to the article of Sanni (2023), a campground situated in an attractive and convenient location is more likely to attract campers and generate positive word-of-mouth recommendations.

3. BSP Nueva Ecija Council evaluated in promoting camping tourism in terms of:

3.1 Environment Sustainability

The BSP Nueva Ecija Council is being evaluated for its promotion of camping tourism. It adheres to environmental compliance standards set by DENR, and when trees are cut down, reports are submitted to DENR. Additionally, BSP Nueva Ecija Council is a partner of DENR.

Furthermore, there are designated campsites to minimize damage to natural areas. For instance, their mini forest serves as a developing recreational space within the campsite. Specific recycling programs and initiatives are in place, along with measures to reduce water waste and a structured garbage collection schedule.

Moreover, the camp engages in environmental activities like tree planting and a clean and green program. There are also strict guidelines to prevent environmental degradation, including restricted areas designated for rehabilitation purposes. Fire-designated pits or fire rings are provided for campfires, and strict fire safety rules are enforced.

Lastly, the camp is equipped with emergency signs such as fire exits, evaluation signs, fire alarm indicators, first aid stations, and more.

Johnson and Smith (2017) conducted a comparative analysis of Jamboree programs with a focus on environmental conservation. Their findings highlighted the positive impact of outdoor experiential learning and

nature-based activities during Jamborees in fostering a sense of responsibility towards natural resources and ecosystems.

Environmental education is a key component of BSP Nueva Ecija Council Jamborees, promoting awareness and action towards conservation and sustainability. Santos (2019) conducted a case study focusing on environmental education initiatives during Jamborees in the Luzon region. The study highlighted the integration of eco-friendly practices, nature exploration, and environmental workshops into camp programs, enriching participants' understanding of ecological issues and their role as stewards of the environment.

3.2 Market Demand and Trends

The BSP Nueva Ecija Council doesn't hold events on a monthly basis; instead, the events are held annually and are based on the needs and requests of the participants. These events draw a significant number of campers every year. The campsite conducts promotional campaigns videos, clips, and pictures that contribute to higher attendance at each event. These promotional campaigns are posted on their Facebook page, where they share ongoing activities at the campsite. Every held event consists of different activities that are designed for the campers. They keep records of the number of campers visiting using a statistical record system. Thus, the BSP Nueva Ecija Council has collaborative efforts with the Provincial Tourism Office that result in heightened visibility and visitation to the campsite.

According to a study, with social media marketing and search engine marketing (SEM), it is easy to attract customers' attention at any time because they tend to focus on social communication. In addition, as claimed by the 2018 Chief Marketing Officer survey, the majority of businesses allocate around 13.8% of their advertising funds to social media platforms (Ashley and Tuten 2015; Moorman 2018; Voorveld 2019).

3.3 Safety and Security

To ensure the safety and security of the campers of BSP Nueva Ecija Council, there are security personnel stationed both inside and outside the premises, as well as designated emergency exits and evacuation routes, trained personnel on hand to assist in an emergency, and visible signage throughout the campsite bearing emergency contact information and safety guidelines. However, since all of these are only in place during the event, installing CCTV cameras around the site is not advised.

According to the Boy Scouts Of The Philippines National Office Of Manila, Memorandum. No. 16, Series of 2014: The Guidelines aim to ensure that maximum

safety and precautionary measures are well taken care of by the Jamboree Organizing Committee and its working sub-committees, as well as the Jamboree Executive and Technical Staff, to preclude potential sources of accidents, loss of lives and damage to property in the conduct of National, Regional and Council Jamborees.

3.4 Stakeholder Engagement

There is enough staff at the BSP Nueva Ecija Council to accommodate campers. They require at least one volunteer or accommodating adult for every group of campers. Every time an event is approaching, the BSP Nueva Ecija Council regularly talks with locals and community members about campground operations. Since the BSP Nueva Ecija Council is essential to the development of Palayan into a city, the BSP Nueva Ecija Council has worked with the provincial government of Nueva Ecija as well as with private and local enterprises to promote tourism in the area. The BSP Nueva Ecija Council indeed consults with government organizations about laws and regulations.

According to the "National Guidelines for Hosting and Conducting Scout Jamborees" of the National Office Memorandum. No. 16 Series of 2014: The Regional Offices and Local Councils hosting and/or organizing such events shall see to the appointment of committee members to plan, organize, and implement these guidelines in place, especially for the members of the Camping and Activities Committee at the local council and the regional levels.

3.5 Economic Viability and Revenue Generation

The Economic viability and revenue generation of the BSP Nueva Ecija Council involve several aspects. Firstly, the campsite provides employment opportunities and supports local businesses through a concessioner program, where small markets are invited to operate within the campsite premises, contributing to its development. Additionally, increased tourism driven by the campsite benefits not only the local economy but also the entire Nueva Ecija region. Events held at the campsite promote economic activity and showcase local culture through various activities such as interfaith events and city tours. Environmental initiatives, such as tree planting, contribute to community sustainability efforts. Revenue generated by the campsite supports local infrastructure development, and its positive reputation attracts visitors, further boosting the local economy. Community engagement fosters sustainable growth, including initiatives like community immersion programs. Moreover, the campsite earns revenue through activities such as entrance fees and the transportation services can generate income for campers. It also offers opportunities

for community livelihood, such as providing skills training like candle making. Additionally, campsites require an entrance fee of 10 pesos per person for campers from outside Nueva Ecija, and nearby businesses benefit from camper spending, benefiting not only themselves but also the entire Palayan area. While residents may benefit economically, there are concerns about the environmental impact of the campsite.

According to the World Travel and Tourism Council, experts project the travel and tourism industry to inject over two and a half billion dollars into the U.S. economy over the next ten years. Tourism is a significant economic force and knowing how it supports small businesses is essential to local communities. Small businesses in tourism-dependent areas benefit greatly from increased tourist spending. In addition to generating revenue, it also promotes the local culture and heritage. Tourism supports small businesses to significantly boost the local economy. Tourists spending money at local businesses help to create additional jobs, generate business income, and support local suppliers and service providers.

4. Analysis of SWOT Results for BSP Nueva Ecija Council in terms of 5 A's

Accommodation

The BSP Nueva Ecija Council excels in accommodation by maintaining a dedicated headquarters for its executives and staff, offering diverse lodging options beyond campsites, and efficiently organizing large events such as the province-wide jamboree. These strengths contribute to flexibility and enhance the camping experience. However, a potential weakness is balancing modern amenities with a natural, immersive environment. Opportunities for improvement include adding new facilities or leisure activities, partnering with nearby businesses to enhance the overall experience, and expanding facility sizes to host larger groups. Environmental factors, especially weather conditions, pose significant threats to outdoor activities and comfort.

Attraction

The council emphasizes survival skills through activities that provide experiences outside urban settings and is dedicated to offering spaces for Jamboree events that focus on development and educational opportunities. This approach promotes skill development and meaningful connections. However, there is a minor weakness in the lack of additional facilities or amenities beyond survival skill exercises. Opportunities include enhancing and increasing current attractions, offering a broader range of experiences, and expanding educational initiatives.

Environmental threats such as weather and natural disasters can impact the quality of attractions.

Accessibility

The high demand for parking spaces reflects the camp's popularity and its significance in providing growth opportunities. Its location near a busy road allows for easy access via various transportation modes. However, weaknesses include limited parking spots and vehicle restrictions that could inconvenience campers. To improve accessibility, the camp could address parking issues, provide alternative transportation options within the campground, and partner with nearby transit companies to enhance camper access and comfort. Persistent parking problems might deter potential campers, negatively impacting the camp's reputation and enrollment.

Activities

The council offers a diverse range of activities, enriching the camping experience and attracting a broad audience. Its historical importance and community impact are showcased through significant events like the 4th National Jamboree. By creating programs that align with campers' interests and leadership skills, the council fosters an inclusive and engaging environment. A weakness is the lack of specific data on program effectiveness or camper satisfaction, which could impede efforts to assess and enhance program quality. Opportunities include regularly updating and expanding activities based on camper feedback and emerging trends, and improving program descriptions to draw more participants. Failing to keep up with changing trends in camping and outdoor activities may lead to a decline in attendance and relevance over time.

Amenities

The camp's strengths in amenities include promoting a healthy environment and enhancing the overall camping experience by following strict cleanliness and safety protocols. However, as the camper population grows, insufficient facilities and amenities may lead to discomfort and dissatisfaction. Opportunities for improvement involve continuously expanding and upgrading facilities and amenities based on camper feedback and evolving needs to boost satisfaction and encourage repeat visits. Poor management of cleanliness and safety can result in negative camping experiences, damage the camp's reputation, and pose health and safety risks.

Analysis of SWOT Results for BSP Nueva Ecija Council's Existing Facilities and Infrastructure

The BSP Nueva Ecija Council has several strengths in its facilities and structure, such as ensuring camper and staff safety through security patrols, emergency evacuation routes, and security gate barriers during events. Additionally, the presence of electricity and water stations improves convenience and accessibility for campers. However, a notable weakness is the insufficient number of restrooms and showers, which can create problems during peak times, leading to long waits or forcing campers to find alternative solutions. Opportunities for improvement include adding more lavatories and showers to better accommodate the increasing number of campers, thereby improving overall cleanliness and comfort. Failing to address these infrastructural issues and camper needs could lead to declining camper retention and attendance rates over time.

Analysis of SWOT Results for BSP Nueva Ecija Council's Evaluation in Promoting Camping Tourism

Environmental Sustainability

The BSP Nueva Ecija Council is dedicated to environmental sustainability by following DENR guidelines, implementing recycling programs, designating specific camping areas to reduce environmental impact, and participating in conservation activities like tree planting. Strict regulations and fire safety measures also ensure environmental protection and camper safety. However, relying solely on emergency signage and fire safety protocols might not be sufficient for comprehensive environmental management. Opportunities for improvement include collaborating with local organizations to enhance the effectiveness of environmental projects. A major threat is the potential for negative publicity from environmental incidents, which could harm the camp's reputation and deter tourists.

Market and Demand

The council promotes camping tourism effectively through active social media engagement, increasing event participation and awareness. A statistical record system helps track camper numbers accurately and organize future events. However, the lack of ongoing market research or feedback mechanisms might result in missed opportunities to align with changing camper preferences and trends. Opportunities include partnering with the Provincial Tourist Office to increase visibility and visitor numbers, and conducting regular market research to tailor events to camper trends. A threat to market success is insufficient promotional efforts, which could lead to decreased attendance and revenue.

Safety and Security

Camper safety and security are significantly enhanced by the presence of security staff, clearly marked evacuation routes, emergency exits, and trained professionals. However, a lack of sufficient CCTV surveillance may hinder effective monitoring and addressing of security risks. Opportunities for improvement include installing surveillance systems, maintaining continuous security measures, and strengthening relationships with local law enforcement for additional support. A potential threat is security lapses during non-event periods, which could attract trespassers or intruders, putting campers at risk.

Stakeholder Engagement

The council excels in stakeholder engagement by having sufficient staff to supervise and assist campers, fostering positive relationships and community involvement through regular updates to locals about campsite activities, and consulting with government agencies for legal compliance. However, high volunteer turnover can disrupt program execution and service delivery. Opportunities to enhance engagement include expanding volunteer recruitment and training programs and forming new partnerships with private businesses to attract a wider range of visitors and boost the camp's financial impact. Changes in government regulations or policies could threaten camp operations, requiring adjustments to compliance methods.

Economic Viability

The campsite supports local economic prosperity by creating employment opportunities, promoting entrepreneurship through the concessionaire program, and boosting the local economy via increased tourism. Its strong track record attracts tourists and stimulates local business growth. However, reliance on admission fees and revenue generation may limit the ability to diversify income sources and achieve financial sustainability. Opportunities include diversifying revenue streams with additional recreational activities or services and investing in skills training and community livelihood programs to empower local residents and expand economic opportunities. Regulatory changes related to environmental management could threaten economic viability by increasing operational and administrative costs.

Prioritized Strategies for BSP Nueva Ecija Council in terms of 5 A's

Accommodation

- Focus on expanding lodging options and adding leisure activities to accommodate larger groups and boost camper satisfaction.

- Balance modern amenities with a natural setting by upgrading current facilities while preserving a rustic environment.
- Collaborate with nearby businesses to enhance the camping experience through joint ventures and services.
- Develop contingency plans and improve infrastructure to reduce the impact of adverse weather on camping activities.

Attraction

- Invest in upgrading and diversifying current attractions to provide a wider range of experiences.
- Expand educational programs to reach a broader audience and encourage ongoing learning.
- Address the shortage of amenities by building new facilities to support survival skills and other activities.
- Implement strategies to minimize the effects of weather and natural disasters on attractions.

Accessibility

- Expand parking facilities and implement efficient traffic management solutions to address parking shortages.
- Introduce shuttle services or other alternative transportation modes within the campground to reduce congestion and improve accessibility.
- Partner with local transit companies to enhance access to the campground and improve camper convenience.
- Actively manage and enhance the camp's image to mitigate any negative perceptions caused by parking issues.

Activities

- Regularly update and expand the range of activities based on camper feedback and new trends. Implement metrics to evaluate and improve program quality and camper satisfaction.
- Highlight the unique features of each event to attract more participants and increase engagement.
- Stay responsive to changing trends in camping and outdoor activities to remain relevant and boost attendance.

Amenities

- Continuously upgrade and expand facilities based on camper feedback to improve comfort and satisfaction.

- Maintain strict cleanliness and safety protocols to ensure a healthy environment for campers.
- Regularly incorporate camper feedback into planning and development to meet evolving needs.
- Proactively manage health and safety to prevent negative experiences and protect the camp's reputation.

Prioritized Strategies for Existing Facilities and Infrastructure

- Address the limited number of restrooms and showers by adding more to accommodate peak usage times.
- Ensure the availability and proper maintenance of electricity and water stations to enhance camper convenience.
- Maintain strict security measures, including patrols and emergency routes, to ensure camper safety.
- Continuously invest in infrastructure improvements to meet growing camper demands and improve retention rates.

Prioritized Strategies for Promoting Camping Tourism

Environmental Sustainability

- Collaborate with local organizations to improve the effectiveness of environmental sustainability efforts.
- Develop more comprehensive environmental management practices beyond emergency signage and fire safety measures.
- Actively manage public relations to minimize the impact of potential environmental incidents on reputation.
- Educate campers and staff on sustainability practices to promote a culture of environmental responsibility.

Market and Demand

- Regularly conduct market research to stay in tune with evolving camper preferences and trends.
- Enhance promotional efforts through social media and partnerships with the Provincial Tourist Office to increase visibility.
- Establish ongoing feedback channels to collect insights and improve future events.

- Explore new marketing channels and strategies to reach a broader audience and boost attendance.

Safety and Security

- Improve surveillance by installing comprehensive CCTV systems to monitor and address security risks.
- Continuously review and upgrade security protocols to ensure camper safety at all times.
- Strengthen relationships with local law enforcement for better resource allocation and support.
- Implement robust security measures during non-event periods to prevent unauthorized access and ensure safety.

Stakeholder Engagement

- Expand volunteer recruitment and training programs to ensure adequate staffing and smooth program implementation.
- Form new partnerships with private businesses to diversify visitor demographics and increase financial impact.
- Maintain regular communication with local communities and government agencies to foster positive relationships and ensure compliance.
- Stay informed about regulatory changes and adapt operations to maintain compliance and operational efficiency.

Economic Viability

- Explore additional recreational activities and services to create new income sources and enhance financial sustainability.
- Support skills training and community livelihood programs to empower local residents and boost economic opportunities.
- Continuously monitor the campsite's economic impact and adjust strategies to maximize benefits for the local community.
- Proactively adapt to regulatory changes to manage operational and administrative costs effectively.

V. CONCLUSION AND RECOMMENDATIONS

Conclusions

The BSP Nueva Ecija Council serves as a leading influence for outdoor education and community engagement, providing various opportunities for people of all ages to connect with nature and develop personally. Through prioritizing inclusivity, the council ensures that all, from campers to staff, feel welcomed within its

environment. Despite obstacles like limited parking, the council's vast land area offers ample space for activities and facilities, signaling growth and improved service for its members and the local community. From thrilling adventures to eco-friendly projects, the camping experience is both fulfilling and environmentally conscious, nurturing a love for nature while safeguarding it for future generations. Additionally, the council's backing of local businesses and cultural activities not only stimulates the economy but also fosters stronger community bonds. While safety precautions are in place, continuous enhancements are crucial for the welfare of campers. Essentially, the BSP Nueva Ecija Council remains a beacon of optimism, providing avenues for learning, personal growth, and community cohesion. Through collaborative efforts and a commitment to advancement, its influence will only continue to expand, shaping a brighter tomorrow for all involved.

Recommendations

1. Implementing eco-friendly practices, such as waste reduction and energy-saving measures, serves as a model for the community, promoting environmental consciousness at the campsite. The BSP Nueva Ecija Council consistently maintains cleanliness and effective waste management, ensuring waste accessibility for campers even during non-event periods.
2. Maintaining safety at camps involves consistent training, updated emergency protocols, and facility inspections to boost confidence in council services. Installing CCTV cameras in camping areas during and outside of the event, prioritizing safety over the camping experience, is essential for safeguarding campers, staff, belongings, and the campsite itself.
3. Expanding parking facilities to accommodate more visitors is a priority for the council, enhancing convenience and encouraging greater participation in events. A parking attendant will contribute to a smooth and efficient parking operation during the event.
4. Include BSP Nueva Ecija Council Training Camp to the tourism development plan of Palayan City Tourism to get a budget.

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