## WORLDVIEWS ON BIODIVERSITY FROM SELECTED VILLAGES AROUND IFUGAO RICE TERRACES IN THE PHILIPPINES

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ABSTRACT -This paper aims to assess the respondents' prior knowledge on biodiversity and suggest some action plans for biodiversity awareness campaign among the locals. A total of 18 respondents from Banaue, Hungduan and Mayoyao participated in the survey. The web tool was adopted from http://biodiversity.wwviews.org/ (2012) but with some modifications. The results show a great concern over the loss of biodiversity (83% of the respondents) and is clearly reflected in their support of protective measures at the expense of economic constraints. Around 56% of the respondents are familiar about biodiversity and understood that most people in the world including the Ifugao residents, are affected by biodiversity loss. Sixty-seven percent (67%) of the respondents said that both industrialized and developing countries should be obliged to pay for biodiversity protection and when needed, 78% of them think that a global fee should be paid for their utilization. There is a general remarkable support for expanding international biodiversity regulation and therefore the extent to which burdens and benefits are shared. The local scenario of Ifugao was briefly analyzed and an action plan on biodiversity awareness campaign through policy and education was suggested.

Keywords: Worldviews, Biodiversity, Ifugao Rice Terraces



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