

## **Effects of Hospitality Development to the Community of Sta. Rosa, Laguna: Inputs to Sustainable Tourism Development Plan**

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### **ABSTRACT**

*This study was an interdisciplinary research since it was a combination of expertise of International Hospitality Management and Tourism Management programs assessing the effects of hospitality development to the community of Sta. Rosa, Laguna to propose inputs for tourism sustainable plan. Survey questionnaires were utilized to know the effects of hospitality development to the host community. To further intensify the result, key informant interview technique was used to know the strategies of local government. The study revealed that in terms of positive side, the environmental effect brought by hospitality development was significantly noticed by the residents because of the various programs launched by the city government in connection with ecological care. On the other hand, the residents feel the economic negative effect because of the factors that they have experienced with relation to expenses. The study also showed that in terms of positive effects, the perception of the respondents has to do with their age, occupation, and length of residency. However, in terms of negative effects, demographic factor like occupation and length of residency affects their views. The local government of Santo Rosa developed different programs that will help to maximize the positive effects of the hospitality development as well as programs that can mitigate the negative effect. This demonstrates that the local government has understanding on status of hospitality development and its connection with sustainable plan. Likewise, the results of the study enlighten them on the deeper knowledge regarding inputs to be considered in the existing sustainable plan. In order to intensify the inputs, certification to be done by the accrediting bodies is recommended to fully carry out the sustainable plan and measure the effectiveness of execution for continuous achievable results.*

**Keywords:** *Hospitality development plan, sustainable tourism*

### **INTRODUCTION**

Tourism is one of the largest and fastest growing industries in the humankind and has developed into the largest global industry. It has been to be an impending contributor of change and improvement in the social, cultural, economic, political, and ecological dimensions of prospect lifestyle in the third millennium. Sustainable tourism is a major focal point of research and destination management. According to Hall and Lew (2014), it is the application of sustainable development ideas at the stage of tourism industry and related changes with goals of balancing the values.

In Philippine setting, the tourism development is recognized by the government as an important provider to the generation of foreign exchange earnings, investments, revenue, and employment and to the growth of the country's output. The Philippines is promoting as premier tourist destination and investment site. This is the foundation of various provinces in setting the agenda for their progress. Laguna, as one of them, is to promote the socio-cultural, economic and environmental of their communities and their involvement in tourism must be related to that. The LGU's have the mandate to craft their own tourism plan which sets out the priorities over the medium to longer term and how the local authority intends to add to community well-being. As stated in Section 3, the role of the Article II of Zoning Ordinance for City of Sta. Rosa, Laguna to the residents is to guide, control and regulate the future growth and development of the municipality in accordance with its comprehensive land use plan, protect the character and stability of the urban uses such as residential, commercial, open space,

institutional, and promote the orderly the beneficial development of the same, promote and protect the health, safety, peace, comfort, convenience and general welfare of the inhabitants in the locality, ensure and protect the sustainable growth and development of the community. They have created their development plan but they also calling the attention of the other units, like academic institution, to help them to improve their current plan. Because of this, the researchers came with idea of determining the effects of hospitality development to the community and to contribute inputs to the existing one.

## **Review of Literature**

### *Impacts of Tourism to the Host Community*

Tourism impacts are viewed as being more than the effects of a particular tourist event. Activity or facility, although there are a magnitude of studies that has measured the economic effects of specific staged events or specific tourist activities (Wall & Mathieson, 2016). By this stage in the development of tourism, the first positive economic influences of tourism may be replaced or reduced by growing social unease between the residents and tourist as well as increasing concern about tourism's environmental impacts. Impacts of tourism are viewed as being more than the results of a definite tourist facility. Impacts come out in the form of different human behavior which stems from the interactions between the agents of change and the sub-system on which they impinge.

With the fast growth of tourism in the 20th century, it has caused perceptible and invariably positive and negative impacts depending on the management of places. Thus, it creates both problems and benefits to the destinations (Sinha, 2017; Hall and Lew 2014; Cruz, 2014). Tourism development is undertaken by governments in order to develop their steadiness of payments position, to increase income levels, to create new employment opportunities for broadening of the economy and regional development. Social and environmental contemplations have further enhanced government interest in tourism (Sharma, 2014). The combination of the need for economic development in affected rural areas and rising strains for recreational amenities has made tourism a popular economic development option for planners looking to revitalize the economies of many rural communities (Harill, 2014; Gartner, 2015). The outstanding growth of the tourist movement has changed the scale of development. Regional development in tourism has happen to a reality and improved personal mobility has widened the scope of planning and development geographically. Physical planning and area development, with a view to defend the environment and regulate the interests of both the consumer as well as the residents, have gained extensive recognition (Sharma, 2014).

### *Sustainable Tourism and Ecotourism*

Since sustainable tourists can reduce the impacts of tourism in many ways, analyzing its application of sustainable development thoughts at the level of tourism industry and related social, economic, and environmental change have always in connection with the goals of balancing community, economic and environmental values which are sometimes discussed to as Triple Bottom Line (Lim,2016; Robinson, Heitmann and Dieke, 2011; Hall and Lew , 2014). It was supported by Edgell (2016) that new sustainable tourism concepts, principles, and philosophies are developed each year. As an industry, Lim (2016) emphasized its dedication to make a low impact on the environment and local culture, while it recruits future employment for the local people. Furthermore, he specified its aims to guarantee a positive experience for the local people, tourism companies, and tourists themselves.

Ecotourism is a subset of sustainable tourism. Given that sustainability focused management is one of the core criteria. The keyword in ecotourism is sustainability. It works on the evidence that the base of tourism development lies in the preservation of natural resources (Libosada, 1998). The growth of ecotourism in the mid 1980's associated with the Mexican consultant Hector Ceballos-Lascurain who defined the sector as involving travel "to relatively undisturbed or pure natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any

existing cultural appearance found in areas" (Sinha, 2017; Walker and Walker, 2016; Weaver, 2018; Libosada, 1998).

Ecotourism is not the same as the people turning to the environment, but rather an "ethic" of how to turn the natural conservational and a way of doing it (Libosada, 1998). It is a form of sustainability that is ethically managed to be a low impact and non-consumptive. It is managed in accordance with industry's best does to attain socio-culturally and environmentally sustainable outcomes as well as financial viability (Weaver, 2018). Besides, ecotourism does not only provide direct financial benefits for conservation but it raises understanding to the host country's political, environmental, and social climates as well. In addition, it contributes to the preservation of species and habitats either directly through a contribution to conservation and/or indirectly by providing profits to the local community sufficient for local people to value and therefore, protect their wildlife heritage area as a source of income (Sinha, 2017; Higham, 2017).

#### *Tourism Development and its Effect to the Host Communities*

Cruz (2014) in her study entitled "Tourism Development in Panglao Island" reveals that the most perceptions of the residents on tourism development in their community. The locales are the full sustenance of the tourism activities in their area. In coming off with and implementing different tourism plans and programs, local residents are consulted, taking into consideration their position on the worry for the environment in tourism. They express favor for tourism and its further expansion since they are its beneficiaries.

Yoon (2003) started that the residents observed the impacts of tourism as five different dimensions embodying economic benefits, social costs, cultural enrichment, environmental deterioration and physical enhancement. Generally, a higher level of tourism development and growth of community affects the residents, perception of tourism impacts. Residents who were natives, who have a higher community attachment, and who had been living in the study area for a shorter time period has more concern about the perceived impact of tourism. In addition, perceived tourism impacts were significantly different across households' income and ethnic groups.

Residents' perceptions of social and cultural impacts of tourism development have been studied extensively. However, the findings of these studies have shaped different results. Most researchers reported that residents view tourism as providing social and cultural benefits to host community (Besculides, Lee, & McCormick, 2016; Gursoy & Rutherford, 2014; Sirakaya, Teye, & Sonmez, 2016). However, few of them testified that residents tend to perceive social and cultural impacts of tourism development negatively (Tosun, 2016).

Azura (2017) stated in his study entitled "Residents Perception in the Impacts of Tourism Development: a study of Guiuan Eastern Samar" that the impacts of tourism to a community are not widely unspoken even though tourism development in these places is growing rapidly. In addition, long-term sustainability of tourism has been identified with the ability of community leaders and tourism professionals to maximize its benefits and diminish its costs. Therefore, leaders as well as residents who understand the potential impacts of tourism should be able to integrate this industry into their community in the most positive way. This study will be able to identify resident concerns and sentiments, which can serve as useful escort in the development for they encompass community values. In this way friction between visitors and residents is minimized and a mutually beneficial partnership between the host community and the tourism industry is created.

Solutions to adverse tourism impacts are to be found in the shared interest of local communities, tourism business, and tourism consumers to preserve the natural wealth and social heritage of the tourist destination. In the first instance, therefore, an institutional mechanism must be established, relative to each destination, to articulate and develop this sense of shared interest. To secure the legitimacy of these mechanisms, the contribution of all interested local groups or interests must be guaranteed. Dialogue must take place in an open and translucent way. (ICLEI, 1999) Sustainable tourism is built around for pillars of

tourism, economic, ecological, and cultural and community sustainability's. All four of these elements must be addressed if we are to achieve sustainable tourism (McRercher, 2003).

Harrill and Potts (2003) also identified that gender and economic dependency were significant predictors of perceived economic benefits to tourism, though the relationship between length of residence and apparent tourism benefits was not found in their study of Charleston, South Carolina. As perceived personal benefits by respondents has been suggested to be an important variable associated with residents' attitudes toward tourism. McGehee (2014) in this study, perceived personal benefit was presented operationally to respondents as asset of assistances derived from the economic, socio-cultural heritage, and activities observed within the study area. Gursoy, Juworski, and Uysal (2017) developed a model that integrated factors likely to influence reactions toward tourism. In their model, they proposed that apparent potential for economic gain, use of resource base, attachment to one's community, and attitudes towards the preservation of the natural setting impacts. According to Gursoy and Rutherford (2014), residents tend to view tourism as a instrument that creates job opportunities and creates additional revenue for local community and government, respondents also decided that tourism allows "improves appearance of area" and "better shopping opportunities". As an attraction of tourism, good appearance of area is a must to impress tourist".

McGehee and Andereck (2014) started that personal benefits have not been "defined within the questionnaire and is a somewhat obscure concept that may be interpreted differently by each respondent. If the goal is to be in keeping with social exchange theory, benefits should imply an economic or at least quantifiable variable." Social exchange theory can help explain why residents like or dislike tourism in their community. Several models and theories have been developed to address attitudes toward tourism development. The majority of research in this area has been concentrated on residents' attitudes toward tourism. Residents are often the largest stakeholder group and have the greatest variation of attitudes. Stakeholder groups are not mutually exclusive; many business owners are often residents of the most community where their businesses are located. Similarly, government officials may reside in the community they serve.

Research on residents' attitudes supports the use of social exchange theory as a theoretical framework to explain the variance in stakeholders' attitudes. The core premise of social exchange theory is that individuals assess exchanges by costs and benefits prior to entering an exchange (Latkova, 2008). Therefore, if an individual perceives greater benefits than costs to an exchange, they will participate in the exchange.

Based from the study of Lao (2014) entitled "The perceived impacts of tourism by residents: a Case Study of Panglao in Bohol" she discovered that many developing countries have turned to tourism as a possible substitute source of growth and development. To achieve sustainability, it is important that local communities get involved in the process. Policy planners should be alert of how impacts effect on the lives of host communities.

According to Kim and Petrick (2003), the residents are found to have a positive significant relationship with tourism positive impacts nevertheless of the age. The younger the respondents are, the higher their perceptions toward negative impact. The opportunities to benefit from tourism increase with age (McGehee & Andereck, 2014). Some of the researchers found that those residents who are less educated are more likely to perceive destructively on economic effects of tourism development. On the other hand, those who are well educated are more concern about the environmental and social cost of tourism development (Andriotis & Vaughan, 2003; Sirakaya, Teye, & Sonmez, 2016). Cycle of revolution model suggests that as the recognition among resident will be higher. As the changes occur during the development process, residents' attitudes towards tourism will be different stages. Other than that, collaboration with tourist will influence residents' attitudes toward tourism development Tourism brought positive influence on cultural activities, entertainment facilities and the number of recreation facilities for local residents.

Rastegar (2015) has study entitled "Tourism development and resident's attitudes: A case study of Yadz, Iran" and shows the expectation of young people in the community of tourism is high and they

believe that this sector should bring a important change to their lives. The old people look at it with more doubt, especially when it comes to cultural changes that may tourism bring to that area. The study was able to find out the attitude and perception towards tourism development, feeling about management of tourism in the area, involvement in tourism sector and delivery tangible and intangible benefits and at the end, suggest a strategic planning for sustainable tourism development in the area.

The uniqueness of this study was it focuses on the assessment of the effects of the hospitality development in the City of Sta. Rosa, Laguna using the quantitative and qualitative approach which lead to the some inputs to the tourism development plan.

### **Conceptual Framework**

The IPO is adopted as the conceptual framework of the study. The input-process-output structural framework is a specification of how different input, intermediate, and output variables form causal relationships in a system. It is an operative model and theoretical outline of a general system approach. It is attached on the Systems Theory since the research setting is a system which is composed of various elements that collaborate with one another to acquire the goals for tourism were established, thus, the researcher used the system approach in designing the research paradigm.

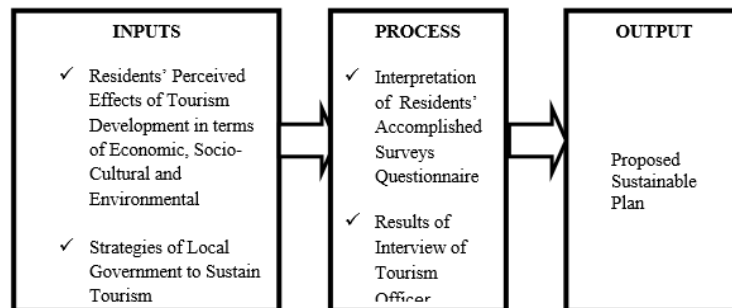


Figure 1. Conceptual Framework of the Study

### **Objectives of the Study**

This research aims to find out the effects of hospitality development in the City of Santa, Rosa, Laguna. Specifically, it aims to characterize the demographic profile of the respondents in terms of sex, age, educational attainment, occupation, and years of residency; identify the economic, socio-cultural, and environmental effects of hospitality development; know if significant relationship exists between socio-demographic profile and perceived effects of hospitality development; determine strategies to sustain tourism; and propose sustainable tourism plan based on the result of the study.

### **METHODOLOGY**

The study employed a descriptive research design with quantitative and qualitative methods of data gathering. The study has involved data gathering through a survey questionnaires and key informant interviews. The researchers have utilized the survey technique by collecting data from respondents and interview guide for key informant. Quota sampling is a non-probability sampling technique wherein the assembled sample has the same proportions of individuals as the entire population with respect to known characteristics, traits or focused phenomenon. One hundred samples will be taken using purposive and judgmental technique. On the other hand, the purposive technique will be applied to select local residents whom information were collected based on their age and number of years of residency. The judgmental technique will be used in choosing local tourism officer of Sta. Rosa City, Laguna, who is considered to be knowledgeable and in the best position to give the needed information. For the reliability and validity

of the survey questionnaire, the researchers adapted the questionnaire used in previous study. For the interview guide, the researchers conducted expert validation. Descriptive analysis was applied to present the outcomes obtained from the survey questionnaire and interview guide.

## RESULTS AND DISCUSSIONS

Table 1 shows the frequency and percentage dissemination of the respondents in terms of their demographic profile. It may be inferred from the table that there is an almost equal representation of male and female respondents. Out of 134 respondents residing in Sta. Rosa, Laguna; male had a percentage of 54.13 or a frequency of 73 total residents while in the female scored lower with a percentage of 45.87 or a frequency of 61 total residents. It can be inferred that 35 respondents (25.87%) were 18-25 years old, 34 respondents (25.33%) were 35-45 years old, 33 respondents (24.80%) were 26-36 years old, 21 respondents (15.73%) were 46-56 years old, and 11 respondent (8.27%) were 57 years old and above.

Table 1. Demographic profile of respondents

Category	Frequency	Percent
Gender		
Male	73	54.13
Female	61	45.87
Age		
18-25 years old	35	25.87
26-36 years old	33	24.80
37-45 years old	34	25.33
46-56 years old	21	15.73
57 years old and above	11	8.27
Educational Attainment		
Elementary	4	3.20
High School	33	24.53
Vocational	33	24.53
College	62	46.13
Post-graduate	2	1.60
Occupation		
Government Employee	26	19.40
Non Toursim Related	38	28.89
Tourism Related	23	17.16
Self-Employed	34	25.37
Unemployed	13	9.70
Years of Residency		
Less than 1 year	7	5.07
1-10 years	23	17.33
11-20 years	30	22.13
21-30 years	35	26.13
31-40 years	24	17.87
41-50 years	9	6.67
51 years and above	6	4.80

Out of the 134 respondents, 4 of them only finished elementary with a percentage of 3.20, thirty three (33) of them just finished high school with a percentage of 24.53, 33 of them finished in vocational courses with a percentage of 24.53, 62 of them finished in college with a percentage of 46.13, and 2 of them are post graduate taking with a percentage of 3. The result shows that majority of the selected respondents, college is the highest educational attainment. There are 9.7% are unemployed while 25.37% are self-employed. Likewise, 20.89% are employed in non-tourism related, 19.40% are government employee and there are 17.16% are employed in tourism related establishments. The result shows that the majority of the selected respondents are self-employed.

Most of the respondents stayed in the city for 11 – 20 years and 21 – 30 years. This is in accordance with the reports by the City Government of Santa Rosa last 2013 stating that by that time, in terms of social composition and characteristics, the population who reside in the area relative to length of stay or residence was 10 years old and over.

*Perceived Positive Impacts of Hospitality Development*

Table 2 shows the positive economic impacts of hospitality development in Sta. Rosa City. The highest positive impact is its contribution to income (3.21), followed by contributes to standard living (3.16), improves local economy (3.13), improves development (3.11), improves investment (3.08), creates new business opportunities (3.06), improves transport infrastructure (3.04), improves infrastructure spending (3.03), improves public utilities infrastructure (3.03), and the least increases tax revenues (2.98).

Table 2. Perceived positive economic effects of hospitality development

Economic Effects	Weighted Mean	Verbal Interpretation
Contributes to income	3.21	Very Significant Impact
Contributes to standard living	3.16	Significant Impact
Improves local economy	3.13	Significant Impact
Improves investment	3.08	Significant Impact
Improves development	3.11	Significant Impact
Improves infrastructure spending	3.03	Significant Impact
Increases tax revenues	2.98	Significant Impact
Improves public utilities infrastructures (Dams, hospital, parks, public housing, sewage, etc.)	3.03	Significant Impact
Improves transport infrastructure (rails, roads, bridges, airports, ferries, ports, etc.)	3.04	Significant Impact
Creates new business opportunities	3.06	Significant Impact
Composite Mean	3.08	Significant Impact

*Legend: Very Significant Impact (3.26 – 4.00), Significant Impact (2.51 – 3.25), Low Impact (1.76 – 2.50) Very Low Impact (1.00 – 1.75)*

In general, the hospitality development for the economic impact is 3.08 has high positive impact to the residents of Santa Rosa City. With the ongoing monetary development skilled by the city, the estimation of its territory is expanding gigantically. In as much as the city needs to urbanize and create, there is fuss for advancement that is coordinated and reasonable. As a reaction, the city plans to augment its current spaces through joining of frameworks and productive use and the board of its assets. This was the manner by which Santa Rosa encircled its arranged minimal effort lodging ventures. The lodging is isolated into two stages; the principal stage contains singular parcels for casual parts while the other is a vertical lodging venture intended for regional government workers. The undertaking is imagined to be a feature of green structure, inventive waste water the executives, open private association and

comprehensive city. The lodging undertakings will utilize the vacuum sewer innovation for its wastewater treatment. Treated water will be utilized for urban horticulture, which is as of now fused in the lodging plan. At last, this makes an interpretation of not exclusively to the advancement of network individuals' lives that were given their own lodging units yet in addition implies assets, for example, vitality and water are utilized proficiently. At present, the city has just settled the lodging plan and is dealing with point by point cost estimations. Exchanges with significant national government offices are as of now in progress in regards to conceivable installment plans. Based on the aforementioned facts, this really shows that hospitality development of the area is observed to the point that it must be considered relative to other aspects like betterment of lives of host community.

According to Harrill (2014) and Gartner (2015), the mix of the requirement for financial improvement in influenced country territories and rising requests for recreational courtesies has made the travel industry a famous monetary advancement alternative for organizers hoping to revive the economies of numerous rustic networks. It was additionally upheld by Chawla (2016) that positive financial effect has diverse impacts, for example, adds to pay and way of life, improves local economy, expands business openings, advances public utilities infrastructure, rises opportunities for shopping and create new commercial prospects. These effects can greatly affect the tourism industry.

Table 3 shows the positive socio-cultural impacts of hospitality development in Santa Rosa City. Improvement of quality of life (3.15) has the highest weighted mean while greater tolerance of social difference (2.83) got the lowest weighted mean.

Table 3. Perceived positive socio-cultural effects of hospitality development

Socio-cultural Effects	Weighted Mean	Verbal Interpretation
Improves quality life.	3.15	Significant Impact
Facilitate meeting visitors (educational experiences)	3.08	Significant Impact
Positives changes in values and customs.	3.00	Significant Impact
Promotes cultural exchanges.	2.97	Significant Impact
Improves understanding of different communities	3.02	Significant Impact
Preserves cultural identity of host population (traditions, beliefs, festivals, etc.)	3.04	Significant Impact
Increases demand for historical and cultural exhibits.	3.00	Significant Impact
Greater tolerance of socio difference (between rich and poor).	2.83	Significant Impact
Satisfaction of psychological needs. (Maslow's hierarchy needs; food, shelter, clothing, etc.)	2.99	Significant Impact
Composite Mean	3.01	Significant Impact

*Legend: Very Significant Impact (3.26 – 4.00), Significant Impact (2.51 – 3.25), Low Impact (1.76 – 2.50) Very Low Impact (1.00 – 1.75)*

In general, the hospitality development for the socio-cultural impact is 3.01 has a high positive impact to the residents of Santa Rosa City. The city is not only rich in their economy and tourism, but also in their culture. Its culture is mainly influenced by the people who first inhabited the place. People in the city commemorate and celebrates feast days, festivals and different holidays. Also part of their culture is the laws abide by the citizens that currently live in the city.

Table 8 shows the positive environmental impacts of hospitality development in Santa Rosa City. The statement with the highest weighted mean is improvement of the area's appearance (3.22), followed by protection of selected natural environments (3.18), and the least is a clean industry (3.13).



Table 4. Perceived positive environmental effects of hospitality development

Environmental Effects	Weighted Mean	Verbal Interpretation
Protection of selected natural environments or prevention of further ecological decline.	3.18	Significant Impact
Improvement of the area's appearance (visual and aesthetic.)	3.22	Significant Impact
A clean industry (no smoke stacks: smoke or gas from chimneys and steamship)	3.13	Significant Impact
Composite Mean	3.17	Significant Impact

*Legend: Very Significant Impact (3.26 – 4.00), Significant Impact (2.51 – 3.25), Low Impact (1.76 – 2.50) Very Low Impact (1.00 – 1.75)*

Agreeing to CENRO reports, Santa Rosa City is one of the 48 local government units (LGUs) that fused the pilot training program in May 2011 titled “Responding to Climate Change through Greenhouse Gas Accounting and Management” under the Climate Change and Clean Energy Project (CEnergy) of the United States Agency for International Development (USAID). The endeavor has association with the Philippine League of Local Environmental and Natural Resources Officers (PLENRO) Inc. furthermore, the Greenhouse Gas Management Institute (GHGMI). All in all, the environmental effects of hospitality development got a weighted mean of 3.17.

*Perceived Negative Impacts of Hospitality Development*

Table 5 shows the perceived negative economic impacts of hospitality development. The highest negative impact is increase in price of goods and services (3.12), followed by increases cost for additional infrastructure (3.00), increases road maintenance and transportation systems costs got 2.96, increase price of land and housing got 2.93, seasonal tourism creates unemployment issues got 2.87, increases cost of living got 2.86 while upsurges prospective for imported labor got 2.81. Rivalry for land with other got 2.74, then, job may pay low wages (2.73). While the least is wages may be transferred by non-local titleholders (2.69).

Table 5. Perceived negative economic effects of hospitality development

Economic Effects	Weighted Mean	Verbal Interpretation
Increases price of goods and services	3.12	Significant Impact
Increases price of land and housing	2.93	Significant Impact
Increases cost of living	2.86	Significant Impact
Increases potential for imported labor	2.81	Significant Impact
Increases cost for additional infrastructure	3.00	Significant Impact
Increases road maintenance and transportation system costs	2.96	Significant Impact
Seasonal Tourism creates unemployment issues	2.87	Significant Impact
Competition for land with other	2.74	Significant Impact
Profits may be exported by non local owners	2.69	Significant Impact
Job may pay low wages	2.73	Significant Impact
Composite Mean	2.87	Significant Impact

*Legend: Very Significant Impact (3.26 – 4.00), Significant Impact (2.51 – 3.25), Low Impact (1.76 – 2.50) Very Low Impact (1.00 – 1.75)*

In general, the hospitality development in terms of accommodation for negative economic impact is 2.87 has a high negative impact to the residents of Santa Rosa City. A development of hospitality

industry in Santa Rosa can push up the prices of goods and services due to the influx of tourist arrival particularly if the demand is high. This advantages locals who may have to pay greater charges for nourishment, beverages, amusement and others. As per Cooper (2018), additional charges might levy on the local communal to fund amenities and services for guests.

Table 10 shows the socio-cultural impacts as the highest negative impact is excessive drinking and alcoholism (2.94), increased underage drinking (2.84), excessive gambling (2.82), family disruption (2.46) unwanted lifestyle changes (2.46) displacement of residents for tourism development (2.44) got its respective weighted mean. Observed crime rate (2.42), exclusion of locals from natural resources (2.40) cultural defects (2.38), negative changes in values and customs (2.38, language defects (2.33) excessive drugs (2.29), Increases smuggling is 2.26 and Rampant prostitution that has a weighted mean of 2.26.

In general, the hospitality development for the negative economic impact is 2.47 has a moderate negative impact to the residents of Santa Rosa City. Chawla (2016) lists the negative socio social effects of the travel industry were as, it expanded underage drinking, liquor abuse, betting, wrongdoing, medications and prostitution, expanded sneaking, language and social impacts, family interruption and negative changes in qualities and traditions; Tourism can go to a network with a clouded side as well. Way of life changes, for example, modification s in neighborhood make a trip examples to stay away from vacationer blockage and the evasion of downtown shopping can harm a community.

Table 6. Perceived negative socio-cultural effects of hospitality development

Socio-cultural Effects	Weighted Mean	Verbal Interpretation
Excessive Drinking and alcoholism	2.94	Significant Impact
Excessive Gambling	2.82	Significant Impact
Increased underage drinking	2.84	Significant Impact
Observed Crime rate	2.42	Low Significant Impact
Excessive Drugs	2.29	Low Significant Impact
Rampant prostitutions	2.23	Low Significant Impact
Increased Smuggling	2.26	Low Significant Impact
Language defects	2.33	Low Significant Impact
Cultural Defects	2.38	Low Significant Impact
Unwanted lifestyle changes	2.46	Low Significant Impact
Displacement of residents for tourism development	2.44	Low Significant Impact
Negative changes in values and customs	2.38	Low Significant Impact
Family diruption	2.46	Low Significant Impact
Exclusion of locals from natural resources	2.40	Low Significant Impact
Composite Mean	2.47	Low Significant Impact

*Legend: Very Significant Impact (3.26 – 4.00), Significant Impact (2.51 – 3.25), Low Impact (1.76 – 2.50) Very Low Impact (1.00 – 1.75)*

Table 11 shows the environmental impacts hospitality development of Santa Rosa City to the selected respondents that the highest negative impact is loss of natural scene and rural grounds to the tourism improvement (2.67), Pollution (2.63), Degradation of notable locales and landmarks (2.57), Destruction of fauna (2.48) got its respective weighted mean.

In general, the hospitality development in terms of accommodation for the negative economic impact is 2.66 has a moderate negative impact to the residents of Santa Rosa City. In the event that we are going to follow the improvement of Santa Rosa, it is niceable that in 1946, around 96 percent of the land territory in Santa Rosa was given to horticulture. Concerning negative natural effects of the urban areas in the Philippines, this was upheld with the report of Philippine Economic Planning office (2006), that

ecological effects incorporate the consumption and contamination of water assets, land debasement, expanded dimensions of air and commotion contamination, biological interruption over the alteration of environments, deforestation and more prominent measures of strong waste drop litter and sewage in the goal nation.

Table 7. Perceived negative environmental effects of hospitality development

Environmental Effects	Weighted Mean	Verbal Interpretation
Pollution (air, water noise, solid waste and visual).	2.94	Significant Impact
Loss of natural landscape and agricultural lands to tourism development.	2.82	Significant Impact
Loss of open space.	2.84	Significant Impact
Destruction of Historic sites and monuments (refers to flower and plants)	2.42	Low Significant Impact
Destruction of Fauna (refers to animals and wildlife)	2.29	Low Significant Impact
Composite Mean	2.47	Low Significant Impact

*Legend: Very Significant Impact (3.26 – 4.00), Significant Impact (2.51 – 3.25), Low Impact (1.76 – 2.50) Very Low Impact (1.00 – 1.75)*

*Relationship between Demographic Profile and Impact Assessments*

Table 8 shows the relationship of respondents’ demographic profile to the impact assessment of hospitality development. There is a significant relationship between the age and the positive assessment of the respondents. This means that the age affects assessment of the respondents regarding the observed impact of hospitality development. The older the respondent, the higher their assessment, or vice versa.

Table 8. Relationship of respondents demographic profile to impact assessments

	Significance Level	Verbal Interpretation
Age		
Positive	0.007	Significant
Negative	0.090	Not Significant
Gender		
Positive	0.241	Not Significant
Negative	0.377	Not Significant
Educational Attainment		
Positive	0.241	Not Significant
Negative	0.377	Not Significant
Occupation		
Positive	0.010	Significant
Negative	0.046	Significant
Length of Residency		
Positive	0.003	Significant
Negative	0.000	Significant

However there is no significant relationship amongst the age of the respondents of Santa Rosa City when it comes to the negative effects of hospitality development. This indicated that the negative assessments of the respondents are not affected by their age. As stated in the study conducted by Mathieson (2016), seeing the negative sides does not really matters to the age of the assessor but depends on how they define it.

In terms of gender, there is no significant relationship between gender and the positive and negative impact assessment. On the article written by Hyde (2017), he discovered that sex contrasts appear to rely upon the setting in which they were estimated. In concentrates intended to dispose of sexual orientation standards, analysts showed that sex roles and social setting firmly decided an individual's action. Since, there is almost equal number of participants in term of gender for this study, nobody dominated.

There is also no significant relationship between the respondents' educational attainment and their assessment of the positive and negative impacts of hospitality development. Walker (2016) states that in terms of observing the positive or the negative impacts of the development, it will depend on how they experience it and their educational background did not matter.

Significant relationship exists between the demographic profile of the respondents and their assessment of the positive and negative impact of the hospitality development. The study covers different types of respondents depending on their occupation like self-employed, employed in tourism related businesses, employed in government, employed in non-tourism related establishments, and also unemployed. Tourism activities could affect all businesses not only related to tourism itself. As per Mowforth (2014), tourist influx could notice by the owners of businesses, labor force of various ventures and government agencies. There is also significant relationship with the demographic profile and their assessment of the positive and negative impacts. This was supported by Hall (2014), as he stated that the one who could feel and observed the impacts of development are the host communities. A positive and negative impacts could assess well by the residence or host community if they reside in the destination area. This also means that the longer they stay in the area, the more accurate they could tell the impacts.

#### *Inputs to Tourism Sustainable Plan*

Enhancement of positive effects is recommended such as increase in cleanliness, sanitation and hygiene of the hospitality establishments; additional jobs and income may be provided for the new job created; additional tax will be sourced from the salary of the employees. This also improves the well-being of the tourists and hospitality employees, imbibing them of the culture of hygiene and sanitation and lesser sickness. This will contributes to income, improves quality of life it will protect chosen indigenous habitats or counteractive action of further environmental decrease, there will be a greater tolerance of social difference, and lastly it will be a clean and sustainable industry.

Mitigating negative effects can be a strategy ton reduce goods and services, cost for additional infrastructure, pollution, water shortage, the need to import labor from outside the municipality and competition of land with others. It will lessen excessive drinking and alcoholism, and unwanted lifestyle changes, and it will prevent relocation of occupants for the travel industry advancements, avoidance of neighborhood from common assets, loss of open space, destruction of flora, fauna, and landscape.\

### **CONCLUSIONS**

Based on the results, the least in rank is the increases tax revenue, for positive economic impact greater tolerance of social difference for positive socio-cultural impact, and clean industry, for positive environmental impact. It means that overall has high positive impact. For negative economic impact, increase in prices of goods and services is the highest. For negative socio-cultural impact, excessive drinking and alcoholism is the highest, and for negative environmental impact, loss of open space is the highest, It means that overall accommodation has moderate negative impact.

There is a significant relationship between socio-demographic profiles respondents of Santa Rosa city when it comes to the impact of hospitality development particularly with educational attainment and length of residency.

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