



**IMPACT OF HOSPITALITY DEVELOPMENT TO THE RESIDENTS OF  
TAGAYTAY CITY: BASIS FOR A PROPOSED SUSTAINABLE PLAN**

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**Thesis Abstract**

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TAGAYTAY CITY: BASIS FOR A PROPOSED SUSTAINABLE PLAN”**

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**Purpose of the Study**

This study was designed to identify the impact of Hospitality Development to the Residents of Tagaytay City. The result of the study serves as basis for a proposed sustainable plan. The participants of the study were the selected Residents of Tagaytay City.



## **Methodology**

The researchers identified the study as a quantitative research. Quantitative method is a scientific research design which involves observing and describing the behavior of the subject.

Descriptive method describes data and characteristics about the population or phenomenon being studied. Since the researchers were measuring the impact of hospitality development to the residents, the descriptive method of research was deemed most applicable. It was used by the researchers because the study's primary concern is to find out what the impact of hospitality development to the Tagaytay City's residents is.

The study involved data gathering through survey questionnaires. The researchers utilized the survey technique and collected the demographic profile of the respondents. Survey method is a technique in data collection in which information of the randomly selected respondents are gathered through oral or written questioning.

## **Summary of Findings**

This study aimed to identify the Impact of Hospitality Development to the Residents of Tagaytay City

Specifically, the researchers sought answers to the following questions:



1. What is the socio-demographic profile of the residents of Tagaytay, City?

1.1 Age

1.2 Gender

1.3 Educational Attainment

1.4 Occupation

1.5 Length of Residency

2. What are the impacts of Hospitality Development to the residents of Tagaytay.

2.1 Positive Impacts

2.1.1 Economic

2.1.2 Socio-cultural

2.1.3 Environmental

2.2 Negative Impacts

2.2.1 Economic

2.2.2 Socio-economic

2.2.3 Environmental



3. Is there a significant relationship between the socio- demographic profiles of the respondents to the observed impacts of hospitality?

4. Based on the Respondents' answers, what sustainable plan can be proposed?

Using quantitative method is much easier than qualitative method in determining the results of the study. It is a scientific method which involves observing and describing the behavior of the subject. Descriptive method describes data and characteristics about the population or phenomenon being studied. Since the researchers were measuring the impact of hospitality development to the residents, the descriptive method of research was deemed most applicable. The study involved data gathering through survey questionnaires. The researchers utilized the survey technique and collected the demographic profile of the respondents. Survey method is a technique in data collection in which information of the randomly selected respondents are gathered through oral or written questioning.

Based on the analysis of data, the researchers arrived at the following findings:

## 1. Socio-demographic Profile of the Respondents

1.1 As to age distribution of the respondents, the age group that has 25.3 percent of the 375 selected residents of Tagaytay City are 36 to 45 years old, 24.8 percent are 26 to 35 years old, 24.5 percent are 18 to 25 years old, 15.7 percent are 46-55 years old, 6.9 percent are 56 to 65 years old and 1.3 percent are both 17 years old and below and



66 years old and above. The result shows that majority of the respondents are 36 to 45 years old.

1.2 As to gender distribution, it revealed that 54.1 percent of the 375 selected residents of Tagaytay City are female while 45.9 percent are male. The result shows that majority of the respondents are female.

1.3 As to the highest educational attainment distribution most of the respondents shows that 46.1 percent of the 375 selected residents of Tagaytay City College is the highest educational attainment, 24.5 percent are high school and vocational, 3.2 percent are elementary and 1.6 percent are post-graduate. The result shows that majority of the selected respondents college is the highest educational attainment.

1.4 As to occupational distribution most of the respondent shows that 31.7 percent of the 375 selected residents of Tagaytay City are unemployed, 25.1 percent are self-employed, 22.1 percent are employed in private establishment non-tourism related, 11.7 percent are employed in the government and 9.3 percent employed in private establishment tourism related. The result shows that majority of the selected respondents are unemployed.

1.5 As to length of residency distribution most of the respondents shows that 26.1 percent of the 375 selected residents of Tagaytay City are from 21 to 30 years of residency in Tagaytay. 22.1 percent are from 11 to 20 years, 17.9 percent are from 31 to 40 of residency, 17.3 percent are from 1 to 10 years, 6.7 percent are from 41 to 50



years, 5.1 percent are less than 1 year of residency, and 4.8 percent are 51 years and above of residency in Tagaytay City. The result shows that majority of the respondents are from 21 to 30 years of residency in Tagaytay City.

## 2. Impacts of Hospitality Development to the residents of Tagaytay.

### 2.1 Accommodation

2.1.1 In terms of Economic impact, all indicators were interpreted as high positive impact. The highest indicator is about the income. It has a mean of 4.01. The least indicator has a mean of 3.72. It's about the increase in tax revenues. In general, the Hospitality Development in terms of accommodation has high positive economic impact to the residents of Tagaytay City.

2.1.2 In terms of Socio-cultural impact, all indicators were interpreted as high positive impact. The highest indicator is the Improves quality of life. It has a mean of 3.94. The least indicator has a mean of 3.54. It's about Greater tolerance of social difference. In general, the Hospitality Development in terms of accommodation has high positive socio-cultural impact to the residents of Tagaytay City.

2.1.3 In terms of Environmental impact, all indicators were interpreted as high positive impacts. The highest indicator is the Improvement of the area's appearance. It has a mean of 4.03. The least indicator has a mean of 3.87. It is about a clean industry. In general, the Hospitality Development in terms of accommodation has high positive environmental impact to the residents of Tagaytay City.



2.1.4 In terms of Negative Economic impact. The highest indicator is the Increases price of goods and services. It has a mean of 3.9. The least indicator has a mean of 3.42. It is about that Job may pay low wages. In general, the Hospitality Development in terms of accommodation has high negative economic impact to the residents of Tagaytay City.

2.1.5 In terms of Negative Socio-cultural impact, the highest indicator is the Excessive drinking and alcoholism. It has a mean of 3.68. The least indicator has a mean of 2.79. It is about the Rampant Prostitution. In general, the Hospitality Development in terms of accommodation has moderate negative socio-cultural impact to the residents of Tagaytay City.

2.1.6 In terms of Negative Environmental Impact, the highest indicator is Loss of open space. It has a mean of 3.7. The least indicator has a mean of 3.1. It is about the Destruction of Fauna. In general, the Hospitality Development in terms of accommodation has moderate negative environmental impact to the residents of Tagaytay City.

## **2.2 Food and Beverage**

2.2.1 In terms of Positive Economic Impact, the highest indicator is the Contributes to income. It has a mean of 4.04. The least indicator has a mean of 3.81. It's the Improves transport infrastructure. In general, the Hospitality Development in terms of food and beverage has high positive economic impact to the residents of Tagaytay City.





2.2.2 In terms of Positive Socio-cultural Impact, the highest indicator is the Improves quality of life. It has a mean of 4.00. The least indicator has a mean of 3.70. It is the Satisfaction of psychological needs. In general, the Hospitality Development in terms of food and beverage has high positive socio-cultural impact to the residents of Tagaytay City.

2.2.3 In terms of Positive Environmental Impact, the highest indicator is the Improvement of the area's appearance. It has a mean of 4.10. The least indicator has a mean of 3.87. It is the clean industry. In general, the Hospitality Development in terms of food and beverage has high positive environmental impact to the residents of Tagaytay City.

2.2.4 In terms of Negative Economic impact. The highest indicator is the Increases price of goods and services. It has a mean of 3.88. The least indicator has a mean of 3.44. It is about the Job may pay low wages. In general, the Hospitality Development in terms of accommodation has high negative economic impact to the residents of Tagaytay City.

2.2.5 In terms of Negative Socio-Cultural Impact. The highest indicator is the Excessive drinking and alcoholism. It has a mean of 3.70. The least indicator has a mean of 2.86. It is about Excessive Drugs. In general, the Hospitality Development in terms of food and beverage has moderate negative socio-cultural impact to the residents of Tagaytay City.



2.1.6 In terms of Negative Environmental Impact. The highest indicator is the Loss of open space. It has a mean of 3.73. The least indicator has a mean of 3.23. It is about the destruction of Flora. In general, the Hospitality Development in terms of food and beverage has moderate negative environmental impact to the residents of Tagaytay City.

3. Is there a significant relationship between the socio- demographic profiles of the respondents and the observed impacts of Hospitality?

3.1 The relationship between age and the observed positive impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between the age of the respondents of Tagaytay City when it comes to the positive impact of Hospitality Development is rejected because the significance value of chi-square is less than 0.05 level of significance. It means that there is a significant relationship between the age and the positive assessment of the respondents.

3.2 The Relationship between age and the observed negative impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between the age of the respondents of Tagaytay City when it comes to the negative impact of Hospitality Development is accepted because the significance value of chi-square is greater than 0.05. It means that there is no significant relationship between the age and the negative



assessment of the respondents. This indicated that the negative assessment of the respondents is not affected by their age. On the other hand, the result may be affected by the cells with frequency less than 5.

3.3 The Relationship between gender and the observed positive impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between gender of the respondents of Tagaytay City when it comes to the positive impact of Hospitality Development is accepted because the significance value of chi-square is greater than 0.05. It means that there is no significant relationship between the gender and the positive assessment of the respondents. This indicated that the positive assessment of the respondents is not affected by their gender.

3.4 The Relationship between gender and the observed negative impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between gender of the respondents of Tagaytay City when it comes to the negative impact of Hospitality Development is accepted because the significance value of chi-square is greater than 0.05. It means that there is no significant relationship between the gender and the negative assessment of the respondents. The negative assessment of the respondents is not affected by their gender.



3.5 The Relationship between educational attainment and the observed positive impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between educational attainment of the respondents of Tagaytay City when it comes to the positive impact of Hospitality Development is rejected because the significance value of chi-square is less than 0.05. It means that there is a significant relationship between the educational attainment and the positive assessment of the respondents. This indicated that higher the degree of the respondent, the higher their assessment is, or vice versa. The positive assessment of the respondents is affected by their educational attainment.

3.6 The Relationship between educational attainment and the observed negative impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between educational attainment of the respondents of Tagaytay City when it comes to the negative impact of Hospitality Development is rejected because the significance value of chi-square is less than 0.05. It means that there is a high significant relationship between the educational attainment and the negative assessment of the respondents. The higher the degree of the respondent, the higher their assessment is, or vice versa. The negative assessment of the respondents is affected by their educational attainment. On the other hand, the result may be affected by the cells with frequency less than 5.



3.7 The Relationship between occupation and the observed positive impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between occupation of the respondents of Tagaytay City when it comes to the positive impact of Hospitality Development is rejected because the significance value of chi-square is less than 0.05. It means there is a high significant relationship between the occupation and the positive assessment of the respondents. The assessment of the respondents depends in their occupation. On the other hand, the result may be affected by the cells with frequency less than 5.

3.8 The Relationship between occupation and the observed negative impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between occupation of the respondents of Tagaytay City when it comes to the negative impact of Hospitality Development is rejected because the significance value of chi-square is less than 0.05. It means that there is a significant relationship between the occupation and the negative assessment of the respondents. The assessment of the respondents depends on their occupation. On the other hand, the result may be affected by the cells with frequency less than 5.

3.9 The Relationship between length of residency and the observed positive impact of hospitality development to the residents of Tagaytay City.



The null hypothesis that there is no significant relationship between length of residency of the respondents of Tagaytay City when it comes to the negative impact of Hospitality Development is rejected because the significance value of chi-square is less than 0.05. It means that there is a high significant relationship between the length of residency and the negative assessment of the respondents. The assessment of the respondents depends on how long they stayed in Tagaytay. On the other hand, the result may be affected by the cells with frequency less than 5.

3.10 The Relationship between length of residency and the observed negative impact of hospitality development to the residents of Tagaytay City.

The null hypothesis that there is no significant relationship between length of residency of the respondents of Tagaytay City when it comes to the negative impact of Hospitality Development is rejected because the significance value of chi-square is less than 0.05. It means that there is a high significant relationship between the length of residency and the negative assessment of the respondents. The assessment of the respondents depends on how long they stayed in Tagaytay. On the other hand, the result may be affected by the cells with frequency less than 5.



## Conclusions

Based on the findings, the following conclusions were drawn:

1. The respondents were mostly 36 to 45 years old, Female, with highest degree of educational attainment, unemployed, and with 21 to 30 years of residency in Tagaytay City.

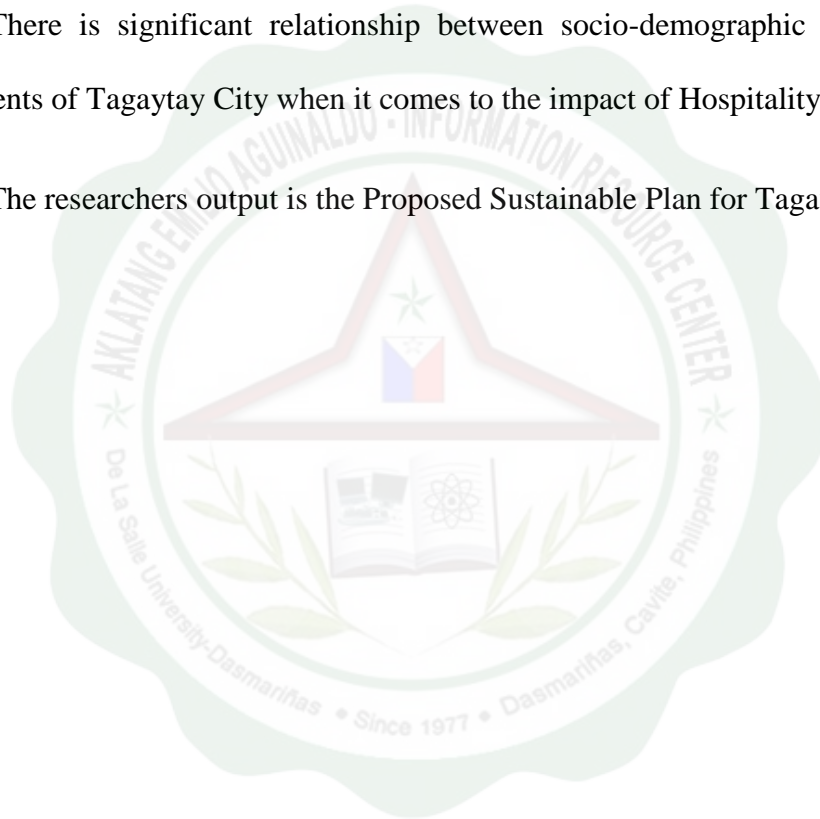
2. Based on the results, the least in rank is the increases tax revenue with a mean of 3.72 for positive economic impact of accommodation; greater tolerance of social difference( between rich and poor) with a mean of 3.54 for positive socio-cultural impact; and clean industry with a mean of 3.87 for positive environmental impact. It means that overall accommodation has high positive impact. For negative economic impact, increased prices of goods and services is the highest in rank with a mean of 3.9; for negative socio-cultural impact, excessive drinking and alcoholism is the highest in rank with a mean of 3.68; and for negative environmental impact, loss of open space is the highest in rank with a mean of 3.7. It means that overall accommodation has moderate negative impact. Based on the results that the researchers gathered, the least in rank for positive economic impact of Food and Beverage is the improves transport infrastructure with a mean of 3.81; for positive socio-cultural impact, satisfaction of psychological needs (Maslow's hierarchy of needs: food, shelter, clothing, etc.) is the least in rank with a mean of 3.70; and for positive environmental impact, clean industry is the least in rank with a mean of 3.87. It means that overall Food and Beverage has high positive impact. For negative economic impact, the highest in rank is the



increased prices of goods and services with a mean of 3.88; for negative socio-cultural impact, excessive drinking and alcoholism is the highest in rank with a mean of 3.70; for negative environmental impact, loss of open space is the highest in rank with a mean of 3.73. It means that overall Food and Beverage has moderate negative impact.

3. There is significant relationship between socio-demographic profiles of the respondents of Tagaytay City when it comes to the impact of Hospitality Development.

4. The researchers output is the Proposed Sustainable Plan for Tagaytay City.







## **Recommendations**

Based on the conclusions, the researchers arrived at the following recommendations:

1. Tourism students may use this study for reference about the Impacts of Hospitality Development of Tagaytay City and its implication to the local residents.
2. The city tourism office of Tagaytay should have a certification program for every hospitality establishment. This would help enhance the positive impact and mitigate the negative impact of hospitality development to the residents of Tagaytay City.
3. Researchers should provide copies of their study to the respondents of the said Municipality so that they will be guided on how to sustain their place.
4. Similar study should be conducted with more emphasis on the economic impacts of tourism.



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