



De La Salle University - Dasmariñas

**STAKEHOLDER'S AWARENESS ON THE IMPACT OF SKY RANCH
IN TAGAYTAY CITY: INPUT FOR PROPOSED
SUSTAINABLE DEVELOPMENT PLAN**

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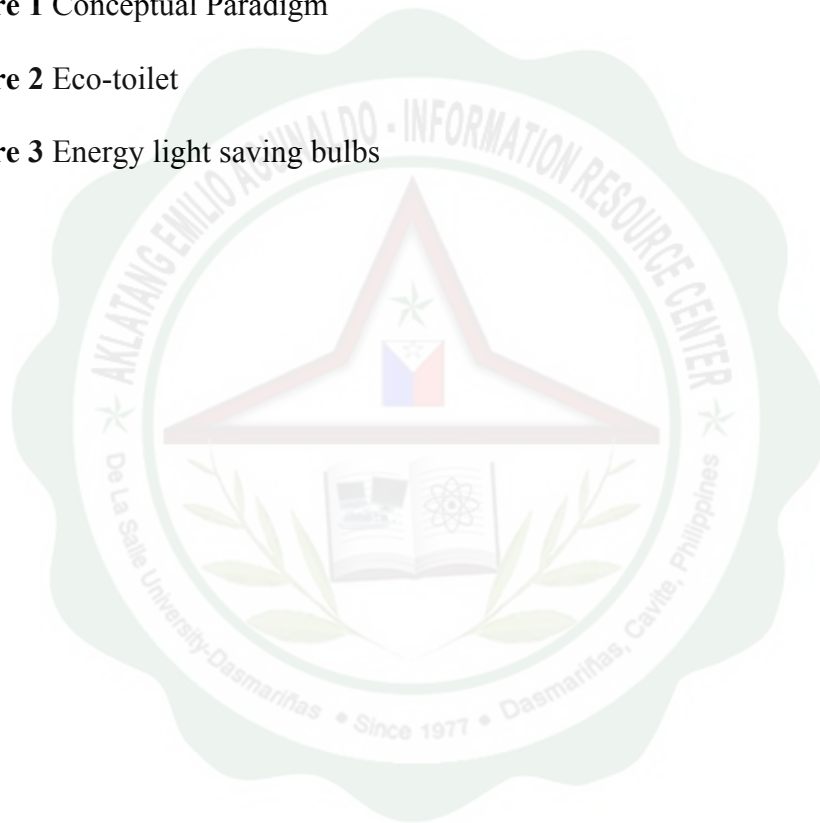
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ABSTRACT

**TITLE: STAKEHOLDER'S AWARENESS ON THE IMPACT OF SKY RANCH
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DEVELOPMENT PLAN**

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Purpose of the Study

The purpose of the study was to assess the level of impact (Economic, Socio-cultural and Environmental) of Sky Ranch in Tagaytay City particularly in its five barangays. The respondents of this study involved two hundred forty eight (248)



composed of tourism establishments, tourism officials, tourists, and local residents of the five barangays. The other remaining barangays that were not chosen in the fish bowl technique was not included in this study.

Methodology

The researchers used descriptive method for their study. Boudah (2010) stated that descriptive research design is used to “describe the features of or provide a picture of a condition or phenomena.” It is a research design which involves describing the behaviour of the subject without influencing it. The study involved data gathering through survey research in which the researchers relied on responses of the participants using a questionnaire or interview technique. Hence, a survey questionnaire falls under the quantitative method.

Conclusion

Based on the findings, the following conclusions were drawn:

1. The respondents were mostly female between the ages of 25 and below, college graduates and employed in a private establishment and living in Tagaytay City for more than 10 years.
2. Based on the survey that the researchers conducted the highest in rank in terms of economic impact is Sky Ranch is contributing to the improvement of the



city's local economy. For Socio-Cultural impact, the highest in rank is Sky Ranch helps the improvement of the city's image. The highest ranking in environmental impact is the improvement of the over-all appearance of Tagaytay City.

3. There is a significant difference between the occupations of the respondents to the impacts of Sky Ranch. Hence, the rest of the demographic profile: age, gender, educational attainment and length of stay or residency remains on the no significant difference.
4. There is a significant difference between the respondents' assessment which goes both for the economic and socio-cultural impacts of Sky Ranch. Environmental impacts show that there is no significant difference when it comes to the assessment of the respondents.

Recommendations

Based on the conclusions the following recommendations were drawn:

1. This study can be used by future tourism students and future researchers as their basis and references for their future research and studies regarding the impact of establishments.



2. The researchers recommend an efficient communication with event organizers that leads to coordination in creating event activities which showcases interaction amongst the different cultures.
3. The researchers also recommend provision of additional trash bins within the vicinity of Sky Ranch to minimize waste and to exercise an eco-practice.
4. Sky Ranch must have their own traffic enforcer intended for smoothly systematic traffic flow and hire a private security personnel for police outpost used for safety measures also placed within the vicinity of the park.
5. Sky Ranch should provide their own clinic within the vicinity for accidents purposes.
6. Sky Ranch should limit the continuous developments of the attraction in able to discontinue the displacement of local residents.
7. It is recommended that Sky Ranch should provide shuttle service which may arise to an electronic powered shuttles service that caters customers and employees of Sky Ranch.
8. The researchers recommend that being transparent in terms of the revenues earned by Sky Ranch by means of exposing it into the public for the public awareness.
9. It is recommended that Sky Ranch should exercise eco-friendly practices specifically on their waste management.



10. The researchers recommended that the output proposal should be properly implemented and evaluated by the institution.

