

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

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### **ABSTRACT**

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

**Keywords:** *Hospitality development, sustainable tourism development plan, economic, socio-cultural, environmental*

### **INTRODUCTION**

Tourism is one of the largest and fastest growing industries in the humankind and has developed into the largest global industry. It has become 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 values.

In the Philippine setting, 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 promoted as a 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 development of their communities and their involvement in tourism must be related to that. LGUs have the mandate to craft their own tourism plan which sets out priorities over medium- to longer-term and how the local authority intends to add to community wellbeing. As stated in Section 3, Article II of the Zoning Ordinance for the City of Sta. Rosa, Laguna, its role for 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 urban uses such as residential, commercial, open space, and institutional, promote the orderly beneficial development of the same, promote and protect the health, safety, peace, comfort, convenience and general welfare of the inhabitants in the locality, and ensure and protect the sustainable growth and development of the community. They have created their development plan but they are also calling the attention of other units, like academic institutions, to help them improve their current plan; hence, the researchers came up with idea of determining the effects of hospitality development to the community and to contribute inputs to the existing one.

## **Review of literature**

### *The 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 have 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 the growing social unease between residents and tourists 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 20<sup>th</sup> 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 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 tourist movement has changed the scale of development. Regional development in tourism has happened 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 residents, have gained extensive recognition (Sharma, 2014).

### *Sustainable tourism and ecotourism as a major focus of research for destination management*

Since sustainable tourists can reduce the impacts of tourism in many ways, analyzing its application of sustainable development thoughts at the level of the tourism industry and related social, economic, and environmental change have always been in connection with the goals of balancing community, economic, and environmental values which are sometimes discussed to as the 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 locale. Furthermore, he specified its aims to guarantee a positive experience for the locale, 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 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 low impact and non-consumptive. It is managed in accordance with how the 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).

#### *Development of city of Santa Rosa and the continuing progress of tourism activities*

Santa Rosa’s historical past can be traced back to 1571. The Spanish Conquistador, Juan de Salcedo, while exploring the Laguna Lake Region, discovered Biñan which was hence annexed as a barrio to the town of Tabuco (now the town of Cabuyao). During that time, Santa Rosa was part of Biñan and was called Barrio Bukol. Later, in 1688, Biñan, together with Barrio Bukol, separated from Cabuyao. Barrio Bukol, in turn, was politically emancipated in January 18, 1792 as the municipality of Santa Rosa. The town was named after Saint Rose of Lima of Peru under whose protection and patronage, it was consecrated to. This was validated by numerous material and spiritual blessings bestowed on the town’s people for the last 207 years.

During the revolutionary period, Sta. Rosa was instrumental in the proclamation of Philippine Independence from Spain when it signed the Act of Independence on June 12, 1898. Later on, the town’s local revolutionaries fought alongside the forces of General Pio del Pilar during the short lived Filipino-American War. After being briefly occupied by the Japanese during World War II, Santa Rosa was liberated by members of the Filipino guerilla resistance movement on February 5, 1945.

During the post war era until the 1970s, the people of the municipality were still largely dependent on basic agriculture and family-owned enterprises for livelihood. The influence of industrialization slowly took shape in the 1980s with the entry of local and foreign investors who were instrumental in the rapid economic and social transformation of the town.

From a fourth-class municipality with an average income of Php 4 million in 1986, Santa Rosa became a first-class town when its income reached Php 54.2 million in 1993. In 1998, the municipality’s annual revenue further increased due to intensified tax collection. Then became a city of Santa Rosa on the 10th of July 2004 (plebiscite conducted) by virtue of Republic Act No. 9264 dated March 10, 2005.

The city of Santa Rosa enjoys the status of a major residential, commercial, and industrial center in the South Luzon Region, the most dynamic sub-region in the country today. Present day historical areas of interest in Santa Rosa are the following: (i) baroque-style Roman Catholic Church built by the Spanish Dominican Order, circa 1792; (ii) arch de triumph style structure, circa 1931; (iii) Spanish style houses, circa 1800s; (iv) Cuartel de Santo Domingo, mini Spanish bastion, circa 1872; and (v) City Museum, circa 1900.

#### *Related studies regarding tourism development and its effect to host communities*

Cruz (2014), in her study, entitled: *Tourism development in Panglao Island*, reveals the most perceptions of 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 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 affect residents' perception of tourism impacts. Residents who were natives, who have a higher community attachment, and who have been living in the study area for a shorter time period have 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. The findings of these studies, however, have shaped different results. Most researchers reported that residents view tourism as providing social and cultural benefits to the host community (Besculides, Lee, & McCormick, 2016; Gursoy & Rutherford, 2014; Sirakaya, Teye, & Sonmez, 2016). Few of them, however, 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 on the impacts of tourism development: A study of Guiuan Eastern Samar*, that 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 identifies 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 the four pillars of tourism, economic, ecological, and cultural and community sustainability. 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 a 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 an instrument that creates job opportunities and creates additional revenue for local community and government, respondents also decided that tourism allows "improved appearance of area" and "better shopping opportunities." As an attraction of tourism, the good appearance of an area is a must to impress tourists.

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 the 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 the Social Exchange Theory as a theoretical framework to explain the variance in stakeholders' attitudes. The core premise of the 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 on the study of Lao (2004), 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 on how impacts effect the lives of host communities.

According to Kim and Petrick (2003), residents are found to have a positive significant relationship with tourism positive impacts nevertheless of age. The younger the respondents are, the higher their perceptions toward negative impacts. The opportunities to benefit from tourism increase with age (McGehee & Andereck, 2014). Some 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 concerned about the environmental and social cost of tourism development (Andriotis & Vaughan, 2003; Sirakaya, Teye, & Sonmez, 2016). Cycle of revolution model suggests that the recognition among residents will be higher. As the changes occur during the development process, residents' attitudes towards tourism will be in different stages. Other than that, collaboration with tourists 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 a study, entitled: *Tourism development and resident's attitudes: A case study of Yadz, Iran*, and shows that the expectations of young people in the community of tourism is high and they believe that this sector should bring an important change to their lives. The old people look at it with more doubt, especially when it comes to cultural changes that tourism may 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 the tourism sector and delivery of tangible and intangible benefits and at the end, suggest a strategic planning for sustainable tourism development in the area.

The uniqueness of this study is that it focused on the assessment of the effects of hospitality development in the city of Sta. Rosa, Laguna using quantitative and qualitative approaches which lead to 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, process, 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 to 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 (Yu, n. d.).

An IPO chart classifies a program's inputs, its outputs, and the processing steps needed to revolutionize the inputs into the outputs. The components of the IPO model are determined as:

I : Input – Variables subject to asses were social, economic, and natural environment  
P : Processing – Methods or steps taken upon using the gathered materials  
O: Output – Product of the processing which is a sustainable tourism plan

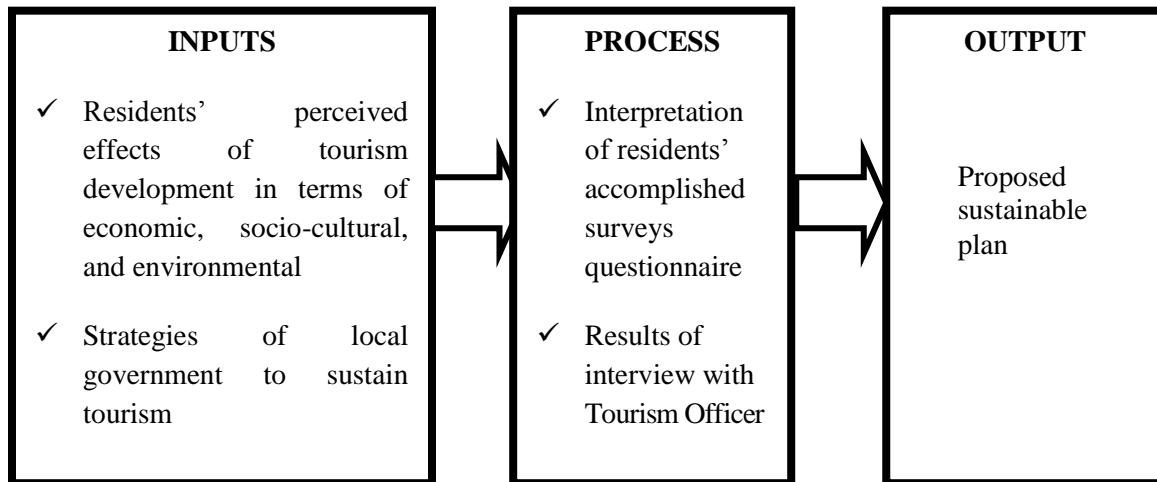


Figure 2. Conceptual framework of the study

### Objectives of the study

The main objective of the study is to find out the effects of hospitality development in the locality of the city of Sta. Rosa. Specifically, the study aims to characterize the demographic profile of the residents of the city of Sta. Rosa in terms of sex, age, educational attainment, occupation, and years of residency; identify the effects of hospitality development to the residents of the city of Sta. Rosa in terms of economic, socio-cultural, and environment; ascertain if a significant relationship exists between socio-demographic profile and perceived effects of hospitality development; determine the strategies of the local government to sustain tourism in the local community; and propose a sustainable tourism plan based on the result of the study regarding effects of hospitality development.

### METHODOLOGY

The researchers have identified the study as a combination of quantitative and qualitative research designs, this study employs a mixed method, and it used the descriptive method. Descriptive method describes data and characteristics about the population or phenomenon being studied. Since the researchers measured the effects of tourism development to residents, descriptive method is the most applicable method for the purpose of the study. It also described the strategies of local government. The perception of residents and responses of the Tourism Officer were analyzed since the researchers had identified and developed and/or improved the sustainable tourism plan based on the condition and strategies used towards positive and negative changes brought about by tourism. The study has involved data gathering through a survey questionnaire and key informant interview. The researchers have utilized the survey technique by collecting data from respondents and interview guide for the key informant.

The city of Santa Rosa is located along the south corridor of Luzon or about 40 kilometers south of Manila in the first district of the province of Laguna. It is a strategic and ideal place for local and foreign entrepreneurs due to its proximity to Metro Manila. It lies 50 kilometers northwest of Santa Cruz,

the capital town of the province of Laguna. The study was limited to selected 134 residents of the city of Santa Rosa, Laguna. Based on the profile of Sta. Rosa City, barangays with the highest number of tourists and most vigorous hospitality development activities are Balibago, Sto. Domingo, Malitlit, Pulong Sta. Cruz, Don Jose, and Tagapo. The researchers used percentage proportion to the total population to come up with 134 respondents by using G-power. While the key informant, which is the Tourism Officer, who is knowledgeable and an expert in the field was interviewed using the interview guide.

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 were taken using purposive and judgmental technique. On the other hand, the purposive technique was applied to select local residents from whom information were collected based on their age and number of years of residency. The judgmental technique was used in choosing the Local Tourism Officer of Sta. Rosa City, Laguna, who is considered to be knowledgeable and in the best position to provide the needed information. To appropriately measure the variables of the study, survey questionnaire and interview guide were used. The survey questionnaire was answered by the local residents and the interview guide was used to gather information from the key informant. With the use of the survey questionnaire, changes on the social, economic, and natural environments brought about by tourism were measured. Moreover, the interview guide described how respondents reviewed the changes and obtained the strategies of the local government.

For reliability and validity of the survey questionnaire, the researchers adapted the questionnaire used in a previous study with the guide of their Research Adviser. The adapted instrument went through a reliability test using non-parametric and parametric approaches. On the other hand, for the reliability and validity of the interview guide, the researchers sought expert validation. The content of the interview guide was checked by the panel of evaluators where one of them is a tourism expert. Descriptive analysis was adopted to present the outcomes obtained from the survey questionnaire and interview guide.

## RESULTS AND DISCUSSION

### *Demographic profile*

It may be inferred from the results that there is an almost equal representation of male and female respondents with male respondents having a slightly higher number of participants. This is in accordance with latest record of the Philippines Statistics Authority regarding the updates on women and men in the Philippines which reported that there are more males now compared to females. Based on the population count last 2017, there are 52,927,000 males compared to 51,994,000 females (Philippine Statistics Authority, 2017).

Table 1. Profile of respondents in term of sex

Sex	Frequency	Percentage
Male	73	54.13
Female	61	45.87
Total	134	100.00

Age of respondents is a standout amongst the most essential attributes in understanding their perspectives about the specific issues. All things considered; age shows the dimension of development of people, in that sense, age turns out to be progressively critical to look at for reactions. The sample for the study was divided into five categories according to their age. The percentage in the results demonstrates that the allotment of polls to different gatherings was not the slightest bit impacted by any predispositions. It is a genuine impression of the researchers' unbiasedness in the dispersion of polls.

In the study of Johnson (2017), millennials, also known as next generation, generation Y, and generation X, are born in or after 1982 to 2000, consider high attractiveness to influence amount of time traveling because they dominate the population. Meaning, this 2019, the age range is 18 – 36 years old for next generation, and generations Y and X. This is true with the study since majority of the respondents come from age bracket of 18 – 25 and 26 – 36. Fromm (2017) likewise expressed that the millennial age is known for setting a high accentuation on being one of a kind and a noteworthy piece of that is developing their character through socially rich encounters and investigation of the obscure in which travel provides both. Ages ranging from 18 to 30 years old are considered to be the millennial generation and most of them tend to crave for more adventures and try new things. Also, they are more captivated in experiencing unusual activities where they can go out of their comfort zones and challenge more of themselves.

Age ranging from 57 and above got the lowest number of respondents. This may be acceptable since their cognitive capability has diminished; however, it is fair to also gather answers from them. According to Dr. Murman (2015), cognitive abilities frequently decrease with age. Some psychological capacities, for example, vocabulary, are strong to mind maturing and may even improve with age. Due to constrained intellectual assets, more seasoned grown-ups may profit by interest and intrigue, since interest and intrigue have natural properties to coordinate and support consideration encouraging proficient recalling. As shown the results, the obvious decent variety of maturity of respondents mirrors a few ramifications to the study's findings. The data presented from the result of the survey employs that majority of the respondents possess maturity and have a noticeable experience in the growth of hospitality in their locality.

Table 2. Profile of respondents in terms of age

Age	Frequency	Percentage
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
Total	134	100.00

Education is a vital means by which a sorted-out society accomplishes steadiness and thriving. Through the procedure of education, natives are pervaded with legitimate mentalities, qualities, and yearnings, important to pick up information and abilities that will enable them to accomplish most extreme self-acknowledgment. Our own Congressional Commission on Education (EDCOM) has perceived the urgent significance of education when it expressed in the introduction to the official EDCOM report, "education is essential to our life as a nation. This is the truism that bears endless repetition." This is the reason why the researchers included educational attainment as one of significant variables in the demographic profile.

Dela Cruz (2014) said that many highly educated Filipino today, married or unmarried, have indicated their desire to be part of the national effort to build the nation and to contribute to national welfare. Some have shown their need and capability to make good or even excel in some field of national endeavor, as well as fulfil their responsibilities. It would be bare economic necessity. To do so would equate living to taking out the bare necessities of life and overlook the need for the fullness of living presented by satisfaction in family life, pride in one's work, joy in the culture and the arts, and pleasure in the comforts that modern day living has to offer. There are many so-called 'hazards' for working students. Among them are neglect for studies, inability to fully cope with school duties, and the physical strain of being a student and the added responsibilities of having gainful employment.

The results show that for majority of the respondents, college is the highest educational attainment. This is in accordance with report of World Education News and Reviews (2018) that

investment in advanced education in the Philippines has, beyond a shadow of doubt, extended emphatically lately. The gross tertiary enrolment rate expanded from 27.50 percent in 2005 to 35.70 percent in 2014, while the absolute number of undergraduates joined up with tertiary training developed from 2.2 million out of 1999 to 4.1 million of every 2015/16 (World Education News and Reviews, 2018). It means that the selected respondents possess the knowledge, professionalism, and maturity to be involved in the study of hospitality development in Sta. Rosa.

Table 3. Profile of the respondents in terms of education

Educational Attainment	Frequency	Percentage
Elementary	4	3.20
High School	33	24.53
Vocational	33	24.53
College	62	46.13
Post Graduate (Masters/Doctorate)	2	1.60
Total	134	100.00

Results of the study show that majority of the respondents are self-employed. Occupation relates to the study as part of the social demographic profile which also describes the lifestyle of the residents. In total, 90.30 percent of the respondents are considered employed. This is in accordance with the latest employment rate of the Philippines with an estimated of 93.70 percent for CALABARZON (Philippine Statistics Authority, 2018).

On the other hand, data revealed that most of the respondents are self-employed because of the program developed by the city. Based on the website of Santa Rosa (2019), with the full usage of the City Investment Code of 2006, the quickly developing development regions of the local economy are relied upon to lead the path in the business improvement of Santa Rosa. Little scale and miniaturized scale ventures are additionally commonly worked by little business visionaries and agreeable endeavors. These forward and in reverse linkages of huge, medium, and little scale ventures are the way to the long-haul reasonable development of the local economy. Tourism has helped in bringing jobs to the city as well.

Table 4. Profile of the respondents in terms of occupation

Occupation	Frequency	Percentage
Government Employee	26	19.40
Non-Tourism Related	38	28.89
Tourism Related	23	17.16
Self Employed	34	25.37
Unemployed	13	9.70
Total	134	100.00

The length of residency is included in the study as one of the significant variables that will help distinguish the attitude of residents towards tourism development. Most respondents have 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 (City of Santa Rosa, 2013). Since the latest update is about six years ago, applying it to the current time, this means that the current composition of the population at Santa Rosa in terms of years of residency is 16 years and above.

Table 5. Profile of the respondents in terms of years of residency

Years of Residency	Frequency	Percentage
Less than 1 year	7	5.07
1 - 10	23	17.33
11 - 20	30	22.13
21 - 30	35	26.13
31 - 40	24	17.87
41 - 50	9	6.67
51 years and above	6	4.80

Total	134	100.00
<i>Positive impacts of hospitality development in Santa Rosa, Laguna</i>		

A target of the travel industry is to intensify picked constructive outcomes while constraining potential negative impacts. To begin with, it is essential to recognize the possible impacts. Travel industry authorities have recognized a broad number of impacts. Social occasion impacts on orders exhibit the sort of impacts that could come about on grounds of generating the travel industry in a network.

#### *Positive economic impacts*

Positive economic impacts have distinctive results—adds to salary and way of life, improves neighborhood economy, expands openings, increases shopping, and creates new business openings. These impacts can enormously influence the travel industry. The economic impacts made by the travel industry must endeavor to gauge the general impact made by the progressive rounds of financial action created by the underlying consumption. Positive economic impacts offer different advantages like the travel industry can make an economy steady, it gives economic decent variety; the travel industry frequently gives the financial impetus to improve framework and positive effect that you may discover. The travel industry is a ground-breaking monetary power providing business, remote trade, pay, and duty income.

The data shows that has the highest positive impact is *it contributes to income* (3.21) and the least is *increases tax revenues* (2.98). In general, in terms of economic impact, hospitality development has a *significant impact* among residents of Santa Rosa City. With the ongoing monetary development skilled by the city, the estimation of its territory is expanding gigantically. Inasmuch 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 frameworks and productive use of its assets. This was the manner by which Santa Rosa encircled its arranged minimal effort lodging ventures. 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, 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. Last, this makes an interpretation of not exclusively for the advancement of network individuals' lives that were given their own lodging units yet, in addition, implies assets, for example, water is 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 as regards conceivable installment plans. Based on the aforementioned facts, this really shows that hospitality development in the area is observed to the point that it must be considered relative to other aspects like betterment of lives of host community.

Table 6. Positive economic impacts

Economic Impacts	Weighted Mean	Verbal Interpretation	Rank
Contributes to income	3.21	Very Significant Impact	1
Contributes to standard living	3.16	Significant Impact	2
Improves local economy	3.13	Significant Impact	3
Improves investment	3.08	Significant Impact	5
Improves development	3.11	Significant Impact	4
Improves infrastructure spending	3.03	Significant Impact	8.5
Increases tax revenues	2.98	Significant Impact	10
Improves public utility infrastructures (dams, hospitals, parks, public housings, sewages, etc.)	3.03	Significant Impact	8.5
Improves transport infrastructure (rails, roads, bridges, airports, ferries, ports, etc.)	3.04	Significant Impact	7
Creates new business opportunities	3.06	Significant Impact	6

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Composite Mean	3.08	Significant Impact
<i>Interpretation: 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)</i>		

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### *Positive socio-cultural impacts*

Most of the socio-cultural effects of tourism have been observed at the community and individual levels because these are where the nexus of the hosts and guest relations reside. At the individual dimension, the travel industry influenced both the hosts and the visitors. Through a wide scope of specialty encounters, sightseers look for chances to express and shape individual characters. For both host and guest, tourism activities have the potential to raise or reduce experience.

Among the socio-cultural impacts, the effect that had the highest positive impact is *improves quality of life* (3.15) and the least positive impact is *boosts greater tolerance to social difference* (2.83). Both effects still fall under the *significant impact* level.

As a whole, the socio-cultural effects of hospitality development have a *significant 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 celebrate feast days, festivals, and different holidays. Also, part of their culture is the law-abiding nature of the citizens that currently live in the city.

Table 7. Positive social impacts

Socio-Cultural Impacts	Weighted Mean	Verbal Interpretation	Rank
Improves quality life	3.15	Significant Impact	1
Facilitates meeting visitors (educational experiences)	3.08	Significant Impact	2
Encourages positive changes in values and customs	3.00	Significant Impact	5.5
Promotes cultural exchanges	2.97	Significant Impact	8
Improves understanding of different communities	3.02	Significant Impact	4
Preserves cultural identity of host population (traditions, beliefs, festivals, etc.)	3.04	Significant Impact	3
Increases demand for historical and cultural exhibits	3.00	Significant Impact	5.5
Boosts greater tolerance to socio difference (between rich and poor)	2.83	Significant Impact	9
Facilitates satisfaction of psychological needs (Maslow's hierarchy needs—food, shelter, clothing, etc.)	2.99	Significant Impact	7
<b>Composite Mean</b>	<b>3.01</b>	<b>Significant Impact</b>	

*Interpretation: 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)*

### *Positive environmental impacts*

Tourism, a long way from being a power for improvement and insurance of condition, really has appeared to be a noteworthy maker of natural issues with impressive ability to demolish the assets where it depends on. Effects are not all negative, however, as tourism can provide an economic justification for conserving natural resources.

Among the environmental impacts of hospitality development in Santa Rosa City, the highest positive impact is *improves the area's appearance* (3.22) and the least is *supports a clean industry* (3.13). 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 (PLLENRO), Inc.; furthermore, the Greenhouse Gas Management Institute (GHGMI).

Santa Rosa is a spearheading city in Laguna which passed City Ordinance No. 17202011, otherwise called: *The City Environment Code* as an exhaustive arrangement of rules and guidelines to viably deal with the earth. The city has likewise started in 2012 a data, instruction, and correspondence battle, named: *Project CLEAN ALWAYS* or *Air Land and Water Are Yours to Save* to connect with different partners in condition security and charge them as eco-warriors.

All in all, hospitality development's impact on ecology has *significant impact* among the occupants of Santa Rosa City. Solid waste management in the city of Santa Rosa is administered by the City Environment and Natural Resources Officer through the help of four specialized and 46 supporting staff. In 2009, there are 449 road sweepers and 156 natural armed forces that give workforce help with all SWM endeavors while nine utility laborers help PTAC in the day-by-day steering of activities (10-Year City Solid Waste Management Plan).

Table 8. Positive environmental impacts

Economic Impacts	Weighted Mean	Verbal Interpretation	Rank
Protects select natural environments or prevents further ecological decline.	3.18	Significant Impact	2
Improves the area's appearance (visual and aesthetic.)	3.22	Significant Impact	1
Supports a clean industry (no smoke stacks—smoke or gas from chimneys and steamship)	3.13	Significant Impact	3
<b>Composite Mean</b>		<b>3.17</b>	<b>Significant Impact</b>

*Interpretation:* 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)

#### *Negative impacts*

Brunt (1999) expressed that literature in this field recognizes that from a social and cultural standpoint, the fast extension of tourism in the latter half of the 20<sup>th</sup> century is important in two aspects. First, within individual destination areas or countries, its advancement has prompted changes in the structure of society. A portion of these might be welcome: improving salary, training, work openings, and nearby framework and administrations. To a few, this connection takes steps to annihilate conventional societies and social orders and to others it speaks to an open door for harmony, understanding and more noteworthy information among various social orders and countries.

#### *Negative economic impacts*

Luckily, the negative effects got from the tourism have made both people in general and private segments reexamine the improvement of the travel industry. The idea of maintainable the travel industry at that point emerged from the acknowledgment of the hindering effects of the expansion in mass the travel industry in recent decades. In view of an all encompassing viewpoint of the travel industry improvement, practical the travel industry has been pushed for its advantages to local communities, voyagers and nature (Briones et al., 2017).

This table 9 shows the economic impacts of hospitality development of Santa Rosa City. The selected respondents that the highest negative impact is increase in price of goods and services (3.12), 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). And the least is wages may be transferred by non-local titleholders (2.69)

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 9. Negative economic impacts

Economic Impacts	Weighted Mean	Verbal Interpretation	Rank
Increases price of goods and services	3.12	Significant impact	1
Increases price of land and housing	2.93	Significant impact	4
Increases cost of living	2.86	Significant impact	6
Increases potential for imported labor	2.81	Significant impact	7
Increases cost for additional infrastructure	3.00	Significant impact	2
Increases road maintenance and transportation system costs	2.96	Significant impact	3
Creates unemployment issues (seasonal tourism)	2.87	Significant impact	5
Competes for land with others	2.74	Significant impact	8
Exports profits (non-local owners)	2.69	Significant impact	10
Pays low wages	2.73	Significant impact	9
Composite Mean	2.87	Significant impact	

Interpretation: 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)

#### *Negative socio-cultural impacts*

Socio-cultural viewpoints demonstrate that the travel industry adds to social issues, for example, homeless people, betting, drugs, prostitution, expanded wrongdoing levels, blockage, and swarming, while constructive perspectives center around creating and updating framework and offices. The social effect may differ dependent on inhabitants' social connections in areas, dimension of training, correspondence among locals and voyagers, and picture of global travelers (Kim, et al., 2013). The fast development of the travel industry and its advancement has prompted different issues, going from natural to social issues—from contamination to clashes among sightseers and nearby occupants. A typical end in past investigations concerning practical advancement of the travel industry has uncovered that the development of the travel industry happens principally to the detriment of the earth and can really be impeding to communities and goals (Aall, Dodds, Sælensminde, & Brendehaug, 2015).

Of all the socio-cultural impacts of hospitality development in Santa Rosa City highest negative impact is *encourages excessive drinking and alcoholism* (2.94) while *increases smuggling* and *develops rampant prostitution* both got the least impact (2.26). In general, the negative socio-cultural impacts of hospitality development have a *low significant impact* among 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 10. Negative socio-cultural impacts

Socio-Cultural Impacts	Weighted Mean	Verbal Interpretation	Rank
Encourages excessive drinking and alcoholism	2.94	Significant Impact	1
Engages in excessive Gambling	2.82	Significant Impact	3
Increases underage drinking	2.84	Significant Impact	2
Persuades observed crime rate	2.42	Low Significant Impact	7
Incites excessive drugs	2.29	Low Significant Impact	12
Develops rampant prostitutions	2.23	Low Significant Impact	14
Increases Smuggling	2.26	Low Significant Impact	13
Fosters language defects	2.33	Low Significant Impact	11
Furtherns cultural defects	2.38	Low Significant Impact	9.5
Pushes unwanted lifestyle changes	2.46	Low Significant Impact	4.5
Displaces residents for tourism development	2.44	Low Significant Impact	6
Enhances negative changes in values and customs	2.38	Low Significant Impact	9.5
Pushes family disruptions	2.46	Low Significant Impact	4.5
Excludes locals from natural resources	2.40	Low Significant Impact	8

Composite Mean	2.47	Low Significant Impact
<i>Interpretation: 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)</i>		
<i>Negative environmental impacts</i>		

Among the environmental impacts of hospitality development to Santa Rosa City, the highest negative impact is *aids loss of natural landscape and agricultural lands to tourism development* (2.67) while *destructs fauna* (2.48) is the least negative impact. In general, the negative environmental impacts of hospitality development have a *significant impact* among the residents of Santa Rosa City. In the event that we are going to follow the improvement of Santa Rosa, it is good to notice that in 1946, around 96 percent of its land territory was attributed to horticulture. Concerning negative natural effects of the urban areas in the Philippines, this was upheld with the report of the 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 11. Negative environmental impacts**

Environmental Impacts	Weighted Mean	Verbal Interpretation	Rank
Further pollution (air, water noise, solid waste & visual).	2.63	Significant Impact	3
Aids loss of natural landscape and agricultural lands to tourism development.	2.67	Significant Impact	2
Pushes the loss of open space.	2.96	Significant Impact	1
Destructs historic sites and monuments (refers to flower and plants)	2.57	Significant Impact	4
Destructs fauna (refers to animals and wildlife)	2.48	Low Significant Impact	5
Composite Mean	2.66	Significant Impact	

*Interpretation: 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 age as demographic profile and impacts assessments*

When it comes to the positive impact of hospitality development, the significance value of Chi-Square is less than the 0.05 level of significance, it means that there is a significant relationship between age and the positive assessment of the respondents. This indicates 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. It is good to note that most of the respondents belong to the next generation, generation X, and generation Y. Respondents under these age groups are considered as not satisfied with the world around them but by keep on dealing with the things, they were able to see the positive side of situations (Iberdrola, n. d.). Meaning, as they become more mature, they could assess well the positive aspects of certain things. On the other hand, the result may be affected by cells with frequencies of more than five. The younger the respondents are, the greater chance that their observations are headed towards negative effects.

There is no significant relationship, however, between the age of respondents from Santa Rosa City when it comes to the negative effects of hospitality development because the significance value of Chi-Square is greater than 0.05. As stated in the study conducted by Mathieson (2016), seeing the negative sides does not really matter in terms of the age of the assessor but depends on how they define it.

**Table 12. Relationship between age and assessment of impacts**

Impacts	Significance Level	Verbal Interpretation
Positive	0.007	Significant
Negative	0.090	Not Significant

*Relationship between sex as profile and impacts assessments*

There are no significant connections between the sex of the respondents in Santa Rosa City when it comes to the positive and negative impacts of hospitality development since the significance values of Chi-Square are both greater than 0.05. This signifies that sex has no significant connection with the assessments of respondents.

The assessment for both positive and negative impacts of the respondents are not affected by their sex. In the article written by Hyde (2017), he discovered that sex contrasts appear to rely upon the setting in which they were estimated. In concentrations intended to dispose of sexual orientation standards, analysts showed that sex roles and social setting firmly decided an individual's action. (American Psychological Association, 2005). Since there is almost an equal number of participants in term of sex for this study, nobody dominated.

Table 13. Relationship between gender and assessment of impacts

Impacts	Significance Level	Verbal Interpretation
Positive	0.241	Not Significant
Negative	0.377	Not Significant

*Relationship between educational attainment and impacts assessments*

There are no significant connections between the educational attainments of the respondents when it comes to the positive and negative impacts of hospitality development because the significance values of Chi-Square are both less than 0.05. This indicates that the assessments of the respondents are not affected by their educational attainment. This is in contrast with the study conducted by McGehee & Andereck (2014), when they said that the positive assessment of respondents is affected by their educational attainment which suggests that educated residents are more involved and supportive, and that higher education leads to greater awareness.

Walker (2016) states that in terms of observing positive or negative impacts of development, it depends on how they experience it and their educational background does not matter.

Table 14. Relationship between educational level and assessment of impacts

Impacts	Significance Level	Verbal Interpretation
Positive	0.241	Not Significant
Negative	0.377	Not Significant

*Relationship between occupation as profile and impacts assessments*

There are significant connections between occupation of respondents when it comes to the positive and negative impacts of hospitality development because the significance values of Chi-Square for both are less than 0.05. This means that there is a significant relationship between occupation and the assessments of the respondents.

To sum up, the assessment of the respondents depends on occupation. It is good to note that 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 as well as the unemployed. Hospitality development is linked to tourism activities which could affect all types of businesses and not only the one related to tourism itself. As per Mowforth (2014), tourist influx could be noticed by owners of businesses, labor force of various ventures, and government agencies.

Table 15. Relationship between occupation and assessment of impacts

Impacts	Significance Level	Verbal Interpretation
Positive	0.010	Significant
Negative	0.046	Significant

*Relationship between length of residency and impacts assessments*

There are significant connections between length of residency of respondents when it comes to the positive and negative impacts of hospitality development because the significance values of Chi-Square are less than 0.05. The assessment of respondents depends on how long they have stayed in Santa Rosa City. Newer residents are more favorable to tourism development, older residents have become more involved and are less favorable toward tourism development.

This was supported by Hall (2014), as he stated that the one who could feel and observe the impacts of development are host communities. Positive and negative impacts could be well assessed by the residents or the host community if they are from the destination area themselves. This also means that the longer they stay in the area, the more accurate they could tell the impacts.

Table 16. Relationship between length of residency and assessment of impacts

Impacts	Significance Level	Verbal Interpretation
Positive	0.003	Significant
Negative	0.000	Significant

*Strategies of the local government of Santa Rosa, Laguna*

*Economic effects*

According to the Tourism Officer of Sta. Rosa City, tourism gives and creates additional job opportunities. The tourism industry is a very important contributor in a developing country considering that tourism is one of the most important reasons for incomes and employment. The industry's total contribution which reflected not exclusively the monetary exercises of legitimately related businesses, the more extensive impacts from venture, offer chain, and incited monetary benefit impacts was expected to ascend by 5.90 percent last 2018 and any expansion by 5.80 percent yearly to Php 6.24 trillion by 2028. The data comes from the WTTCs Travel and the travel industry Economic Impact 2018 report. Aside from its commitment to the nearby economy, travel, and the travel industry straightforwardly upheld some 2.3 million occupations or about 5.80 percent of business a year ago. This figure included work by lodgings, travel operators, carriers, and other traveler transportation administrations (barring suburbanite administrations), just as the exercises of the café and recreation enterprises that are legitimately upheld by sightseers. Predictable with WTTC, work amid this exchange ascended by 6.60 percent last 2018 and a further increment of 2.60 percent yearly to 3.22 million employments by 2028. The general commitment of movement and touristy to business, including occupations by implication bolstered by the business, remained at 19.20 percent of all out work, or 7.8 million employments. WTTC further unveiled in its 2018 report that the cash spent by outside visitors, or what the WTTC had named as guest sends out, was esteemed a key piece of the immediate commitment of movement and touristy to the local economy.

*Socio-cultural effects*

The City Government of Santa Rosa, Laguna officially turned over its local cultural profile to National Commission for Culture and the Arts (NCCA) last September 7, 2018 in a ceremony held at the City Auditorium of Santa Rosa, Laguna. The NCCA is tasked under R. A. No. 10066 or the *National Cultural Heritage Act of 2009*, through the appropriate cultural agencies and local government units (LGUs), to establish and maintain the Philippine Registry of Cultural Properties (PRECUP). Local government units are specifically mandated by the law to uphold a catalog of cultural belongings under its jurisdiction and to equip the NCCA a copy of its local inventory. In order to help the LGU identify and account its cultural properties, the NCCA has established the Technical Assistance for Cultural Mapping to support them in this endeavor.

### *Environmental effects*

Sta. Rosa currently has a project, called: *clean always*, where they also reduce the use of plastic and styrofoam. The city is still in transition, as the local Tourism Officer said, it would be hard if they will just ban plastics already. So, they have this process, little by little until the mentality of reducing plastic and styrofoam in the city will be instilled to the minds of the locals there. The city of Sta. Rosa passed a statute, City Ordinance No. 1694-2011 that restricts selling of cigarettes and other related items to minors, particularly to undergraduates. This was instituted on April 25, 2011 and there were a number of crusades done to advise the natives about the new mandate and in the meantime, provided awareness on the impacts of smoking. A segment of the crusade is the circulation of the data, instruction, and correspondence materials to accede offices and associations to all the more likely bring issues to light with respect to the arrangements of the mandate just as the evil impacts of smoking. Civic Chairman Arlene B. Arcillas said that amid the dispatch, she is resolved to actualize City Ordinance No. 1694-2011 on the grounds that she is focused on securing the strength of every single Rosenian, non-smoker, and smoker alike (Ugnayan, 2012).

### *Inputs to tourism sustainable plan*

#### *Positive effects enhanced*

To further enhance the positive effects of hospitality development, the following actions should be undertaken: increase cleanliness, sanitation, and hygiene of the hospitality establishments; provide additional jobs and standardized incomes may be provided for the new jobs created; and create additional tax revenues which will be sourced from the salaries of the employees. These measures will also improve the wellbeing of tourists and hospitality employees, imbuing them of the culture of hygiene and sanitation; thus, becoming less sickly. The measures will also contribute to income, improve the quality of life, protect chosen indigenous habitats or enforcement of counteractive actions against further environmental decrease, there will be a greater tolerance to social difference, and lastly, there will be a clean and sustainable industry.

#### *Negative effects mitigated*

To mitigate the negative effects some strategies should include reduction of goods and services; decrease cost for additional infrastructure; watch out for pollution and water shortage; avoid the need to import labor from outside the municipality; and lessen the competition for land with others. These will lessen excessive drinking and alcoholism and unwanted lifestyle changes. It will also prevent relocation of occupants for travel industry advancements, avoid the neighborhood from common assets, loss of open space, and the destruction of flora, fauna, and landscape.

## **CONCLUSION AND RECOMMENDATION**

There are slightly more male respondents, most were 18 – 25 years old, college degree holders, employed in non-related tourism businesses, and with 21 – 30 years of residency. Based on the results, among the positive impacts, the least in rank is *increases tax revenue* for economic impacts, *boosts greater tolerance to social difference (between rich and poor)* for socio-cultural impacts, and *supports a clean industry* for environmental impacts. Overall, there is a *high positive impact*. In terms of the negative impacts, *increases prices of goods and services* is the highest economic impact, *encourages excessive drinking and alcoholism* is the highest socio-cultural impact, *aids loss of open space* is the highest environmental impact. It means that overall, accommodation has moderate negative impacts. There is a significant relationship between the educational attainment and length of residency of the respondents and the impacts of hospitality development.

Future researchers can utilize the findings of the study as a basis for their related literature and studies. Tourism students may use this study for reference about the impacts of hospitality development in Sta. Rosa City and its implication to local residents. A similar study should be conducted with more emphasis on the economic impacts of tourism.

The city's Tourism Office of Sta. Rosa should have a certification program for every hospitality establishment. This would help enhance positive impacts and mitigate negative impacts of hospitality development among the residents of Sta. Rosa City.

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