



PAGSANJAN, LAGUNA IN THE LENS OF TOURISM DEVELOPMENT PERSPECTIVES: BASIS FOR A PROPOSED HOSPITALITY BUSINESS SUSTAINABLE PLAN

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Abstract : This study explores sustainable tourism, focusing on its impact on Pagsanjan, dubbed the Tourist Capital of Laguna. The research identified the effects of tourism in the area and evaluated local government strategies for creating a sustainable hospitality plan. Using the triple bottom line framework (economic, socio-cultural, and environmental impacts) with the use of mixed method, the study revealed that both positive and negative effects were observed in economic and environmental domains, while socio-cultural effects were largely positive with minimal negative impact. Statistical analysis showed significant relationships between respondents' demographics and their perceptions of environmental impacts, highlighting the importance of environmental considerations in tourism development. The local government's strategies emphasized sustainable management, cultural heritage preservation, and balanced socio-economic growth. This study's findings serve as the foundation for a proposed sustainable tourism plan for Pagsanjan, which aims to enhance the quality of life for all stakeholders by fostering tourism that is environmentally, socially, and economically sustainable. The research concludes that understanding the effects of tourism is crucial for long-term sustainability, and that the local government's role is vital in implementing successful strategies to achieve this goal.

IndexTerms - *Tourism Development, Hospitality Business, Sustainable Plan, Triple Bottom Line, Local Government Strategies*

I. INTRODUCTION

The tourism sector is one of the largest and quickly developing across most countries of the world and remains one of the major sources of revenue and jobs for the majority of countries. As a result, it has been found to be an intricate catalytic agent of socioeconomic, cultural, political and environmental changes and therefore countries depend on it for income, employment, business, and development of infrastructure. However, tourism comes with its demerits too as it can bring about adverse environmental impacts, adverse effects on cultures, and people natural resources, and environment embedded in the ecosystem. There is a need to include host communities since they are essential in fostering a consistent performance in the tourism industry with all the destinations having positive and negative impacts based on the techniques of management used.

Sustainable tourism is an important area of study and management development since it integrates social, economic, and environmental values (also known as the three-bottom line). In the Philippines, as in many other countries, the importance of tourism as a contributor to the economy is appreciated and as of year 2000, this sector contributed 8.7% of the GNP and 9% of the workers. Although the country has an abundance of natural attractions, the Philippines remains among the cheapest places to visit with reasonably priced lodges, meals, and transportation. Tourism was also encouraged by the government through the "Welcome to the Philippines" initiative and by establishing the Philippine Tourism Authority PTA within DOT DOT to oversee and control tourism development.

Region 4A also known as CALABARZON comprises the province of Laguna and it is one of the most visited areas in the Philippines. While Laguna is most especially attractive to tourists because of such places as Mt. Makiling, the hot spring resorts of Los Baños and the artifice Caliraya Lake. Pagsanjan "Tourist Capital of Laguna" is also well renowned for "Shooting the Rapids" boat ride to the Pagsanjan Falls which is an attraction to both local and international tourists. The development of eco-tourism in the area emphasizes the need to conserve biodiversity by targeting the tourist activities towards rare species that need protection.

II. NEED OF STUDY

The local government of Pagsanjan has been actively involved in the promotion of tourism with the proper integration of sociocultural and economic and environmental aspects. The Local Government Code of the Philippines (R.A. No. 7160) also provides for the devolution of some aspects of tourism mainly to local government units including the planning and implementation of programs designed for tourism development as well as overseeing business and security provisions to tourist facilities. The tourism program of the Local Government Unit is focused more on the people's welfare through attaining sustainable development.

A study was carried out on the effects of tourism development on the population of Pagsanjan with the emphasis on economic, social, cultural, and environmental aspects. The recommendations point out the requirement of additional means for the local governing body such as academic or other institutions to refresh the tourism plan. As head of the department of tourism and hospitality, the researcher perceived the same desire and chose Laguna as the study area since it was the Tourist Capital of Laguna region and recorded very few COVID 19 cases. The purpose of the study was to measure the impact of tourism development on the daily lives of residents and find solutions to potential negative effects, enhancing the state's efforts.

III. RESEARCH METHODOLOGY

The investigation undertook both quantitative and qualitative aspects, both of which can be classified as descriptive research. Descriptive research, as its name implies, aims at describing the data and characteristics of the population or phenomenon, thus proving to be the most suitable technique for evaluating the impacts of tourism development on the citizens of Pagsanjan. The author examined also the local governmental policies regarding the development of tourism. Their purpose was to enhance or create a sustainable tourism strategy, which addresses the benefits and the adverse effects of tourism development on the residents' perspective, and in short, the residents and the tourism officer's perceptions.

3.1 Population and Sample

Pagsanjan is a municipality found in the 4th district of the province of Laguna, 101 km, southeast of Manila. It is situated at the delta of Laguna de bay, between the Balanac and Bumbungan rivers. It belongs to the CALABARZON region and is famous for the Pagsanjan Falls. The municipality covers 2640 hectares and is made up of 16 barangays, six of which are designated urban. Prime tourism areas within the town are situated in barangays I & II, Maulawin, Pinagsanjan, Sampaloc and San Isidro.

For this study, the researcher used stratified random sampling, a method of sampling where the population is divided into subpopulations and some elements of each subpopulation are taken to constitute the sample so as to ensure proportionality. They used purposive and judgmental sampling methods which managed to select 134 residents plus six boatmen from the community. Residents chosen were aged between 30 to 65 years and had resided there for over 15 years to have relevant exposure to the developments in tourism. Also, the tourism officer of Pagsanjan who was believed to be well informed regarding the matter was also selected for an interview.

3.2 Data and Sources of Data

The author used survey questionnaires and key informant interview methods to gather data. The residents provided quantitative information using surveys, and qualitative information was collected from interviews with key personnel such as the tourism officer. This method corresponds with the current trend among Filipinos boys tutored about tourism - that of incorporating quantitative and qualitative research to achieve complete research outputs. For example, Gison (2017) cites in the Journal of International Tourism, such duality is also inherent in tourism in management construction, tourism remains a subject of both social and management sciences oftentimes making decision based upon qualitative data.

3.3 Data Analysis Tools

To establish the variables of the study, survey questionnaires, interview guides and focus group discussion (FGD) guides were used. The instruments were derived from relevant literature and studies that were reviewed. Eminent validators were also consulted in relation to the accuracy and relevance of the instruments. Research assistants were also on tape in the disposition of the survey questionnaires, and the assistance of the six boatmen assisted in the selection of six of them. The researcher took charge of scoring the questionnaires and qualitative data analysis with the help of statistical software SPSS and a statistician. Focus group discussions and key interviews were undertaken by the researcher and validators of the study were consulted during the analysis of data to avoid any biasness in the findings of the study.

Table 3.3 Matrix of Data Source and Analysis

OBJECTIVES	SOURCE OF DATA	ANALYSIS TOOL
Know the demographic profile of the respondents in terms of: Gender Age Educational Attainment Occupation Length of Residency	Part 1 / Demographic Profile Instrument	Frequency Percentage
Determine the extent of tourism development to the residents of Pagsanjan, Laguna in terms of: Economic Socio-cultural Environmental	Part 2 / Perceived Effects Questionnaire FGD Guide	Weighted Mean Content Analysis
Assess the significant relationships that exists between demographic profiles and the perceived effects of tourism development	Part 1 and Part 3 of the Questionnaire	Chi- Square Statistical

Identify the strategies of the Local Government to sustain tourism in the local community

Key Informant Interview Guide

Content Analysis

Propose sustainable activities based on the results of the study

Quantitative -
Qualitative
Sequential
Approach

IV. RESULTS AND DISCUSSION

This chapter contains the results of the research that answers the research problem and presents the used data. The data presentation is carried out in two stages namely the first one presents findings of the entire survey while the second one enriches the findings of the survey with focus group discussions and interviews. The last section gives a recommendation of what can be done to be sustainable in the practice of hospitality industry in Pagsanjan.

4.1 Demographic Profile of the Respondents

This study assessed the characteristics of the subjects regarding demographic factors. As we can see in the data, gender distribution was slightly skewed towards males (53% of 134 respondents) and females comprised only 47%. Even though there are more respondents who are male, this would not impede the result of the study. The proportion of GAD lemons II depletion responds to the ava geography population by male or female in 2017 statistics upon recording by Philippine Statistics Authority (PSA).

In this research, the people's age was one of the demographic factors considered since it was useful in determining the respondents' level of maturity and perspective towards issues of tourism. The respondents were classified into five groups again to ease age analysis, where the greatest number of respondents aged between 30 and 39 years (54%) was followed by those in age class 40-49 at 22%. Only 10 % of the respondents were aged above 60 years. The poll was also conducted at the height of the COVID – 19 pandemics, which explains, to some extent, the large percentage of the respondents aged within 30 to 39 years, since it is the active work-age group likely to have been outdoors during the pandemic. The research states that the opinions of the people in the 30-39 age group are important, especially as they witnessed the boom of the tourism industry of Pagsanjan in the 90's and can give relevant tips for its further evolution.

Also, the education level of the respondents was examined as it is an important factor with respect to the respondents' view on tourism development. Most respondents (44%) had the educational level of college graduate while the least had the following elementary (11%) and high school (18%). This also explains why they are relatively educated on the impacts of tourism in their community. Pagsanjan being surrounded by other municipalities with educational institutions such as Sta. Cruz and Siniloan could be a reason why the respondents had higher education levels.

About occupation, a majority (72%) of the respondents indicated being employed, of which a large number (25%) were self-employed. This shows that tourism has created job opportunities for people residing in Pagsanjan more so in small and medium scale business. Most of the data complied with regional employment data published by the psa, which reported success in CALABARZON region unemployment rates which have been expanding because of improving local economies like MG. Pagsanjan.

A similar finding was noted with regard to the length of time spent during residency in Pagsanjan and this factor was classified as critical for this study. Most of the respondents (28%) had been living in Pagsanjan for 40 years and above, the next category being those who had been residents for 30-39 years at (26%). This length of residency implies that the respondents were able to follow the trends of the town's tourism industry, thus making their perspective towards the study helpful.

To summarize, the extent of demographic profiling of the respondents such as gender, age, education level, occupation, and the duration of residence in the area, addressed the research question on the impacts of tourism development in Pagsanjan. It was noted from the study that the respondents were mature, experienced, and had sufficient knowledge which would help in coming up with credible data very important in formulating a comprehensive strategy for hospitality business in the region.

4.2 Positive Effects of Tourism Development in Municipality of Pagsanjan

The main objective of developing a destination for tourism is to maximize the benefits while trying to lessen the adverse effects. As the tourism sector grows, identifying these possible impacts management is also the target of the tourism industry. There have been several studies undertaken on the tourism impacts. Perspectives have been taken to classify them primarily into different aspects to assimilate the understanding of how the tourism development processes bring about change to the community.

4.2.1 Economic Effects

One of the most significant noted positive effects of the tourism economy is its contribution in the economic sector. The numerous activities in tourism can assist in generating income, enhance the region's economy, provide more job opportunities and expand auxiliary industries like dining, lodging, recreation and souvenir industries. These types of activities have a domino effect as well in the economy generating economic benefits in phases. Quite simply, Idoma tourism is economically viable and helps in the economic development of a region by providing employment opportunities. Furthermore, it frequently creates a network infrastructure that benefits both the visitors and local people in the form of enhancement of transportation networks, power, water supply and public amenities. In conclusion, the tourism sector employs a wide range of skilled personnel, brings in foreign earnings, raises individual wealth and increases tax base.

In the Municipality of Pagsanjan, the advances in aspects of tourism development have given some positive benefits to the economy. Even in the face of the coronavirus pandemic which had to some degree, cut the tourist activities, tourism was still an option for most of the people. People in the survey indicated that tourism enhanced the local economy, enhanced public works and facilities, and attracted more construction activities. This supports the findings of Harrill (2014) and Gartner (2015), who found out

that tourism is a large contributor to development of rural economies. The tourism activities in Pagsanjan brought about the establishment of new ventures and enhanced the economic status of the people.

Depending on and guided by the corresponding growth of tourism in Pagsanjan, the municipality has also experienced an upsurge in land value and urbanization. To these socio-economic and physical changes, the city has sought to incorporate affordable housing strategies that will benefit the informal settlers as well as the local government employees. These housing initiatives integrate green building technologies, such as wastewater treatment and agriculture in the cities. This intervention helps to improve the quality of life of people who live in the houses cells but helps to conserve energy and water as well.

Tourism can be said to bring in more than just economic profits. It enhances the physical facilities within the region including its beautification and availability of more and better shopping centers. According to Gursay and Rutherford (2014) "Most residents view tourism development positively, as it provides significant amount of employment opportunities and additional revenue for the municipal budgets". Cook (2018) underlined, this very development of tourism activity requires certain facilities such as roads, ports, airports, and power supplies for visitors and tourists. And such tourism does not only help to meet the additional income for the economic development but also drives the expansion of different types of business and enhancement of public services.

As can be summarized, the economic effects of tourism development in Pagsanjan are positive and have an inter-growing nature. The municipality has been able to leverage the positives in the tourism industry to develop its economy, infrastructure and improve their people's lifestyles. The continuous improvement of the area of Pagsanjan, especially with regard to urbanization and land use trends indicates that tourism is likely to be a major force in the sustainable development of the community.

Table 4.2.1. Positive Economic Effects of Tourism Development

Positive Economic Effects	Weighted Mean	Verbal Interpretation	Rank
1. Contributes to income	3.24	Significant Positive Effect	3
2. Contributes to standard living	3.15	Significant Positive Effect	7
3. Improves local economy	3.43	Significant Positive Effect	1
4. Improves investment	3.16	Significant Positive Effect	6
5. Improves development	3.34	Significant Positive Effect	2
6. Improves infrastructure spending	2.96	Significant Positive Effect	9
7. Increases tax revenues	3.23	Significant Positive Effect	4
8. Improves public utilities infrastructure. (Dams, hospital, parks, public housing, sewage, etc.)	3.17	Significant Positive Effect	5
9. Improves transport infrastructure (rails, roads, bridges, airports, ferries, ports, etc.)	2.95	Significant Positive Effect	10
10. Creates new business opportunities	3.02	Significant Positive Effect	8
Composite Mean	3.16	Significant Positive Effect	

Interpretation: Very Significant Effect (3.50 – 4.00), Significant Effect (2.50 – 3.49), Low Effect (1.50 – 2.49) Very Low Effect (1.00 – 1.49)

4.2.2 Positive Socio-cultural Effects

The interaction between the hosts and the guests has been reported to have an impact on the tourism, social and cultural aspects on the community and the people as well. In the case of Pagsanjan, it would appear that the socio-cultural impacts of the Tourism activity have been positive as seen in the tourism effect study conducted among the local residents.

The most important socio-cultural benefit which the respondents ranked as the highest in importance was improvement in the quality of life 3.21. The respondents socialized with tourists who provided some educational experiences 3.19 and helped in protecting the cultural heritage of the people 3.17. These interactions also enhance the interaction with other communities 3.14, create interaction with other cultures 3.13, and bring about changes in attitude and behavior 3.12. Some respondents reported the satisfaction of reaching certain psychological needs 3.03, the need for more culture and history demonstrations 2.91 and the appreciation of ...social diversity 2.88. The average score for this socio cultural effect question was 3.09 which suggests that tourism has benefited most of the residents of Pagsanjan who participated in the study.

One of the most important social and cultural impacts of tourism is improving the living standards for the local people. Ibid, p24 acknowledges that, it is inevitable to notice that the quality of life of a destination increases with the arrival of the tourism investments in a region. Tourists offer many visitors to residents that complements their physical well-being and gives them higher levels of psychological satisfaction due to interaction and exposure to different ways of living (Higham, 2017). Such exchanges may enhance the host's perceptions and attitudes towards their own culture.

Tourism is also essential in encouraging multiculturalism within a society by ensuring the preservation of cultural aspects of the host communities. Pagsanjan residents have stated that 'while tourists are destroying the cultural integrity of Pagsanjan, they are also facilitating the synthesis of traditions and values with that of the tourists. It has also been noted by Marqua (2015) that tourism is a moving force in promoting intercultural relations as people of different cultures meet. When people travel and meet and learn about people with different cultures, they begin to appreciate diversity and vice versa, which is important for peace. Theobald (2015) however cited that there is room for hope when he stated that tourism improves the chances for preserving traditional culture by providing a market for traditional cultural practice. In Pagsanjan, local boatmen, most of whom are the initial

contact of the tourists offer Tagalog and English training to the local boatmen, associated with the foreign cultural study emphasizing the communication with visitors.

Apart from that, tourism serves positively the social aspects since it concerns several issues which include economic security, employment, health, physical and financial safety, and housing as well as leisure activities. With the growth in tourism, it leads to possibilities for the people living in these areas to better their economy, if not because of engagement in tourism-related employment then to opening business for the tourists.

The partners are only too aware of the societal influences the tourism industry has on Pagsanjan's socio-cultural make-up. It improves the standard of living of people, it facilitates interaction, it helps to maintain the cultural heritage, provides harmony among people of different nations. The concluding discussion of the paper, however, underlines that tourism development and the further emergence of the international market in Pagsanjan will bring about the same socio-cultural advantages for the residents and the tourists.

Table 4.2.2. Positive Socio-cultural Effects of Tourism Development

Positive Socio-cultural Effects	Weighted Mean	Verbal Interpretation	Rank
1. Improves quality of life	3.21	Significant Positive Effect	1
2. Facilitate meeting visitors (educational experiences)	3.19	Significant Positive Effect	2
3. Positives changes in values and customs	3.12	Significant Positive Effect	6
4. Promotes cultural exchanges	3.13	Significant Positive Effect	5
5. Improves understanding of different communities	3.14	Significant Positive Effect	4
6. Preserves cultural identity of host population (traditions beliefs, festivals, etc.)	3.17	Significant Positive Effect	3
7. Increases demand for historical and cultural exhibits.	2.91	Significant Positive Effect	8
8. Greater tolerance of socio difference (between rich and poor).	2.88	Significant Positive Effect	9
9. Satisfaction of psychological needs. (Maslow's hierarchy needs; food, shelter, clothing, etc.)	3.03	Significant Positive Effect	7
Composite Mean	3.09	Significant Positive Effect	

Interpretation: Very Significant Effect (3.50 – 4.00), Significant Effect (2.50 – 3.49), Low Effect (1.50 – 2.49) Very Low Effect (1.00 – 1.49)

4.2.3 Positive Environmental Effects

It is this ambivalence that makes the tourism industry, and the tourism personnel treat the environment with contempt even as they promote its preservation. Geography has also observed negative effects of tourism in Pagsanjan, Laguna historical places as seen in the studies given in table 11. The respondents pinpointed important positives that have some elements of environment such as enhancement of the landscape of the region (3.31), establishment of clean manufacturing (3.19), and conservation of specific landscapes (3.08).

The concern which emerged as the most in the forestry program was the overall improvement of the surroundings which gained a rating of Very Significant Effect. This is vital for Pagsanjan where the efforts of the local government have been directed towards the beautification of the town in a bid to attract more tourists. Further, the clean industry and nature conservation, which were ranked second and third in importance respectively, speak of the support for responsible tourism that the municipality espouses. Activities such as "SILAKBO Goes Beyond the Distance: Run and Plant a Tree" incorporate a lot of green initiatives such as tree planting for global warming change and biodiversity conservation. These are necessary in protecting the natural environment and combating the adverse impacts of tourism on the environment.

Tourism is perhaps the most vilified in the sense that, if taken to excess, it can wreck the environment. On the other hand, it gives a reason – economic self-interest – to preserve the natural world. In Pagsanjan, the positive environmental impacts are the protection of the natural areas, conservation of heritage sites, and creation of cleaner tourism industry which includes the use of green hotels, restaurants and attractions. The studies of authors are also in line with this, where Latkova (2018) explains that in physical planning and area development with regard to environmental concerns, the rights of the residents as well as the visitors will have to be dealt with.

In terms of Environmental Management, Pagsanjan has its own major example as Municipal Ordinance also called as the Environment Code. This ordinance determines the responsibility of the caring for the green space areas in the municipality, and the manpower required in stepped up environmental activities. Also, the 'Project CLEAN ALWAYS' campaign launched by the municipality also teaches the public and stakeholders on environmental protection focusing on the responsibility of the people towards air, land and water.

The mean score for overall environmental consequences of tourism development in Pagsanjan was given a score of 3.20 which is averagely influence the local positively. The natural resources in the form of Pagsanjan Falls, which is for the most part the reason for the collection of tourists in the town, warrants the need to protect the environment. In this way, Pagsanjan has to find ways of developing tourism fully knowing that there are consequences but rather still fending action to these negative consequences, to some extent decimating the resources.

Another positive component of tourism development in Pagsanjan is the creation or enhancement of some infrastructure that is also used by the locals as well as the tourists. Improved infrastructure, including housing, public facilities and hosting venues,

do enhance the number of tourists but also improves the quality of life of the people. Achievements of tourism activities give changes whether physical or functional of features making the place better in looks and also gives prospects for long term ecotourism incomes and environment.

To sum up the discussion, Pagsanjan has proven to be an attractive location for tourism; however, it has also been unfavorable to the environment. With the correct measures in place, including the involvement of the local population and adhering to the principle of sustainability, tourism can be beneficial to the environment as well as society.

Table 4.2.3 Positive Environmental Effects of Tourism Development

Positive Environmental Effects	Weighted Mean	Verbal Interpretation	Rank
1. Protection of selected natural environments or prevention of further ecological decline.	3.08	Significant Positive Effect	3
2. Improvement of the area's appearance (visual and aesthetic.)	3.31	Very Significant Positive Effect	1
3. A clean industry (no smokestacks: smoke or gas from chimneys and steamship)	3.19	Significant Positive Effect	2
Composite Mean	3.20	Significant Positive Effect	

Interpretation: Very Significant Effect (3.50 – 4.00), Significant Effect (2.50 – 3.49), Low Effect (1.50 – 2.49) Very Low Effect (1.00 – 1.49)

4.3 Negative Effects of Tourism Development in Municipality of Pagsanjan, Laguna

While the growth of tourism results in economic and social benefits, it also has several adverse consequences, most notably for the community residents. It has been noted by Brunt (2019) that both the advantages and disadvantages of the raised level of social changes happened with the growth of tourism and the Development in its activity in the second half of the twentieth century. In a good way, this seaborne sector for Charming Marine tourism leads to an augmentation of income, education and employment, and development of local facilities and infrastructure. However, this threatens preservation of indigenous cultures and may result in economic and social equity, thus all the more making such effects warrant a thorough understanding of the larger picture.

4.3.1 Negative Economic Effects

The analysis also balances Pagsanjan, Laguna tourism study. Economic opportunities have improved due to tourism development such as infrastructural development and provision of employment however, some adverse effects have also been witnessed their economic aspect. Table 12 summarizes such adverse effects experienced by respondents that ranged focusing on economic aspects where weakness or adverse effects to the tourism development costs was rated the highest with (3.14) on 'increases in the price of goods and services', and where 3.14 on increases the cost of living was the high rate in terms of buying external goods and services to meet subsistence from imports. This is what usually happens in a number of developing tourism sites, where their local entrepreneurs raise all prices in their businesses for tourists who can afford it, thus by doing so raising the cost of living for the residents. McGehee (2014) studied the economic disadvantages of tourism development, observing that these often include hiked prices of goods and services, land and housing development, additional costs for importing labor and low-wage jobs, and export of profits by foreign businessmen. These impacts may also result in circumstances where the increase in living costs for the members of society is not matched by corresponding rise in the economic benefits to them.

Pagsanjan's 2008 tourism sector showed that the 3rd ranking negative effect among the respondents is the 'Additional Costs for Road Maintenance and Transportation System' (3.25). Driven by the growth of tourism, forces measure of road building for the construction of common uses will cause the rise in charge on the maintenance of roads and the enhancement of transport system. Infrastructure is eventually required 'the very foundation for promoting tourism' shin though an impact upon the financial burden concerning hardware provisions may be placed upon the citizens and local authorities too. The concerns that ranked last – "elevated present cost of land and shelters" (3.07) and "Enhanced cost for associated equipment" (3.07) inform how the land panic developed by tourism consumption can push property prices higher making it hard for the natives to acquire land and houses. Regions with more tourist are undergoing a land housing cost increase as main contributors by Edgell (2018) rationalized.

A key problem that also came out as significant is the seasonality of tourism, which in the order of importance was ranked sixth (2.98). This seasonal nature can pose challenges to unemployment to local workers, most especially in the hospitality sector, which experiences a rise and fall in employment opportunities based on the number of tourists. Such unemployment will threaten the economic base in the region as noted by Hospitality Net (2019). Competition for land with other uses as well as other negative impacts highlighted is competition for land with other uses (2.95), increased opportunities for recruited labor (2.92) and that the profits may be repatriated to the countries of business owners (2.83). These factors can have adverse impacts on the economic return of the residents of the region, especially since most of the income earned from the tourism industry is not retained within the regional economy. The most rated factor of all also happens to be employment in the tourism sector mostly including low-paid jobs (2.80).

To sum it up, the community benefits as well as the disbenefits of the development of the tourism industry in the Pagsanjan region were rated at 3.00. Implying a great degree of negative influence on the community level. Geetanjali (2018) infers this addition of burden on the locals by stating that it can lead to imposing extra taxes on the residents to cater for the infrastructure and services necessary for the tourists. In the final analysis, Pagsanjan illustrates both sides of the tourism coin. It can improve the economy and support the development of infrastructure; yet, it also brings about adverse effects including inflation, rising costs of living, and disparity of wealth. It is essential that the latter is complemented by responsible approaches to ensure that the fresh air of tourism serves the local population without threatening their future.

Table 4.3.1. Negative Economic Effects of Tourism Development

Negative Economic Effects	Weighted Mean	Verbal Interpretation	Rank
1. Increases price of goods and services	3.14	Significant Negative Effect	1.5
2. Increases price of land and housing	3.07	Significant Negative Effect	4.5
3. Increases cost of living	3.14	Significant Negative Effect	1.5
4. Increases potential for imported labour	2.92	Significant Negative Effect	8
5. Increases cost for additional infrastructure	3.07	Significant Negative Effect	4.5
6. Increases road maintenance and transportation system costs	3.13	Significant Negative Effect	3
7. Seasonal Tourism creates unemployment issues	2.98	Significant Negative Effect	6
8. Competition for land with other	2.95	Significant Negative Effect	7
9. Profits may be exported by non-local owners	2.83	Significant Negative Effect	9
10. Job may pay low wages	2.80	Significant Negative Effect	10
Composite Mean	3.00	Significant Negative Effect	

Interpretation: Very Significant Effect (3.50 – 4.00), Significant Effect (2.50 – 3.49), Low Effect (1.50 – 2.49) Very Low Effect (1.00 – 1.49)

4.3.2 Negative Socio-cultural Effects

The implications of tourism include both advantages and disadvantages, although such advantages index as score, there are disadvantages. These mostly depend on the relationship between tourists and the residents, the level of education of the residents and the effect of tourism on the community's values and norms. In Brunt (2019)'s opinion, 'tourism is substantiated by social structures and engender changes with it', it can result in emerging forms of protest sociation wherein new employment and expansions of industries may occur, but of course, southern peoples and their certain manifestations will suffer.

This was particularly true in Pagsanjan, Laguna where it was the locals themselves who were most vocal in illustrating the socio-cultural problems created by/to tourism. In Table 13, the negative consequences are enumerated such as alcoholism rank (2.60), and more importantly, underage drinking (2.51). In both cases these indicators were perceived as causing many negative effects. In a place with tourism, especially with festivals and other kinds of celebrations, such disturbing behaviors as drinking excessively alongside other problems emerge related to that behavior. The fourth and third undesirable factors were unwanted changes of lifestyles (2.43) and defects in culture (2.36). Pagsanjan's tourism development has in some cases changed even the way of life of the local people, such as not going to places because of mass tourists' congestion. This is, as Walker (2016) pointed out, common in tourism places as residents may re-adjust their day-to-day activities to sidestep tourist events. There are wider social and cultural consequences – which hamper human's atmosphere – an outcome of many changes undertaken by local communities in the name of overcoming depopulation or development promotion

Negative changes in values and customs (2.30) ranked fifth, thus illustrating issues of tourism on the local culture. Theobald (2015) conveyed how tourists play an outside role to noise in a certain locality; visiting and after a period, they act differently from the society. This can create sympathy and almost a revolution, since citizens ransack if they continue to do things made for the tourist or alter their lives to suit tourists. The negative impact on language (2.25) ranked sixth, reveals the inherent danger of tourism that can refine a resident of a destination. Since the exposure of languages to wider society has a lot of advantages, In this way, much native language including language culture is suppressed by the local population. The use drugs (2.21) and gambling (2.20) were also pointed out as deviant sociocultural aspects. Thus, in certain tourist destinations, the number of recreational activities available for consumption e.g. gambling can also increase and thus such vices become a threat. Often, the arrival of tourists can provide supply or demand for drugs as well, upsetting the existing order. Breaking of families (2.20), forcible relocation of the population for the needs of tourism business (2.18), and rising border trade (2.16) more abstractly outline the impact of tourism development on people. Such closing off of communities usually results to the construction of hotels or other tourist amenities, making people lose their houses and communities. This displacement Tieu, 2018 is often accompanied by increased smuggling and other illicit trade as Kenja Villegas (2018) observes. Ranked lower, but nevertheless worrisome, was also the prostitution (2.12) and increased crime level (2.10). These problems are often expected from the developing tourism sector most especially in the areas where law and order, social order, and institutional order are not able to manage the people and the surrounding that come along with a third world country's tourism tender. Where there is such tourism growth, prostitution and crime may flair, worsen the underlying social health of the community further.

From a broad perspective deriving the sociocultural economic impact of tourism development on Pagsanjan was rated at 2.28 which is considered to be low negative impact resulting to the local residents. However, even with this rating, the issues of drinking too much alcohol, the drinking age below 21 years of age, and new unwanted habits still revolve within the population. Shrivastava (2018) has outlined potential negative consequences of tourism such as higher rates of substance abuse, gambling, criminal activity, sex work, trafficking and the decline of civilization and its values. To avoid such measures, it is imperative to encourage tourism development that is sensitive to the culture of the community, yet it is able to reap economic benefits.

Table 4.3.2. Negative Social Effects of Tourism Development

Negative Social Effects	Weighted Mean	Verbal Interpretation	Rank
1. Excessive Drinking and alcoholism	2.60	Significant Effect	1
2. Excessive Gambling	2.20	Low Effect	8.5
3. Increased underage drinking	2.51	Significant Effect	2
4. Observed Crime rate	2.10	Low Effect	13
5. Excessive Drugs	2.21	Low Effect	7
6. Rampant prostitutions	2.12	Low Effect	12
7. Increased Smuggling	2.16	Low Effect	11
8. Language defects	2.25	Low Effect	6
9. Cultural Defects	2.36	Low Effect	4
10. Unwanted lifestyle changes	2.43	Low Effect	3
11. Displacement of residents for tourism development	2.18	Low Effect	10
12. Negative changes in values and customs	2.30	Low Effect	5
13. Family disruption	2.20	Low Effect	8.5
Composite Mean	2.28	Low Effect	

Interpretation: Very Significant Effect (3.50 – 4.00), Significant Effect (2.50 – 3.49), Low Effect (1.50 – 2.49) Very Low Effect (1.00 – 1.49)

4.3.3 Negative Environmental Effects

Even though tourism remains a major contributor to national and local economies around the globe, it has often been blamed for damaging the environment as well (Higham, 2017). Acknowledging the limitations of the tourism industry, Lim (2017) states that the industry is a big contributor of CO₂, which has garnered a global concern on the need for measures to promote energy efficiency and reduce carbon.

The table presents the geographic and environmental consequences of the tourism development in Pagsanjan, Laguna. The most important and negative impacts recorded were the loss of natural and agricultural lands (mean score of 2.73), the loss of open space (2.71), and pollution (2.56), which are all regarded debilitating negative influences. Other issues though of lesser degree included the deterioration of cultural heritage sites and monuments (2.43) and the loss of animals (2.38). Touted for its natural splendor, Pagsanjan has undergone substantial transformations due to tourism. Commercialization has encroached on the availability of natural and agricultural land, thereby changing the landscape. In such situations, the development of the tourism industry is rarely viewed in the context of ecology, and therefore, deforestation and alteration of the natural environment occur. Mowforth (2017) explains that the slums suffer due to negative impacts of tourism on the environment in such forms as pollution, destruction of habitats, and the spread of alien species.

The depreciation of cultural properties and monuments (ranked 4) and loss of key species (ranked 5) are some sterile concerns which must be addressed as well. Plant and animal life and even ancient artefacts are often excavated by inhabitants and tourists and sometimes there is even the introduction of plants and animals that do not belong in the local area due to tourism related undertakings. Although it is American writers of ecology that reach that level of absurdity.

Robinson, in his report of 2019 tries to argue that the phenomenon of tourism brings about a number of negative environmental consequences such as degradation of habitats, pollution, etc., changes of local people's lives. Because of the necessary increase in the amount of urbanistic construction, the number of guests' houses, cafes, and restaurants on the streets increases as well. The plumbing, and that of course helps to pollute the water bodies around and damage the local vegetation. Tunggauan or Pagsanjan was agricultural by nature most of the residents aged 88 and below report only around 6% of the available land was put to crops in 1946. The region was noted for producing rice, corn, vegetables and other crops and also fishing off the coast of laguna bay. On a positive note rapid development of South Luzon Expressway (SLEX) in 1980's brought many corporations in the area and agriculture was replaced by Industrial and commercial activity. The Philippine Statistic Authority, as cited by the Philippine Economic Planning Office (2016), emphasizes that the urban regions of the Philippines, even those which are tourism-related, buttress some adverse environmental impacts. This includes overexploitation and contamination of water sources, loss of arable land, enhanced pollution of air and noise, and an accumulation of garbage and sewage. These consequences invite the following question: how can their tourism be sustained whenever those economic advantages are balanced against environmental protection?

On the whole, erending the basic assumption perpetuated by Carlson, one also affirms that tourism can be an industry that stimulates growth and development, however, it comes with environmental concerns. Understanding these matters is not enough; sensible solutions must be developed and made in order to prevent the adverse consequences from re-occurring when tourism is again active.

Table 4.3.3. Negative Environmental Effects of Tourism Development

Negative Environmental Effects	Weighted Mean	Verbal Interpretation	Rank
1. Pollution (air, water noise, solid waste and visual).	2.56	Significant Effect	3
2. Loss of natural landscape and agricultural lands to tourism development.	2.73	Significant Effect	1
3. Loss of open space	2.71	Significant Effect	2
4. Destruction of Historic sites and monuments (refers to flower and plants)	2.43	Low Effect	4

5. Destruction of Fauna (refers to animals and wildlife)	2.38	Low Effect	5
Composite Mean	2.56	Significant Effect	

Interpretation: Very Significant Effect (3.50 – 4.00), Significant Effect (2.50 – 3.249), Low Effect (1.50 – 2.49) Very Low Effect (1.00 – 1.49)

4.4 Relationships between Demographic Profiles of the Respondents and their Perceived Positive and Negative Effects of Tourism Developments

Clubbing together the positive aspects of tourism development, it was observed that there is an age relation with social benefits assessment and this factor was significant with Chi-square less than 0.05. This relation was explained as the one in which older aged respondents are more likely to give higher scores than their younger aged counterparts to the opinion of social positive effects of tourism. This means that as people's age increases, so do their evaluations of tourism's social advantages. This fact can be explained by the fact that elderly people probably have better understanding and more development and therefore would know the social benefits better. Unfortunately, most of the respondents belonged to the X, Y and Z, the crowd who feels that they are generally discontent with the environment that surrounds them and always try to look at the positives (<https://www.iberdrola.com/top-stories/talent/generation-x-y-z>, 05 June 2019). Turning to the types of social consequences of tourism, young people were more negative rather than positive. Subsequent findings show age cause variation in the perceptions of social benefits, implying that older people are fairly mature and possess longer exposure that explains their opinions. However, within the framework of this study no significant relationship between age and economic or environmental benefits of tourism development could be observed. This shows that age is not a key factor in how respondents look at these factors. In this regard, Wall and Mathieson (2015) express that perceptions are not or may be less age-oriented but more driven by one's understanding and interpretation of experiences.

In contrast, understanding the negative ecological issues is significantly correlating with the increase in age. Older respondents are able and more inclined to evaluate and comprehend the negative effects posed over the environment since they have witnessed changes for quite a longer period. Lao (2014) agrees as people get older, they become more accustomed to a sustained view of shifts in the environment. Hence, a minimum age criterion ensures that respondents will have a more or less accurate perception of the impact on the environment. In terms of gender, it seemed that there was no relationship in terms of the positive economic and the negative and positive environmental consequences of tourism development since the statistically devised low measure remained above 0.05. This means that survey participants were not influenced by gender while giving such positive impacts. However, Table 17 shows that there are statistically significant differences with regards to gender and the evaluation of the positive social effects suggesting that men and women have perhaps different ideas about social benefits brought about by tourism. Androit (2013) asserts that social impacts are subject to gender and as such, there can be differences of opinions based on gender attributes.

Gender had no correlation with the rating of the tourism development negative impacts, factors to do with socio-cultural impacts such as the environment were an exception. The above conclusion is in line with Yoon's (2013) study where he emphasizes the need to pay attention to perception when doing social studies involving communities for perceptions may differ according to social context. Since this was a survey with a balanced number of males and females, no one gender affected others.

The level of education did not change in any way the views of the respondents towards the impact of the positive, different from the finding by McGehee and Andereck (2014), who concern that educational level is positively associated with awareness of, as well as adequate support for positive impacts. Based on these findings, there was again no logical relationship between educational level and assessment of the negative impacts, refuting the common opinion that level of education determines how specific components are viewed.

With respect to occupation, the study does not reveal a strong link between the positive impact assessments made on various factors of the work and the occupation of the respondents. There was, however, a significant relationship between occupation and the negative environmental effects assessment. Goeldner (2019), however, attested to this by indicating that people tend to temporarily ignore such concerns as the environmental impacts of the tourism industry while addressing their immediate job-related needs. This is also consistent with the findings of the study that showed that assessment of environmental effects was dependent on the occupation of the respondents explaining their concerns about nature.

In the last analysis, the results provide evidence on a large number of assessments showing reasonable consistency between the length of residency and both positive and negative environmental impact assessments. Indeed, with an increased duration of stay, de facto residents are more exposed to and aware of both the benefits and the adverse effects of tourism. Looking up in the same manner, Hall and Lew (2017) support this noting that long-term residents have favorable placements to assess development impacts.

Table 4.4. Relationship between Demographic Profiles and Assessment of Perceived Effects

Variables	Pearson Chi-square value	p-value	Interpretation
Age and Social Positive	27.621	.001	Significant
Age and Environmental Negative	20.132	.017	Significant
Gender and Social Positive	8.403	.038	Significant
Gender and Environmental Negative	10.640	.014	Significant
Occupation Environmental Negative	19.173	.004	Significant
Years of Residency and Environmental Positive	20.788	.014	Significant
Years of Residency Environmental Negative	27.461	.001	Significant

Interpretation: Correlation is significant at the $p < 0.05$ level

4.5 Strategies of Local Government to Sustain Tourism on the Local Community

The development of tourism in Pagsanjan, the recognized Tourist Capital of Laguna, has received huge public and academic attention due to the great significance of establishment in the region. At the outset, tourism development was experienced at first with an increase in the number of tourists and specifically the international ones, this got the local government officials excited and seemed to spell revenues generation. This response makes the municipality pursue tourism aggressively considering the increasing number of tourists coming in the area. Nonetheless, while the enhancement of the region through impact of tourist influx was applauded, socio-economic ills subsided. Possibly, the most disturbing issue, however, arose from accusations against tourists of child abuse. Government tourism officials at the service center, argued however that the children affected in the case were not locals but tourists who were cared for in hotels in Pagsanjan, these proved detrimental, and a moratorium was enforced on the services provided. In this situation, the local government was compelled to take severe measures to do harm control and refute the allegations. Hotels were then ordered to be more guarded, since any adverse evaluation is likely to affect the whole tourism market in the country.

With tourism reaching its climax, Pagsanjan was at a crossroad where it had to decide whether to go down the plane or breathe life to its tourism industry. The local government, having understood their dependency on tourism chose the route of anti-tourism slumps. They started marketing not only the renowned Pagsanjan Falls but other amenities such as eating joints and historic sites as well. Using the name "Tourist Capital of Laguna" became essential in these marketing campaigns. The objective was to increase tourism and promotion of the area through use of different marketing strategies, information and promotion programs. As per Mason (2016), promotion strategy is concerned with activities related to the orientation of the market with the defined target audience. This generally applied to Pagsanjan in these regards - targeting both the domestic and foreign tourist as well as potential investors. Effective market segmentation was instrumental in that it enabled the destination to showcase itself to the most appropriate audience members. They were all potential customers wishing to purchase leisure at that specific location. Weaver (2018) situates that market segmentation is indispensable in the formulation of a comprehensive marketing strategy as it enables the position of the destination to various audiences. In such a situation facing Pagsanjan, it meant reaching out to a vast market but at the same time assuring that the advertising messages were relevant to travel and tour agents. As noted by Villegas (2018), the main component of destination marketing is, in most cases, promotion. Yoon (2013) goes on to note that the client should be able to promote tourism and so the market should have appropriate targeting. Abiding by this, Pagsanjan as a destination's promotion expanded within its Floods richer in surrounding attractions with the desire to satisfy more than onboard, including rest, religion, culinary, etc. Androit and Vaughan (2013) argue that tourism competition needs to be sustained which implies consideration of the various bases for customers advantage distribution. Pagsanjan had plans to aim at the certain target market by locating the 'boatmen' engrossed in the falls' activities as a core product and making use of the press for ploy-less advertising. This also complements the provisions of the Republic Act (RA) 9593 or the Tourism Act of 2009 which seeks to capitalize on tourism as a vehicle for economic development and cultural rehabilitation in the country.

Notwithstanding these undertakings, Pagsanjan struggled with issues regarding the ownership of the Pagsanjan Falls. The falls, another one of the major attractions, are in Cavinti, with travelers going to Pagsanjan to start their journey. The local governments of Pagsanjan, Cavinti, and Lumban entered into a Memorandum of Agreement (MOA), to clarify the sharing mechanisms for tourism benefits which they had agreed upon. As per the MOA, Pagsanjan shall be entitled to 50% of the income earned from the visitor fees, and the rest of the non-fee income will be shared in equal proportion amongst Cavinti and Lumban. Such arrangements have economic consequences for every municipality incorporate, where cavinti's earnings from such a share constitute a bigger percentile share of its earnings. The interpretation of Pagsanjan Falls Management Plan by the Philippines tourism Authority in the historical context, administration, and management reforms has also contributed to the problem. This has made Pagsanjan look for additional tourism-based activities in order to save its tourism sector. These strategies include planning recreation activities at Isidro Hill, boosting river rafting, creating specialized floating restaurants, and enhancing river boat cruising.

It brings home the lesson for Pagsanjan that it should not put all its eggs in one basket and assume all tourism activities and expects one major attraction to generate interest from visitors. Successful brand campaigns serve two purposes: they educate and entice travelers with the array of enjoyment on offer as well as grow the attractivity of the destination itself. It is important to marry the marketing and selling of the destination with the available resources and experiences. Promotion should be directed towards specific market segments or groups instead of the entire market in order to ameliorate unfitted promotional activities with the correct content to be promoted for the particular destination.

To sum up, Pagsanjan's tourism development plans have shown both the advantages and the disadvantages of increasing tourist numbers. Although the economic benefits were clear, the town also faced major social challenges, as well as the problems related to the distribution of management rights to the main sites. Pagsanjan also wishes to maintain its competitiveness as a tourist leader by extending its advertising focus and extending its tourism products without bringing adverse side of the tourism.

4.6 Proposed Sustainable Activities for Hospitality Business

Public policy process is also something that the Philippine government takes seriously. Senate Economic Planning Office (2016) argued that there are instances when an industry depends on the state since a state has the legitimated authority to provide the order, structures, safety, as well as legal and financial conditions that will enhance the success and growth of tourism trade within the country. In light of the fragmentation of interests within the policy process and the control that has to be exercised by government, there has been realized the importance of the institutional framework meant for planning as well as executing tourism policies as a core element of tourism growth. It is probably the nature of the process of policy making that has made it possible for the development of local policy making through collaborative networks. At other times, an additional level of government may be needed when the national government does not expend sufficient revenue on a particular region. Deep concern about public order, when particularly local authorities such as mayors order measures for police to demobilize the protesters, emerges even at the Local Government Code of the Philippines, Republic Act No. 7160 of 1991, which is transferring some responsibilities to LGU (http://www.nwrb.gov.ph/images/laws/RA_7160LGC.pdf, 01 July 2019). With this, the provisions of Local Government Code (section 17) with respect to the people residing in Pagsanjan, Laguna, is that through tourism development, they should enhance the socio-cultural, economic and ecological well-being of their communities and so their participation in tourism should pertain to this aspect.

Local government units have the authority to prepare their own tourism policies for the medium to long-term, indicating how this local government intends to participate in the development of the community. This gives LGU's authority in primary and secondary health care services and facilities such as development and execution of tourism products, provision of tourism infrastructure and other ancillary business-like provision of capital equipment, licensing and management of tourist facilities and security of these facilities. The specific function of Article II of Zoning Ordinance of Pagsanjan, Laguna to its citizens, as this includes legislation on: Planning will ensure and manage proper growth and development of the municipality through proper coordination of its land use plans and policies including the preservation of such areas as residential and commercial zones within the cities, rather than just using them for housing, fighting for the development health, safety and.

According to the results of the study, the developed plan will aim at enhancing the tourism activities of Pagsanjan. It is worthwhile to say that these sustainable plans are not only applicable to regions that are characterized by a lot of tourists. Also, for Pagsanjan, in this case, this is a new version whereby the proposed sustainable plan will be for regions that have potential to boom once again. Pagsanjan was for a time the hub of tourist activities. What Pagsanjan is facing today is a result of lack of a strategic plan. Given the strength of pulling back its focus on tourism, it is a strategic plan that has to be maintained. Qualitatively from the data gathered, both boatmen and tourism officer, the plan being proposed will be:

Sustainable Management – this will focus on implementation, legal compliance, employee training, customer satisfaction, accuracy of promotional materials, local zoning, interpretation and communication strategizing, health and safety.

Social and Economic - this will be under community basic services, community development, local employment and fair trade, support to local entrepreneur, exploitation equity hiring to employees, and employee protection.

Environmental – this consists of less resource use, lower pollution level, and landscaping and wildlife interactions.

Here is the complete result of the study based on quantitative and qualitative methods, which was summarized into this very document.

Rationale

Considering that Pagsanjan is the tourist capital of Laguna and the home of the Bangkero Festival, it is essential to understand the perceived effect of tourism development by the residents. As it began to develop new attraction sites and other tourism activities for its tourism industry to bloom once more, the proponents would like to see what the changes of the tourism development towards the residents are and how does this development affected their lives, and if they are given any priority in this development. The output of this study would be the researcher's humble contribution to address the issue of the lack of sufficient knowledge in the field of the responses of the local inhabitants to the uncertain changes in order to enhance the sphere of social, economic, and natural environment; to address needs and issues; to prevent damage and threats in advance; and more importantly to serve the purpose of the state.

The study addressed this issue trying, shedding light on such changes in a very limited scope of literature, which alters residents' perception due to tourism development, especially bearing in mind a mainstream domestic tourism destination Pagsanjan. According to Azura (2007) research it is evident that while the economics of the tourism potential is developing in this place in cycles, the impact of that on the community is not clear.

Moreover, the long-term sustainability of tourism has been determined by the capacity of the community leaders and the members of the tourism industry in defending the cost-benefit balance. The Sustainability Action Plan is relevant for tourism dependent regions which once became the focus of tourists' attention and trying to return to that position again.

The researcher also chose to carry out a study on the positive and negative economic, socio-cultural, and environmental impacts of tourism and suggest a Sustainable Plan so that she the residents of Pagsanjan Laguna would understand what the pros and cons of the Hospitality Development in their area. It will also be used to enhance the positive effects and to address the negative impacts of Tourism Development to the communities of Pagsanjan Laguna. The researcher also identified the problems and concluded solutions to come upon this output. Proposed Sustainable Plan will be very useful in ensuring that the local people and the local authorities of Laguna Pagsanjan understand how the information and activities based on the tourism will be conducted.

Vision

In three years, with the effort of every stakeholder to bring back the tourism peak, our vision is to build a sustainable community where in all of the tourism activities will be for the betterment of residence of Pagsanjan economically, socially and environmentally.

Mission

Our undertaking is forming each and every hospitality establishment, tourism activity and tourist destination towards sustainability in order to lessen the negative impacts to the Pagsanjan Laguna.

Hospitality Business Sustainable Plan for the Municipality of Pagsanjan, Laguna

Set Up Durability Review Systems

This strategy will be headed by the city tourism office, and it is with the tourism officer that supervises the whole committee. Three people who will fill the position of sustainable auditor and specialist will be needed for the operations. Their task is to conduct audits to each hospitality organization and evaluate every branding and marketing season and all destination region based in what sustainable practices and requirements have been done. They will do auditing at least one month per each calendar quarter. Their audit will encompass the following: capital Expenditure and its management practices; Usage of Water and Usage and Conservation of Energy and other resources; incarnation, generation, management and recycling of waste; Health and health care, service to Guests and education; surrounding community; Welfare Benefits Clean and hygienic surroundings in hospitality enterprises and enhanced sanitation services in such facilities; creation of more employment and persons who provide additional income associated with the new position created; taxation from the remuneration paid out to the workers from this company. This even improves the tourist and hospitality workers, enhancing the culture of cleanliness hence less sickness.

This will provide relief to the contributors or income, enhance the standards of living there will be preservation of certain ecological systems or mitigation of further environmental degradation, there will be less aversion to social diversity, and finally it will be an industry that is relatively green and sustainable.

Negative Effects Mitigated – The other strategy eliminates such as the reduction of goods and services and their costs for additional infrastructure other than what is already present, pollution, water shortages, the need for labor from foreign sources, and other municipalities competing for land. It will reduce heavy drinking and alcoholism, unwanted changes in lifestyle, and it shall avert displacement of people for the sake of extravagant tourism development, exclusion of locals from their resources, occupying Areas of Landscape and Natural Resources and degradation of vegetation and wildlife.

Sustainable Tourism Review Program

This updates the Pagsanjan, Laguna Municipal Tourism Product Review for Sustainable Tourism – Sustainable Tourism. It is necessary that every tourism related establishment has an annual planning for the economical, socio cultural and the environment acceptable tourism sustainable business, this includes tourism development.

Management of Sustainability

A.1 Sustainability Management System Implementation.

Criteria: Even though it has been implemented, the institution has a long-term sustainability management system which fits into its reality climate and is aware of environmental, socio-cultural and economic management issues.

Consistency is maintained by establishing a sustainability management system, which contains a number of components – written policies and procedures, management and communication, and their implementation. It will establish the context, organizational strategies and objectives for business, environmental, socio-cultural, and economic performance and communicate them effectively. The survival management plan aims at directing choices, coordinating activities, and carrying out operations of the business in a manner that will not harm the environment.

A.2 Law Compliance

Criteria: Adheres to a range of applicable local laws and regulations, such as those related to health, safety, labor, and the environment.

Such measures have been put in place through local statutes and policies to remedy some of the adverse socio and ecological practices of the tourism industry. For example, no child labor, no forced, no discrimination, health and safety, work hours and minimum pay. It is an additional tool that helps to address the issues of complex social and environmental concerns in the application, compliance and implementation reinforcement.

A.3 Employee Training

Criteria: All personnel receive training with respect to his/her function concerning the management of environmental, sociocultural, and economic practices.

The operational procedure concerning sustainability management in each business will depend on how this system is incorporated by each employee from the most senior to the lowest Junior Staff. A particular training program to all the employees concerning SMS components will allow employees to internally visualize the business goals and objectives, how relevant they are, and how the business can benefit from them in each of their individual endeavors.

A.4 Customer Satisfaction

Criteria: Customer satisfaction is measured, and corrective action taken where appropriate.

The customer is the central focus of the tourism experience. Their satisfaction should be eagerly pursued to stimulate continued travel to a destination through return visits and word of mouth communication.

A.5 Accuracy of Promotional Materials

Criteria: Promotional materials are accurate and complete and do not promise more than can be delivered by the business.

Ethics in marketing dictate that all promotional tools should provide and honest representation of what services the business provides. In addition, they reflect the responsible and sustainable strategies that the business undertakes. Accurate information improves customer satisfaction by ensuring that expectations can be met.

A.6 Local Zoning, Design and Construction

A.6.1 Design and Construction – Compliance with Legal Requirements

Criteria: Comply with the local and acquisition and land rights legislation and local zoning and protected area requirements.

Land used for buildings and operations should be acquired respecting traditional rights and local legislation. Local zoning defines how activities can be carried out in a community reflecting the community's social, economic and environmental needs, balanced with long-term sustainability. Tourism operations must consider these zoning and area requirements to optimize community development plans, while minimizing impact.

A.6.2 & 3 Sustainable Design and Construction of Buildings and Infrastructures

- New and Existing Buildings

Criteria: Use locally appropriate principles of sustainable construction and design while respecting the natural and cultural surroundings.

Local environmentally and economically sound design and development techniques should be integrated into the design and construction of the tourism operation for minimizing natural resource impacts as well as consideration of the potential socio-cultural and economic benefits. This includes:

Locally appropriate tools and materials that minimize environmental effect

Development of local capacity – education, knowledge, and experience – to use the materials, technologies, tools for sustainable construction.

Local environment of all concerned stakeholders in the process of adoption and implementation of sustainable construction principles.

Enhancing the aesthetic, cultural, historic, and natural assets of a destination as well as ensuring that the built structures and operations do not negatively impact adjoin lands and people is also an important factor in sustainable design.

A.7 Interpretation

Criteria: information about and interpretation of the natural surroundings, local culture, and cultural heritage is provided to customers, as well as explaining appropriate behavior while visiting natural areas, living cultures and cultural heritage sites.

Interpretation of the natural and cultural environment is not only important for educating visitors and protecting heritage, but a key factor for a high-quality tourist experience marked by a high level of satisfaction

A.8 Communication Strategy

Criteria: Has implemented a comprehensive communications strategy to inform visitors and guests on its sustainable policies, programs, and initiatives.

A well written communications strategy will clearly communicate organizational goals and objectives as they relate the business environmental, socio-cultural, and economic performance. It is important that all stakeholders including management employees, customers and the local community understand the business' goals and objectives, why they're important, and how they can positively contribute to the business' efforts in each of their individual roles.

A.9 Health and Safety

Criteria: Ensures compliance with all relevant health and safety measures to ensure the well-being of its customers, staff and local community.

Local legislation and regulation address many of health and safety obligations associated with tourism operations, it is a complementary instrument that fills voids in the application, adherence and enforcement of critical health and safety protection. The health and wellbeing of all stakeholders is a prime responsibility of all tourism businesses.

B. Social and Economic

B.1 Community development

Criteria: Actively supports initiatives for social and infrastructure community development including education, health, and sanitation.

Linkages to the local community should exceed employment and economic growth through the development of the business opportunities should be undertaken on a regular basis to provide resources, education, training, financial assistance, or in-kind support for initiatives in accordance with the community priorities to improve the local livelihoods, thereby bringing about community support for operations and creating a better customer experience.

B.2 Local Employment

Criteria: Residents are employed, including in management positions, training is offered as necessary.

Local hiring and training is the key to maximizing community economic benefit and fostering community involvement and integration with the business. In addition, the tourism operation establishes a long-term stable labor relationship while enhancing the local authentic character of the tourism service and product. The business should support programs internal or external that will allow employees to develop beneficial skills for upward movement.

B.3 Fair Trade

Criteria: Local and fair-trade services and goods are purchased by the business, where available.

Using goods and services produced locally or with 'fair-trade' principles have numerous social, economic, and environmental benefits:

- Support local businesses and provide jobs.

- A higher percentage of the price paid is transferred directly to the provider of the goods and services which are then re-circulated several times in the community.

- Reduced ecological footprint due to fewer greenhouse gases being burned in the transportation of the goods.

- Fair prices and wages are received by the producers

- The visitor's experience is enhanced

- Local goods and services can sustainably lower costs with fewer middlemen and transportation costs.

B.4 Support Local Entrepreneurs

Criteria: The business offers the means for local small entrepreneurs to develop and sell sustainable products that are based on the area's nature, history, and culture (including food and drink, crafts, performance arts, agricultural products, etc.).

Program that expose customers to the local culture and encourages the purchase of local crafts, goods and services help increase positive economic benefits to the community while engendering a sense of pride in cultural heritage. Working with local small entrepreneurs can help expand the product, thus increasing spending and length of stay. In some cases, this can include designation of a specific area on the premises for use by local entrepreneurs or promoting local cultural activities that are open to the public.

B.5 Respect Local Communities

Criteria: A code of conduct for activities in local communities has been developed, with the consent of and in collaboration with the community.

Respecting and preserving the traditions and property of local populations is an important aspect in terms if today's globalization. Codes of conduct for tourism activities that are developed on concert and the right of communities to say 'no' to tourism activities is key to the long-term viability and sustainability of the community and its environment.

B.6 Exploitation

Criteria: The business has implemented a policy against commercial exploitation, particularly of children and adolescents, including sexual exploitation.

Children, adolescents, women and minorities are particularly vulnerable to abusive labor practices, including sexual exploitation. Weak law enforcement, corruption, and internet, ease of travel and poverty have created an underground industry which creates devastating immediate and long-term community impacts in term of disease pregnancies, trauma, ostracism and even death. Many codes and international initiatives within the tourism industry have appeared in recent years because of this growing threat. Tourism business can play a key role in ensuring the protection of local populations at destination by not buying products produced with child labor, not allowing use of tourism premises for sexual exploitation of minors, and denouncing these practices to local authorities.

B.7 Equitable Hiring

Criteria: The business is suitable in hiring women and local minorities, including in management positions, while restraining child labor.

While major international labor conventions and norms address discrimination and child labor, women and local minorities often have unequal access to job opportunities, particularly in management, and child labor is still pervasive in many areas. Equality in hiring policies encourages an equitable distribution of wealth and closes income gaps along gender and ethnic lines, concerning the employment of children ensures their education, enabling them to be future productive members of their community and enhances their quality of life.

B.8 Employee Protection

Criteria: The national legal protection of employees is respected, and employees are paid a living wage.

Treating workers humanely and fairly makes good business sense by establishing stable labor relationships. Wages that allow employees to afford at minimum provision of basic needs such as food, health care, shelter and education is critical for alleviating poverty and improving the quality of life in the local population as well as increasing productivity and employee retention.

B.9 Basic Services

Criteria: The activities of the business do not put at risk the provision of basic service, such as water, energy, or sanitation, to neighboring communities.

Hospitality businesses can alter, disrupt or strain community infrastructure and basic services, adversely impacting local users and communities. In some cases, services providers, such as utility suppliers may favor businesses over local populations, regular communication with local communities is required to ensure that normal business operations enhance the socioeconomic and environmental character of the destination, do not reduce services available to the community or increase their cost.

Cultural Heritage

C.1 Code of Behavior

Criteria: The business follows established guidelines or a code of behavior for visits to culturally or historically sensitive sites, to minimize visitor impact and maximize enjoyment.

Respect for local cultures and historic locations must be observed. Businesses must also understand and actively seek to minimize the impact on built and natural environments caused by increases visitor activity. Education about local people's cultural customs, mores, and beliefs as well as appropriate verbal and non-verbal behavior will contribute to overall appreciation of the site and local community pride.

C.2 Historical Affairs

Criteria: Historical and archeological artifacts are not sold, traded, or displayed, excepts as permitted by law.

Sustainable tourism aims to protect and embrace the uniqueness of a destination. Norms, regulations and conventions exist to protect historical and archeological artifacts from international trade exploitation.

C.3 Protection of Sites

Criteria: The business contributes to the protection of local historical, archeological culturally, and spiritually important properties and sites, and does not hinder access to them by residents.

Cultural and historical heritage is an important component of a destination's attractiveness and should be conserved to ensure their enjoyment for future generations, collaboration with local residents and preservation bodies ensure that tourism-related activities do not damage sites or prevent local people from visiting or using them. Preservation and enhancement of local cultural and historical assets increase the tourism experience and make the product offering stronger.

C.4 Incorporation of Culture

Criteria: The business uses elements of local art, architecture, or cultural heritage in its operations, design, decoration, food, or shops, while respecting the intellectual property rights of local communities.

Utilizing aspects of the local culture wherever possible increases ties to the neighboring community and promoting the destination's unique character provides an incentive to preserve unique skills. Communication between community leaders and companies is the key point to ensure a respectful use of local culture (e.g. sacred elements) and avoid possible wrong interpretations, conflicts, and undesirable commoditization.

D. Environmental

D.1 Conserving Resources

D.1.1 Purchasing Policy

Criteria: Purchasing policy favors environmentally friendly products for building materials, capital goods, food and consumables.

The economic leverage of purchasing by a tourism business can produce positive effects by encouraging sustainably produced goods and services.

Responsible purchasing is a powerful means to reduce negative environmental impact. This can be done by favoring certified environmentally friendly products and/or regularly evaluating providers that seek to conserve energy, utilized recycled materials, responsibly manage waste, and minimize greenhouse gas emissions.

D.1.2 Consumable Goods

Criteria: The purchase of disposable and consumable good is measured, and the business actively seeks ways to reduce their use.

Responsible consumption and frequent monitoring of waste can help businesses achieve cost savings as well as minimize environmental impacts of the waste streams produced.

D.1.3 Energy Consumption

Criteria: Energy consumption should be measured, sources indicated and measure to decrease overall consumption should be adopted, while encouraging the use of renewable energy.

Energy use is one of the most damaging activities on the planet with adverse impacts degrading air, water, soil quality, human and ecological health. Energy efficiency through sustainable technology and effective waste management is a key strategy to reduce the negative effect. The greatest environmental and financial benefits related to business operations are achieved by frequently monitoring utility bills, effectively training and providing incentives for staff to implement energy efficiency programs, and routine preventive maintenance of mechanical equipment. By applying energy efficient practices to the operations and investing in renewable energy technologies (e.g. solar, wind, micro-hydro, and biomass), the Business can help conserve natural resources, promote energy independence, and reduce greenhouse gas emissions.

D.1.4 Water Consumption

Criteria: Water consumption should be measured, sources indicated, and measures to decrease overall consumption should be adopted.

Water is precious and, in many regions, then increasingly scarce resources with many countries facing moderate or severe water shortages are expected to increase with climate change. Overall water consumption should be reduced to the minimum possible level necessary for adequate operation. Reducing water consumption also has financial and environmental benefits for tourism businesses.

D.2 Reducing Pollution

D.2.1 Waste Management Plan

Waste has become a major pollutant affecting both environmental aspects (land degradation, water quality) and socio-economic factors such as health and public dumps. Reducing potential waste streams, reusing what cannot be avoided and recycling what is not reusable are critical factors in sustainable tourism operations. Minimizing the amount of solid waste that goes to landfills and incinerators helps reduce the need for virgin materials and limits the amount of greenhouse gases that are released throughout a products life cycle (i.e., extraction, manufacturing, distribution, use and disposal). A lifecycle approach to waste management begins with the purchasing practices through coordination with local authorities on appropriate disposal.

D.2.3.1 Plan and Reduce

Criteria: A solid waste management plan is implemented, with quantitative goals to minimize waste that is not reused or recycled.

D.2.3.2 Reuse

Criteria: A comprehensive strategy of reuse exists to reduce waste to landfill.

D.2.3.2 Recycle

Criteria: A comprehensive recycling strategy exists to reduce waste to landfill.

D.2.3 Other Pollutants

Criteria: The business implements practices to reduce pollution from noise, light, runoff, erosion, ozone-depleting compounds, and air and soil contaminants.

D.3 Conserving Biodiversity, Ecosystems and Landscapes

D.3.1 Wildlife species

Criteria: Wildlife species are only harvested from the wild, consumed, displayed, sold, or internationally traded, as part of a regulated activity that ensures that their utilization is sustainable.

Tourism businesses sometimes use precious wood, palm thatch, or coral for buildings, furniture, or exhibition. Restaurants may serve food harvested from the wild. These and other uses may be sustainable or not. Non-sustainable consumption should be avoided, and other uses should be in accordance with local regulations and conservation practices.

D3.2. Landscaping

Criteria: The business uses native species for landscaping and restoration and takes measures to avoid the introduction of invasive alien species.

Native flora is adapted to local conditions (drought, temperatures, etc.) and chemicals. The character of the natural environment can be preserved by utilizing sustainable landscaping techniques that incorporate local flora. Non-local species that are used should be screened to avoid introducing potentially invasive plants and animals, which have negative impacts on the biodiversity and local ecosystem.

D 3.3 Interactions with Wildlife

Criteria: Interactions with wildlife must not produce adverse effects on the sustainability of populations in the wild; and any disturbance of natural ecosystems is minimized, rehabilitated, and there is a compensatory contribution to conservation management.

Tourism activities outside of urban areas frequently include interaction with plants and animals in the wild. These activities can be passive, such as building construction or trail use, or active, such as hunting and fishing. In all cases, the disturbance created should be minimized and rehabilitated. In addition, compensatory conservation activities should be supported.

A comprehensive program based on tutorials which instruct management and staff on how they can achieve sustainability for the business and in their communities. The program teaches the importance of sustainability and why it has become a global movement for better performance.

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