

Residents Attitude and Adaptation to Pro-Tourism Development in Baguio City

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1. Introduction

Travel and leisure are relaxing activities most individuals around the globe like to do. Traveling for tourist, exposes them to diverse cultures and rich history, and provides relaxation at the same time. Every place has different tourist destinations, some only unique to that certain location (Sanchez, 2020). Tourism is as an important part of the Philippines' industry. Its significant role as main contributor in the socio-economic growth is acknowledged in Republic Act 9593 or the Tourism Policy Act of 2009. It contributed to the total gross domestic product (GDP) and employment over the years with its peak in 2017 at 12.2% and 13.1%, respectively (Philippine Statistics Authority, 2018).

Travelers are attracted to the Philippines because of the abundance of islands (7,641 islands) surrounding the country. It is a place for nature lover and adventure seeker who would like to explore different destinations. A lot of recreational activities, celebrations, festivals and culture can be experienced (Statista, 2020). One such destination travelers are attracted to is Baguio City. It is the favorite place of many tourists in Luzon who like to experience nature and urban landscapes. It's transformation from being a quaint town to one of the most highly urbanized cities up north. It is rich in cultural attractions and parks, such as Mines View Camp John Hay, and Burnham Park. The city has pine trees all over that contrast the bustling life in the city (Lamudi, 2019).

Based from the third quarter tourism statistics report of the City Tourism and Special Events Office, Baguio City enjoyed a 13% increase in tourist arrival with a total of 1, 013,704 tourists who visited the city from January to September 2019.

In a related study according to Shen, et al (2019), the attitude of residents' to tourism affects their pro-tourism behavioral intention positively. As view also in the study made by Martín et al. (2017), it reports that residents' attitude could be categorized into two parts: attitude toward tourism and attitude toward tourists; they found that both positively influenced behavioral support for tourism development.

As with the findings of Stainton (2020), the negative impacts of tourism development can gradually destroy the environmental resources on which it depends. It's not all negative, however, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

In relation to residents' perception and community benefits, the study of Postma and Schmuecker, (2017), stated that tourism generates income and employment for cities. It was also mentioned in the study of Boz (2017) that the development of tourism increases and improves social life of host communities, by providing a positive contribution in the unemployment status of the community.

Residents support for tourism depend on the benefits they can get. As per Hyun (2016) who tested residents' tourism support model based on social exchange theory, indicates that when most residents heavily rely on tourism in terms of jobs and income creation, even though they understand negative impacts of tourism, they still support tourism development.

Residents' behavior is an essential aspect of tourism product, hence the study will create awareness on residents on the positive and negative effects of tourism development. The determination of the positive impacts will help them realize tourism benefits while the negative effects will help them on how to adapt with possible changes brought by tourism development. The result of the study will also be helpful to local government unit in their decision making on tourism development. The residents' attitude and adaption, as well with the positive and negative effects that may be identified in the study can be used as basis in planning. Tourists can also gain information regarding residents welcoming tourists' behavior and may know how to interact well with the residents in every place of visit.

General Objective

The study aimed to determine the residents' attitudes and adaption to pro tourism development.

Specific Objectives:

1. To describe the socio-demographic profile of the respondents in terms of:
 - 1.1. Age
 - 1.2. Sex
 - 1.3 Civil Status
 - 1.4 Highest Educational Attainment
 - 1.5 Barangay
2. To determine the respondents' perception on the following:
 - a. Attitudes towards Tourism
 - b. Perception about the Personal and Community Benefits from Tourism
 - c. Support for Tourism Development
 - d. Feelings about Tourists and Interaction
3. To establish a significant relationship between the respondents' profile and their assessment of the following:
 - a. Attitudes towards Tourism
 - b. Perception about the Personal and Community Benefits from Tourism
 - c. Support for Tourism Development
 - d. Feelings about Tourists and Interaction

Null Hypotheses:

Ho1 There is no significant relationship between the respondents profile and their attitudes towards tourism.

Ho2 There is no significant relationship between the respondents profile and their perception about the personal and community benefits from Tourism

Ho3 There is no significant relationship between the respondents profile and their support for tourism development.

Ho4 There is no significant relationship between the respondents profile and their feelings about tourists and interaction.

Conceptual Framework

As shown in figure 1, the paradigm of the study examined the residents' attitudes and adoption of pro-tourism behaviors. The study was based on the study of Ribeiro, et.al (2017) entitled Residents' Attitudes and the Adoption of Pro-Tourism Behaviors: The case of developing island countries which was made in Cape Verde Islands. This study focused on residents' attitudes towards the tourism, the support for tourism development and residents' feelings about tourists and interaction in relation to residents profile such as age, sex, civil status, educational attainment and place of residence. There were four hypotheses tested in the study, these were the significant relationship between the respondents' profile and their attitudes towards tourism, the respondents' profile and their perception about the personal and community benefits from tourism, respondents' profile and their support for tourism development and respondents' profile and feelings about tourist and interaction

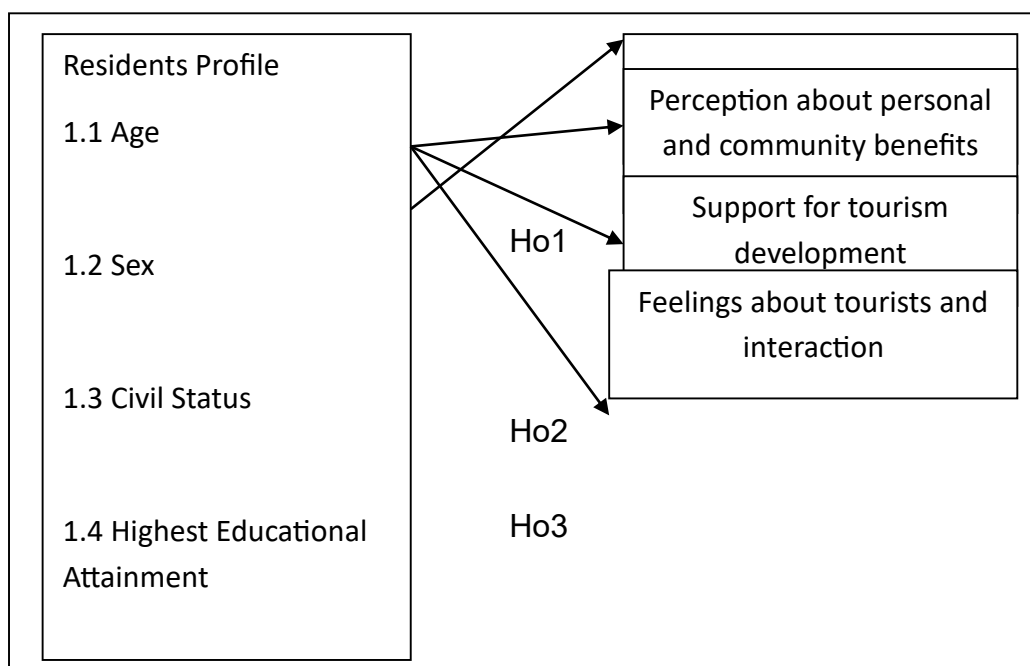


Figure 1: Paradigm of the Study

Methodology

Descriptive correlational research method was applied to the study since it focused on identifying the demographic profile of the respondents as well as their perception towards their attitude and adaptation to pro-tourism development in Baguio City. It further determined whether there is relationship between the respondents' profile and their perception towards their attitudes and adaptation towards pro-tourism development in their City.

The respondents of the study were the residents of Baguio City. The barangay covered were Country Club, Dominican Hill, Gibraltar, Lower Magsaysay and Mines View since these are the barangays near the tourist spots.

Convenience sampling was initially undertaken prior pandemic however the researcher resorted snowball sampling technique to complete all 377 respondents. The researcher gathered data from representatives coming from the population of the area. Baguio City has a total population of 374,291 as of year 2019 (PSA –Cordillera Administrative Region). Baguio has 129 barangays, the study targeted 5 barangays where the top 5 tourist attraction were located.

The questionnaires should be distributed personally to the respondents but since it was not possible to administer it face to face due to pandemic, a request letter was sent to the panelist asking permission to administer the survey through online. Upon approval the questionnaire was then distributed to the respondents through online survey using Google forms.. Only 18 years of age and above were allowed to participate in the survey. Minors or below 18 years old are not considered to be part of the survey.

The basis of the questionnaire was the study made in Cape Verde Islands, Western Africa by Ribeiro et al (2017). A few alterations were made in the instrument to fit with the scope and delimitation of the study. Socio-demographic profile such as Age, Civil Status, Sex, Educational attainment and Area of Residence has been transferred as the first part of the questionnaire. Some questions were also omitted since it was not covered by the study. The study did not cover the tourists' attitude since it focus mainly on the residents' attitudes and adaption and so the omission of these questions. The Likert scale was made into 6-scale-rating instead of the five original scale, changing "Neither Agree nor Disagree" to 2 scale rating of "Disagree to a Limited extent and Agree to a Limited extend.

The first part of the questionnaire (Section A) determined the demographic profile of the respondent: Age, Sex, Civil Status, Educational Attainment and Area of Residence. The second part (Section B) intended to know the respondents' attitudes and support for tourism development, residents' perception about personal and community benefits from tourism and feeling about tourists and interaction.

Though the instrument which was adapted from the study of Ribeiro et al (2017), it was still evaluated and validated by research experts.

Research Proposal was reviewed by AUF-ERC prior the conduct of the study. Upon approval, the voluntary participation of the respondents was given on the basis of informed consent. Anonymity of individuals participating in the research was ensured. No data was made identifiable to the respondents or to their community. Research participants were never been harmed in any ways. There was no conflict of

interest in this study. All information provided including answers to questions was kept confidential and will be used solely for the study. Master list will be properly deleted after one year

To have clear descriptive of the respondents' resident profile and their attitudes towards Tourism, the scale used was as follows:

Table 1
Likert Scale Descriptive Equivalent

Numerical Rating	Verbal Interpretation	Scale of Margin
1	Strongly disagree (SD)	1.00 - 1.49
2	Disagree (D)	1.5 - 2.49
3	Disagree to a Limited extent (DIE)	2.5 - 3.49
4	Agree to a Limited extent (AIE)	3.5 – 4.49
5	Agree (A)	4.5 - 5.49
6	Strongly agree (SA)	5.5 - 6.00

The data gathered was analyzed using descriptive statistical tools such as frequency counts and percentage for the socio demographic profile, Pearson correlation coefficient was used for respondents' resident profile and their attitudes towards tourism.

Chi-square Test is utilized to determine the significant relationships between respondents' residents profile & attitudes towards Tourism

Results & Discussion

Table 2 presents the socio-demographic profile of the respondents. It shows that 55.1% are female, 52.3% respondents age range is from 21-30 years and 70% are single. The table also reveals the educational attainment of the respondents are mostly college graduate with 71.9%. This implies that respondents from Baguio City were mostly coming from the age 21-30 years old, males outnumbered by females, mostly single and educated

Lastly, table 2 reveals the distribution of respondents according to barangay. Country Club has 58 respondents or 15.4%, Dominican Hill with 76 respondents or 20.2%, Gibraltar with 70 respondents or 18.6%, Lower Magsaysay with 83 respondents or 22.0% and Mines View with 90 respondents or 23.9%. All five barangays are well represented with the number of respondents that participated in the survey.

Table 2
Socio-Demographic Profile

Categories		f	%			Categories	f	%
SEX					EDUCATIONAL ATTAINMENT			
	female	208	55.1			College	271	71.9
	male	169	44.9			High school	86	22.8
AGE						Masters/ PhD	6	1.6
	20 years old and below	62	16.5			Technical-Vocational	14	3.7
	21 to 30 years old	197	52.3					
	31 to 40 years old	75	19.9		BARANGAY			
	41 to 50 years old	31	8.2			Country Club	58	15.4
	51 to 60 years old	10	2.7			Dominican Hill	76	20.2
	61 years old and above	2	0.5			Gibraltar	70	18.6
CIVIL STATUS						Lower Magsaysay	83	22.0
	married	264	70.0			Mines View	90	23.9
	single	106	28.1					
	Widow/er	7	1.9					

Respondents' Perception Assessment

Table 3.1 reveals the respondents' attitudes towards Tourism. Data shows that respondents agree to almost all the indicators, specifically positive indicators. It is apparent that the residents experience and benefit from the impacts of tourism in their communities. The respondents agreeing to almost all of the beneficial aspects indicate that their attitude and perception towards tourism is positive.

Positive indicators involving local and foreign investment, job creation and income generation from tourism are the ones that the residents agreed most upon. According to Garcia. Balbuena and Macias (2020), the economic dimension is the main cause of positive attitudes from the residents.

As cited by Garcia et al (2015), the overall assessment of how tourism impacts a community is generally positive, because residents recognize that the tourist industry enriches the fabric of the community. It reveals that economic benefits are the most highly valued and sought after by the local population.

Data also reveals that most of the respondents agree also to the negative indicators like "Tourism causes damage in the city's natural environment" with a mean of 4.95. Recently, Baguio City has been dubbed as one of the most air-polluted cities in the Philippines (NEDA, 2020). With it being the summer

capital of the Philippines, the high volumes of human traffic and the waste that tourists bring and create is bound to cause detriment to the place which would affect the residents most because they are the ones who deal with the negative environmental effects daily and in the long-run. According to Dr. Stainton (2020), the negative impacts of tourism development can gradually destroy the environmental resources on which it depends. It is not all negative; however, Tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance.

On table 3.1, it presents that respondents agree to a limited extent when it comes to indicators: “Tourism leads to change in Baguio local culture with a mean of 4.39 and “Tourism is an incentive for the preservation of local culture with a mean of 4.38. Based on the data, the residents believe that tourism changes the local culture in some ways but not fully, which is quite understandable since a community with strong ties to tourism changes in a way that makes everything fit for tourism, but the paradox is that the tourists come to a place for its identity and original local culture.

As stated by Garcia et al (2015), Tourism has an effect on local sociocultural characteristics, affecting the habits, customs, social life, beliefs and values of the inhabitants of the tourist destination. Some studies have highlighted that residents have valued positively the fact that tourism has a positive influence on the services offered by the community. It stimulates cultural activities and it raises interest in maintaining and preserving historic buildings and archaeological sites.

According to Alrwajfah (2019), Tourism creates both positive and negative impacts. Positive impacts include new employment and business opportunities and enhancement of road networks and the transportation system, as well as more entertainment opportunities. On the other hand, Choi, Murray (2010) states that tourism has negative effects on the host community. It may lead to more traffic and demand on public places and services, increase the use and associated problems of drugs and alcohol, and cause damage to the environment. In certain places, tourism activities increase the cost of living.

Table 3.1
Respondents' Attitudes towards Tourism

Indicators (n=377)	Mean	SD	Interpretation
1. Tourism attracts more investment for this city.	5.06	0.849	Agree
2. Tourism cause damage in the city natural environment.	4.95	0.974	Agree
3. Tourism creates positive impact on the cultural identity of Baguio.	4.77	0.948	Agree

4. I don't feel comfortable or welcome in local tourism businesses.	3.92	1.225	Agree to a limited extent
5. Tourism creates more business opportunities for local residents	4.61	1.183	Agree
6. Tourism leads to change in Baguio locals' culture.	4.39	1.063	Agree to a limited extent
7. Tourism leads to prostitution in the city.	2.51	1.292	Disagree to a limited extent
8. Tourism creates additional income to the government.	5.10	0.916	Agree
9. Residents suffer from living in a tourism destination.	4.84	0.964	Agree
10. Community recreational resources are overused.	5.01	0.908	Agree
11. Tourism increases opportunities for leisure and tourism.	4.86	0.986	Agree
12. Tourism leads to the improvement of roads and public infrastructures.	4.55	1.037	Agree
13. Tourism increase the cost of living.	4.89	0.932	Agree
14. Tourism is an incentive for the preservation of local culture.	4.38	0.965	Agree to a limited extent
15. Tourism in my community disrupt my quality of life.	4.51	1.136	Agree
16. Tourism creates more jobs for the residents.	4.86	1.211	Agree
General Average	4.57	1.036	Agree

Table 3.2 shows the respondents' perception about personal and community benefits from tourism has a general mean average of 4.03 with verbal interpretation of agree to a limited extent. These results indicate that according to the residents, the government should support the community by helping to create more jobs in the city to avoid younger people or the next generation of residents in finding opportunities elsewhere.

The findings from the data supports the Social Exchange Theory that social behaviour is the result of an exchange process. The purpose of this exchange is to maximize benefits and minimize costs. According to this theory, developed by sociologist George Homans, people weigh the potential benefits and risks of social relationships. When the risks outweigh the rewards, people will terminate or abandon that relationship.

While according to Asia Pacific Economic Cooperation, Community benefits from tourism by the support of the local community in generating income, diversifying the local economy, preserving culture, conserving the environment, and providing educational opportunities. As well as provide the local community with alternative sources of income; it becomes a poverty reduction tool.

Table 3.2
Respondents' Perception about the Personal and Community Benefits from Tourism

Indicators (n=377)	Mean	SD	Interpretation
1. The government should help to create more jobs in the city.	5.14	0.856	Agree
2. I am willing to pay higher taxes if it creates more jobs in the city.	3.59	1.309	Agree to a limited extent
3. Tourism increases residents living standard in this city	4.46	0.917	Agree to a limited extent
4. Need for more jobs to stop young people moving away from this city	4.94	0.801	Agree
5. Tourism in this city help me to pay my bills.	3.23	1.440	Disagree to a limited extent
6. My family's economic future depends upon tourism in this city.	3.23	1.508	Disagree to a limited extent
7. I would economically benefit from more tourism in this city.	4.04	1.050	Agree to a limited extent
8. A portion of my household income is tied to tourism in this city.	3.62	1.234	Agree to a limited extent
General Average	4.03	1.139	Agree to a limited extent

Table 3.3 shows resident-respondents feelings about tourist and interaction. Most of the indicators under residents' feelings about tourist and interaction have verbal interpretation of agree to a limited extent with a general mean average of 4.35. The data reveals that the residents, though hospitable and welcoming to the tourists, have some reservations as more tourists only visit the community for a limited amount of time.

It also reveals that respondents agree to indicators like “I feel the community benefits from having tourists in this city with a mean of 4.52 and “I am proud to have tourists come to this city” with a mean of 4.62. It shows that the residents enjoy the benefits that come with having tourists come to their city and that they take pride in that fact.

According to Carneiro and Eusebio (2015) study analysed the relationship between host-tourist interactions and residents’ perceptions of the impacts of tourism. The study revealed that when residents have contact with visitors on a frequent basis, they view tourism in a much more positive light. Some factors may influence the consequences of the social encounter between residents and visitors. The literature in this field highlights the differences in the cultural background of participants and of their personal attributes as important factors that may influence the consequences of the interactions both to visitors and local residents (Eusébio & Carneiro, 2015)

Table 3.3
Respondents' Feelings about Tourists and Interaction

Indicators (n=377)	Mean	SD	Interpretation
1. I feel the community benefits from having tourists in this city.	4.52	1.213	Agree
2. I am proud to have tourists come to this city.	4.62	1.010	Agree
3. I treat fairly all tourists I meet in this city.	4.08	0.895	Agree to a limited extent
4. I appreciate tourists for the contribution they make to this city economy.	4.48	0.915	Agree to a limited extent
5. I feel close to some visitors I have met in this city.	4.05	1.122	Agree to a limited extent
6. I have made friends with some visitors in this city.	4.11	1.078	Agree to a limited extent
7. I have a lot in common with visitors in this city.	4.02	1.047	Agree to a limited extent
8. I feel affection towards visitors in this city.	3.98	1.044	Agree to a limited extent
9. I understand visitors in this city.	4.30	1.045	Agree to a limited extent
General Average	4.35	1.041	Agree to a limited extent

Table 4 shows the association between respondents' profile and assessment of their attitudes towards tourism, perception about the personal and community benefits from tourism, support for tourism development and feelings about tourist and interaction.

It reveals that sex profile has association with attitudes towards tourism and feelings about tourist and interaction but no association with perception about personal and community benefits from tourism and support for tourism development. The data suggests that tourism might be affecting the residents differently based on their genders, specifically when it comes to tourists and their interactions, this supports the view that was presented by McKercher et al. (2011), wherein gender modifies the attitude towards tourism even with just a little extent. However, the residents' personal perception on community benefits and tourism development in their community are seemingly unaffected by gender.

The Age profile has association with attitudes towards tourism and perception about personal and community benefits. The young adult ages 21-30 years old are open more about the personal and community benefits they can get from tourism. Based from the study of Alrwajfah (2019) Age is considered to be a variable that explains the differences in residents' perceptions. Depending on the residents age their attitude towards tourism and its personal and community benefits may vary. The literature suggests that young residents are more optimistic about economic tourism impacts.

The table also shows that civil status has association with feelings about tourist and interaction but no association with attitudes towards tourism, perception about the personal and community benefits from tourism and support for tourism development. Based on the data, the residents' feeling about tourists are affected by their civil status.

It also presents that educational attainment has association with perception about the personal and community benefits from tourism and feelings about tourist and interaction but has no association with attitudes towards tourism and support for tourism development. It appears that based on the education that residents have received, it may affect the way they perceive tourism developments in their community. In the study presented by Alrwajfah, Garvia and Macias (2019), there is a positive relationship between level of education and perceived positive tourism impacts.

According to Javier, Hazel Habito, study "An Ethnographic Evaluation of Local Residents' Perceptions of Tourism in the PreTourism Phase: The Case of Burdeos, Philippines" (2016), Owing to the lack of education, the local people's myopic mindset and limited information failed to provide them the opportunity to broaden their perspective and horizon.

The table reveals that Barangay has no association with all the indicators 'attitudes towards tourism, perception about the personal and community benefits from tourism, support for tourism development and feelings about tourist and interaction. Meaning to say that the residents' attitudes and perception are not influenced by their barangay. The scope of the study is into finding out about residents' attitude towards tourism.

Table 4

Association between respondents' profile and assessment of their attitudes towards tourism, perception about the personal and community benefits from tourism, support for tourism development and feelings about tourist and interaction

Demographic profile and other variables about tourism		Chi-square Value	df	p-value	Decision	Interpretation
Sex						
	<i>Attitudes towards Tourism</i>	11.116 ^a	4	0.025	Reject Ho	Association
	Perception about the Personal and Community Benefits from Tourism	2.673 ^a	4	0.614	Failed to reject Ho	No association
	Support for Tourism Development	4.041 ^a	5	0.544	Failed to reject Ho	No association
	<i>Feelings about Tourist and Interaction</i>	11.712 ^a	5	0.039	Reject Ho	Association
Age						
	<i>Attitudes towards Tourism</i>	38.605 ^a	20	0.007	Reject Ho	Association
	<i>Perception about the Personal and Community Benefits from Tourism</i>	38.710 ^a	20	0.007	Reject Ho	Association
	Support for Tourism Development	27.812 ^a	25	0.317	Failed to reject Ho	No association
	Feelings about Tourist and Interaction	23.826 ^a	25	0.529	Failed to reject Ho	No association
Civil Status						
	Attitudes towards Tourism	7.856 ^a	8	0.448	Failed to reject Ho	No association
	Perception about the Personal and Community Benefits from Tourism	9.410 ^a	8	0.309	Failed to reject Ho	No association
	Support for Tourism Development	3.515 ^a	10	0.967	Failed to reject Ho	No association
	<i>Feelings about Tourist and Interaction</i>	16.607 ^a	10	0.084	Reject Ho	Association
Educational Attainment						
	Attitudes towards Tourism	8.447 ^a	12	0.749	Failed to reject Ho	No association
	<i>Perception about the Personal and Community</i>	33.321 ^a	12	0.001	Reject Ho	Association

	<i>Benefits from Tourism</i>					
	Support for Tourism Development	14.200 ^a	12	0.288	Failed to reject Ho	No association
	<i>Feelings about Tourist and Interaction</i>	42.276^a	15	0.000	Reject Ho	Association
Barangay						
	Attitudes towards Tourism	17.279 ^a	16	0.368	Failed to reject Ho	No association
	Perception about the Personal and Community Benefits from Tourism	21.904 ^a	16	0.146	Failed to reject Ho	No association
	Support for Tourism Development	15.770 ^a	20	0.731	Failed to reject Ho	No association
	Feelings about Tourist and Interaction	19.928 ^a	20	0.462	Failed to reject Ho	No association

Conclusion

Based from the results of the study, the researcher concludes that respondents from Baguio City were mostly coming from the age 21-30 years old, males outnumbered by females, mostly single and educated. Respondents recognize the benefits that tourism brings to their communities but also aware that tourism causes damage in the city natural environment. Based from the data, the respondents' perception about the personal and community benefits from Tourism can be described as a cost-benefit relationship effect, the residents are willing to pay higher taxes if it creates more jobs in the city and if it economically benefits residents from more Tourism in the city to stop young people moving away from the city. The respondents are hospitable and helpful to tourists and show much enthusiasm when it comes to protecting to Tourism development and the preservation of natural and environmental resources as this will also benefit them in the long run.

As with respondents profile associations with their assessment on the tourism indicators, female sex profile affects the residents' attitudes towards tourism and feelings about tourist and interaction meaning that tourism might be affecting the residents differently based on their biological sex. The residents' civil status affects their feelings about tourists and interaction and College graduates or people of higher educational attainment tend to perceive more the importance and benefits of tourism in their community.

Lastly, the place of residence or barangay has no association with all the indicators.

Considering the conclusions, the researcher arrived at the following recommendations:

In consideration to the demographic profile of the respondents, it is recommended that the local tourism office of Baguio City should plan events and tourism-related activities that will prioritize the interests and benefits that the residents will get. The local government unit should craft their own tourism plans that may increase monetary benefits for the residents and they should also consider that residents are not very willing to be inconvenienced for tourism developments that may or may not benefit them.

The passing of laws and policies is recommended for the protection and conservation of the natural environment, these can be promoted through visual aids in public spaces and advisories broadcasted on local networks and stations. Pro-active actions such as a better waste management system for the city would be a great way to deal with the negative environmental effects of tourism. The local government unit should promote sustainable practices in compliance with the mandatory environmental requirements of DENR.

Future researchers may opt to improve the selection of respondents by using a different sampling technique that may lead to different results.

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