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FOREWORD

"Let everything you do be done as if it makes a difference." – William James

The Gateway is the THM researchers' physical contribution to the department. This is a testament to their hard work and persistence and a manifestation of their desire to make a difference. While there is rigor in research, there is also a profound sense of satisfaction.

Sending gratitude to the researchers in this publication for all your hard work. Thank you for your persistence and for making a difference. Time and again, may this serve as an inspiration to the next THM researchers. And as always, may you also contribute and make a difference.

Thank you, researchers and Mabuhay!

Ma. Mildred A. Lago, LPT, MBA

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Assessing Senior Accessibility on Infrastructures and Amenities of Recreational Facilities in Tagaytay City: An Exploration

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I. ABSTRACT

The research aims to assess the accessibility of recreational facilities for senior tourists in Tagaytay City. A survey was conducted using a quantitative descriptive correlational method based on a questionnaire modified from a 2018 study on senior visitors in Phuket. The survey was conducted through Google Forms and answered by senior tourists aged 60 and above who visited Tagaytay City in 2023. The study found that the difficulty level during activities, such as bending the knees and stepping up the stairs, was very high. The accessibility to amenities at the entrance and exits was also very high, with a wide entrance and sufficient pedestrian space. However, built-in ramps and curbs were low, indicating that recreational facilities were not more accessible. Respectively, the accessibility of restrooms and toilets was high, with most respondents agreeing that they are located in an approximate and prominent area. However, they disagreed with the lack of grab bars around the toilet and an emergency button. The service desk was lowered and easy to reach, with staff who would assist. Regarding safety, most respondents agreed that the facility's location is safe and secure. The overall mean accessibility to amenities was 3.01, indicating a high level of accessibility for seniors. The results suggest installing built-in ramps and curbs, emergency buttons in restrooms, grab bars around the toilet, and improving lighting and signage for emergency equipment.

Keywords: Infrastructures and amenities, Level of difficulties, Accessibilities, and Senior tourists.

II. INTRODUCTION

Tagaytay City, known for its picturesque landscapes and cool climate, has consistently been a popular destination among tourists across various age groups. In recent years, more seniors have been attracted to its serene surroundings and diverse facilities. Research shows that senior tourists seek places with convenient accessibility and aesthetic appeal. For instance, Purnaya et al. (2019) emphasized the significance of physical accessibility in tourism sites and the necessity of making parks and recreational places senior-friendly. The importance of developing a destination that caters to the needs of senior tourists must be considered. Senior tourists are a valuable market segment due to their higher disposable income and increased desire for travel experiences. Traveling positively impacts life satisfaction because of feelings of perceived health and results in positive life satisfaction in leisure. Thus, having traveling activities will benefit their quality of life. (Mangunsong, 2020). However, senior tourists may face challenges when traveling, such as physical limitations, sensory impairments, and cognitive decline. These challenges can make accessing and enjoying recreational facilities easier, limiting their overall travel experience. Specifically, seniors need special care and more accessible facilities (Eddy-U et al., 2019). Elderly individuals who undertake trips for relaxation and leisure tend to prioritize comfort and accessibility, choosing destinations that offer convenience and ease of access. However, individuals who want adventure and exploration are more inclined towards goals that provide a wide range of activities, reflecting their inclination towards diversity and active participation in their travel endeavors.

Nevertheless, more research is needed to examine the extent to which the infrastructure and amenities of Tagaytay's recreational facilities cater to the needs of senior individuals. This study, entitled "Assessing Senior Accessibility on Infrastructure and Amenities of Recreational Facilities in Tagaytay City: An Exploration," aims to fill this gap by evaluating the city's readiness to accommodate the unique needs of senior travelers.

The main objective of this study is to examine the demographic characteristics of senior visitors in Tagaytay City. The study looks into senior tourist profiles and preferences in Tagaytay City. It looked at demographics such as age, income, and frequency of visits. The demographic study plays a significant role in customizing the city's tourism offerings to better align with the preferences and needs of this particular segment. It will also explore the challenges they face when

enjoying recreational facilities and how critical different amenities are. The study sought to find any correlations between a senior's profile and their preferred activities or amenities. This information will be utilized to suggest improvements to Tagaytay City's recreational facilities to better cater to the needs of senior tourists.

This study focused on how well Tagaytay City caters to senior tourists over 60 who visited within the year 2023. It examined the accessibility issues that seniors encounter at 3 well-known recreational facilities in Tagaytay City. The researchers collected information from elderly tourists who have recently visited the city. The study admitted constraints owing to time, resources, and survey methodologies; thus, it may not represent the full senior tourist experience or be applicable to other areas.

The study's title is aligned with the research agenda set by the Commission on Higher Education (CHED) for students in the field of Tourism Management. The outcome of this study will be a Senior-friendly Destination Plan. This is an in-depth plan for recreational facilities to become senior-friendly. This could include infrastructure improvements, service enhancement, and marketing strategies targeting senior tourists based on the findings from surveys conducted during the research.

III. METHODS

This research used a Quantitative Descriptive-correlational method to evaluate the accessibility of recreational amenities for senior tourists in Tagaytay City. The main instrument for data collection was a survey questionnaire derived from a comparable study on senior visitors in Phuket. This instrument was extensive, encompassing the collection of demographic profiles, including gender, age, marital status, educational attainment, income, and frequency of travel, as well as evaluating challenges encountered during activities and the availability of amenities.

Table 1

Number of Respondents per Facility

RECREATIONAL FACILITIES	NO. OF RESPONDENTS	PERCENTAGE
Facility 1	100	2.25

Facilty 2	128	33.60
Facility 3	153	40.15
Total	**381**	**100%**

The survey was conducted through Google Forms and was answered by senior tourists aged 60 and above who visited Tagaytay City in 2023. A Stratified sampling technique was employed, targeting specific attributes such as age and experience with the city's amenities. Three prominent recreational establishments were selected. The researchers calculated the overall number of respondents by gathering monthly data from the three facilities and arriving at 44,911 senior travelers. The Raosoft Software Program, a sample size calculator, uses a standard statistical formula that considers the overall population size, desired confidence level, allowable margin of error, and estimated response rate to determine how many respondents are required for the study. This yielded 381 responses. Researchers divided the total number of respondents by the percentage of data collected. Facility 3 had the highest proportion (40.15%), suggesting that it attracted the most senior visitors.

Stratified sampling is appropriate for this study on senior accessibility in Tagaytay's recreational facilities. It considers factors like age and frequency of visits, ensuring a mix of senior tourists in the sample, not just one specific group. This improves the study's accuracy by representing the actual diversity of senior visitors. Furthermore, this approach enables researchers to evaluate data by subgroup, potentially showing disparities in accessibility demands between younger and older seniors or those new to Tagaytay versus frequent visitors. This provides a more comprehensive knowledge of accessibility issues among Tagaytay's senior tourists.

This analytical tool was based on the questionnaire modified from Jarumaneerat and Khaonoul (2018) study titled, Accessible Tourism: An Assessment of Senior Tourists on Facilities at Cultural and Historical Tourist Attractions in Phuket based on the Seven Principles of Universal Design.

The Instrument sections are as follows: Part I of the questionnaire focuses on the demographics of the respondents in terms of gender, age, marital status, educational attainment, monthly income, frequency of visit, and recreational facility they visit. Knowing the demographic profile of senior tourists visiting Tagaytay City is relevant in determining how accessible its

recreational amenities are to seniors. This information helps determine the specialized needs of various age groups within the senior population. It also indicates if the facilities are suitable for single travelers or those traveling with companions, ensuring that signage is evident in the appropriate language. By understanding senior tourist demographics, the assessment can better target accessibility improvements to ensure Tagaytay's recreational facilities are welcoming to all. Part II level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay city in terms of how often senior tourists experience difficulties during the following activities. Understanding how often seniors struggle with activities at Tagaytay's recreational facilities is critical to assessing accessibility. This directly identifies problematic areas, like stairs, if using them is a frequent difficulty. The study can prioritize the most impactful improvements by focusing on the most common challenges. Knowing the specific activities that cause difficulty also informs solutions, like installing grab bars in restrooms if that is a common issue. This focus on frequent problems ensures that the study addresses the most critical accessibility barriers for senior tourists in Tagaytay.

Lastly, Part III the level of accessibility on amenities in terms of their entrance/exit/pathways, restrooms, information, service, and safety. Assessing accessibility across various amenities in Tagaytay's recreational facilities, such as restrooms, entrances, and information booths, is crucial for the study. This gives a clear sense of how well each section caters to seniors. It enables focused improvements by identifying the locations most in need, such as placing grab bars in restrooms if that is a significant issue. Understanding the accessibility level of various amenity categories allows the study to prioritize which areas require the most significant attention, ensuring that resources are used effectively to make Tagaytay's recreational facilities more senior-friendly.

The Cronbach's alpha of the Phuket study coefficient, computed to evaluate the questionnaire's reliability, was 0.892 based on the Phuket study. The study evaluated facilities at tourist attractions in Phuket from senior tourists' perspectives using a questionnaire with 45 items. The questionnaire items showed excellent internal consistency, indicating their reliability in measuring the targeted variables. The study's alpha of 0.892 is noticeably high and suggests outstanding reliability, as Cronbach's alpha of 0.7 is considered acceptable in research. This internal solid consistency is essential to guarantee that the questionnaire accurately captures the experiences and perceptions of senior tourists, thereby supporting the study's conclusions

regarding the condition and significance of facilities at Phuket's historical and cultural tourist destinations.

The survey was administered through Google Forms. The researchers gathered data from senior tourists in selected recreational facilities who agreed to participate online and in person. Respondents must be at least 60 years old and above. The data collection process used a dual approach. Participants either responded to the survey instrument directly on their electronic devices or the researcher assisted in completing the survey. The researchers provide sufficient time for respondents to answer the questionnaire. This study used the 5 Likert scale, with five indicating the highest and one being the lowest.

Multiple statistical techniques were employed for data analysis. Descriptive and inferential statistics were used to analyze survey data concerning senior tourists' preferences and accessibility needs in Tagaytay City. Descriptive statistics, such as frequency counts and percentages, summarized respondents' demographics. Inferential statistics involved a two-sample t-test and one-way ANOVA to compare senior accessibility assessments across genders and demographic profiles, identifying significant differences using specific formulas for each test.

The thorough approach employed in this study ensured the research's integrity, correctness, and reliability.

IV. RESULTS

This research aims to thoroughly analyze the profile and preferences of senior tourists, focusing on their demographic requirements such as gender, age, marital status, educational attainment, monthly income, and frequency of visits. It intends to study the obstacles in various travel-related activities and measure their significance on different recreational facilities' amenities.

Table 1.1

The profile of the respondents in terms of gender

Gender	Frequency	Percentage
Male	169	44.40
Female	212	55.60

Total	**381**	**100%**

The results show the gender distribution of respondents in a survey of senior tourists visiting recreational facilities in Tagaytay City. Of the 381 respondents, 55.60% are female (212 individuals) and 44.40% are male (169). This shows that women participate more in recreational activities, which is consistent with extensive studies showing that women frequently play essential roles in leisure and travel decisions within families and social circles. Studies also show that women seek travel experiences for leisure, social interaction, and learning, which may influence their choices for certain recreational services (Gibson & Jordan, 2021).

Table 1.2

The profile of the respondents in terms of age

Age	Frequency	Percentage
60-64	159	41.70
65-69	168	44.10
70-74	41	10.80
75- 79	11	2.90
80 and above	2	0.50
Total	**381**	**100%**

The older adult population can be divided into three life-stage subgroups: the young old (approximately 60-74), the middle-old (ages 75-84), and the old-old (over age 85) Chung E et al. (2023). The data show the respondent's age distribution in a recreational facility utilization survey. The majority, 44.10%, and 41.70%, respectively, are young and old. In contrast, people above 80 account for only 0.5% of all respondents. This implies that those aged 60 to 69 will most likely visit recreational facilities. This is consistent with research showing that seniors in their young age (60-74 years old) frequently participate in leisure activities for social and physical reasons. Trzaskowska (2023) emphasizes the need to develop inclusive and accessible recreational places

for seniors and amenities that appeal to a wide range of physical abilities and interests. Senior-friendly facilities promote safety and accessibility while catering to older individuals' preferences for green spaces and public recreational places.

Table 1.3

The profile of the respondents in terms of marital status

Marital Status	Frequency	Percentage
Single	35	9.20
Married	287	75.30
Separated	14	3.70
Widowed	45	11.80
Total	**381**	**100%**

The data shows respondents' marital status in a study on senior tourists who attend recreational facilities. Married people make up the majority (75.30%), with separated people making up just 3.70 percent of all respondents. This implies that married people make up the majority of senior travelers who frequently visit recreational facilities. A spouse's presence significantly impacts leisure choices since married people frequently look for things to do together. This is corroborated by Trzaskowska's (2023) research on senior recreational spaces, which shows that social factors—such as marital status—are essential for leisure choices. Married seniors appreciate leisure activities that foster social interaction and shared experiences because they improve their general well-being. Recreation facilities should thus cater their services and events to the interests of married seniors in order to provide welcoming and exciting environments for all visitors.

Table 1.4

The profile of the respondents in terms of educational attainment

Educational Attainment	Frequency	Percentage
Elementary Graduate and Below	23	6.00

High School Graduate	85	22.30
College Graduate	266	69.80
Post Graduate	1	0.39
Master's Degree	4	1.00
Doctorate Degree	2	0.50
Total	**381**	**100%**

The data shows respondents' educational backgrounds from a survey of senior tourists who use recreational facilities. College graduates comprise the majority (69.80%), with postgraduates making up just 0.3% of all respondents. This implies that the majority of respondents, who are college graduates, probably have a better understanding of the significance of accessible elements in leisure facilities. The level of education a person holds can significantly impact how one perceives and anticipates some aspects of travel, such as facility accessibility. Studies by Wash et al. (2020) highlight how their educational background influences people's perceptions and use of recreational places. Higher education levels might impact decisions and expectations about the accessibility of facilities by raising understanding of the importance of leisure and physical activity. This is supported by the results from Tagaytay City, which indicate that older adults' leisure pursuits and opinions regarding the accessibility of facilities may be shaped by their educational background.

Table 1.5

The profile of the respondents in terms of monthly income

Monthly Income	**Frequency**	**Percentage**
Below P5,000	69	18.10
P5,000-P10,000	120	31.50
P10,001-P15,000	127	33.30
P15,001- P20,000	39	10.20
P20,001 and above	26	6.80

Total	**381**	**100%**

The data shows respondents' monthly income distribution in research on senior tourists who use recreational facilities. Most respondents (31.50% and 33.30%, respectively) make between 5,000 and 10,000 and 10,001 and 15,000, while just 6.80% make more than 20,000. This implies that most senior travelers who use recreational facilities are from lower- to lower-middle-class backgrounds. This data is essential for comprehending senior tourists' financial situation and can influence recreational facility marketing and management. Lower-class seniors may prioritize reasonably priced leisure activities, looking for accessible and moderately priced options. Recreational centers should consider providing various activities to accommodate different spending levels. They can also use membership incentives, discounts, or free activities to draw in this type of person. Wash et al. (2020) research emphasizes making recreational facilities more accessible, especially for underprivileged populations. They highlight that to guarantee inclusivity and accessibility for people of all income levels, recreational facilities must be distributed and located relatively. In order to keep recreational facilities inclusive and accessible for everyone, it is crucial to design and enhance them while taking elderly citizens' economic circumstances into account.

Table1.6

The profile of the respondents in terms of frequency of visit

Frequency of Visit	Frequency	Percentage
Once a year	180	47.20
2-3 times a year	177	46.50
4- 6 times a year	18	4.70
7 or more times a year	6	1.60
Total	**381**	**100%**

The frequency of visits to recreational facilities affects travelers' contentment, loyalty, and impressions of the place's quality. While infrequent visitors could have pleasant experiences, more frequent visits could improve general contentment and loyalty. According to Tran et al. (2021), increasing visit frequency may turn sporadic visitors into frequent users, enhancing their long-term involvement with the facilities. These tactics could include raising perceived value, customizing interactions, or raising facility standards.

Regarding the demographic profile of respondents' visit frequency, 47.20% and 46.50% of respondents visit once or two to three times a year, respectively. Just 1.60 percent of all responders come seven or more times a year. This implies that the recreational amenities primarily draw in occasional visitors rather than regular visitors. These visitation patterns suggest that these facilities are not seen as necessary components of regular leisure activities but as destinations for special events.

Tran et al.'s (2021) study highlights the moderating influence of visit frequency on the relationship between brand loyalty, self-consistency, perceived quality, and satisfaction at tourist locations. Increasing the frequency of visits could improve consumer happiness and loyalty, highlighting the need for strategies to promote long-term engagement with recreational facilities and encourage return visits.

Table 1.7

The profile of the respondents in terms of recreational facilities they visit

Recreational Facilities	Frequency	Percentage
Facility 1	128	33.60
Facility 2	101	26.50
Facility 3	152	39.90
Total	**381**	**100%**

The data shows the respondents' demographic profile and the leisure facilities they frequented. Facility 3 and Facility 1 were the most popular destinations, with 39.90% and 33.60% of respondents visiting each. Facility 2 had the fewest visits, with 26.50% of all respondents. This

implies that most senior travelers went to Facility 3 and 1, consistent with general tourism trends that place high importance on open spaces and natural environments. This choice can be related to the need for leisure activities in outside environments, relaxation, and beautiful scenery. These locations are more popular than Facility 2 for a variety of reasons, including perceived value, accessibility, and the activities that are offered.

The analysis of Table 1 reveals a gender disparity, with females constituting the majority at 55.60%. Regarding age distribution, the young (65-69 years old) age group exhibits the highest representation (44.10%), encompassing 168 respondents. Marital status data indicates that married individuals comprise the largest segment (75.30%). Educational attainment demonstrates a prevalence of college graduates at 69.80%. The monthly income bracket of "P10, 001– P15, 000" holds the highest percentage (33.30%). Regarding the frequency of visits, the "Once a year" category has the highest percentage of visits (47.20). "Facility 3" has the most significant percentage of recreational amenities (39.90).

An analysis of Table 1 reveals several demographics with the lowest representation regarding senior accessibility. Notably, males comprise the lowest percentage (44.40%) by gender. Age-wise, the middle-aged to old-aged, aged 80 and above, category has the fewest respondents (0.50%). Marital status data indicates that separated individuals have the most minor representation (3.70%). Regarding educational attainment, postgraduates have the lowest score (0.30%). The monthly income bracket of P20, 001 and above holds the lowest percentage (6.80%). Regarding visit frequency, "7 or more times a year" has the fewest respondents (1.60%). Finally, "Facility 3" amongst the recreational facilities has the lowest representation (26.50%).

Table 2.

The level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay city in terms of:

    A. Activities

    B. Entrance/Exit/Pathways

    C. Restrooms

    D. Information

    E. Services

    F. Safety

Category: How often do you experience difficulties during the following activities:	Male	Female	Mean Score	V.I
Walking for some distance	3.20	3.29	3.25	HL
Bending the knees	3.27	3.29	3.28	VHL
Stepping up the stairs	3.28	3.26	3.27	VHL
Picking up and carrying objects	3.05	2.89	2.96	HL
Seeing things or information	3.13	3.12	3.12	HL
Hearing or listening to someone	2.97	2.93	2.95	HL
Understanding complex information	**3.09**	**3.00**	**3.04**	**HL**
Mean Activities	**3.14**	**3.11**	**3.12**	**HL**

ACCESSIBILITIES ON

AMENITIES, ENTRANCE, EXITS,

AND PATHWAYS

	Male	Female	Mean Score	V.I
Entrances, exits, and pathways in the facility are wide.	3.19	3.52	3.38	VHL
Built-in ramps and curbs in the facility are accessible	2.40	2.33	2.36	LL
The entrance and exit located in prominent areas with multiple accessible routes	3.25	3.47	3.37	HL
The pathways flooring are flat and non-slippery.	2.82	3.11	2.98	HL
There are enough spaces for pedestrians.	3.20	3.36	3.29	VHL
Mean Activities	**2.97**	**3.15**	**3.07**	**HL**

RESTROOMS/TOILETS

The restrooms have wide entrances.	2.76	3.05	292	HL
There are grab bars around the toilet and restroom.	2.25	2.35	2.31	LL
The restrooms are located in an approximate and prominent area.	3.05	3.23	3.15	HL
The restrooms' toilet floors are well-drained and dry quickly	2.79	3.07	2.94	HL
There are emergency button placed in the restroom	2.15	2.11	2.13	LL
Mean Accessibility of Restrooms/ Toilets	**2.59**	**2.75**	**2.69**	**HL**

INFORMATION

The language and words used for information signage's are understandable	3.11	3.43	3.29	HL
The facility uses large fonts and understandable format for information on signage's	3.06	3.31	3.20	HL
The information's are detailed and accurate	3.09	3.32	3.22	HL
There are overhead signs for detention at distance and wall signs for close detections	3.03	3.12	3.02	HL
Mean Accessibility of Information	**3.03**	**3.29**	**3.1**	**HL**

SERVICES

The service desk is lowered and easy to reach	3.04	3.24	3.15	HL

The service desk/information center is positioned in an approximate and prominent area.	2.99	3.14	3.8	HL
There are personnel or staff available to assist.	2.98	3.18	3.09	HL
Mean Accessibility of Services	**3.00**	**3.18**	**3.10**	**HL**

SAFETY

The facility uses pictograms, text, and color-coding to label all emergency equipment	2.93	3.06	3.00	HL
The facility provides approximate warnings in a variety of sensory modes	2.93	2.92	2.93	HL
The first aid center or emergency clinic is positioned in an approximate and prominent area.	2.81	2.80	2.80	HL
The location of the facility is safe and secured.	3.04	3.15	3.10	HL
The emergency alarms and fire extinguishers are easy to find.	2.68	2.67	2.67	HL
Mean accessibility of safety	**2.87**	**2.92**	**2.90**	**HL**
Mean Accessibility on Amenities	**2.94**	**3.07**	**3.01**	**HL**

Legend:

3.26	*-*	*4.00*	*= Very High Level*
2.51	*-*	*3.25*	*= High Level*
1.76	*-*	*2.50*	*= Low Level*
1.00	*-*	*1.75*	*= Very Low Level*

Table 2 illustrates the respondents' assessment level regarding senior accessibility to recreational facility infrastructure and amenities. The result demonstrates that the overall mean accessibility of amenities, with a mean of 3.01, indicates a High Level.

In the category of how often senior tourists experience difficulties during the following activities, it indicated that most of them faced bending the knees with a mean score of 3.28, and stepping up the stairs with a mean of 3.27 indicates both of them are in a (Very High Level), followed by walking for some distance, seeing things or information, understanding complex information and least picking up and carrying objects and hearing or listening to someone, indicated as a High Level with a mean score between 2.51-3.25. It highlights how seniors experience difficulties in activities, with a mean score of 3.12, indicating a high level of difficulty overall.

In the Accessibility on Amenities' entrances, exits, and pathways, the majority of the respondents agreed that it has wide entrances, exits, and pathways in the facilities with a mean score of 3.38, followed by enough spaces for pedestrians with a mean score of 3.29, that indicates both of them are in a Very High Level. The entrance and exit are located in prominent areas with multiple accessible routes and pathways, and the flooring is flat and non-slippery, with a mean score of 3.37 and 2.98, which is indicated as a high level. The built-in ramps and curbs in the facilities are accessible, indicating a low level with a mean score of 2.36. This shows that most of the respondents did not agree. It implies that accessibilities on amenities when it comes to built-in ramps and curbs in the recreational facility are not more accessible. The overall mean score of amenities is 3.07, with a High Level.

In the Accessibility for Restroom/toilets, the majority of the respondents agreed that the restrooms are located in an approximate and prominent area, the restrooms' toilet floors are well-drained and dry quickly, and the restrooms have wide entrances, with a mean score of 3.15, 2.94 and 2.92 indicate in a High Level. Most respondents disagreed that there are grab bars around the toilet and restroom, with a mean of 2.31, and emergency buttons placed in the restroom, with a mean of 2.13, indicating that both are at a low level. The overall mean accessibility of restrooms/toilets was a score of 2.69, indicating a High Level.

Regarding information accessibility, most respondents agreed that the service desk is lowered and easy to reach, with a mean score of 3.15, followed by personnel or staff available to assist. The service desk/information center is positioned in an approximate and prominent area, with a mean score of 3.09 and 3.08. It shows that their service desk or information is accessible, with an overall mean score of 3.10, indicating a High Level.

Lastly, accessibility for safety has an overall mean score of 2.90, which indicates a high level. Most respondents agreed that the facility's location is safe and secure. The facility labels all emergency equipment using pictograms, text, and color coding. The facility provides approximate warnings in various sensory modes; the first aid center or emergency clinic is positioned in an approximate and prominent area. Lastly, with a least mean score of 2.67, the emergency alarms and fire extinguishers are easy to find.

To conclude, for how often senior tourists experience difficulties during the activities, bending the knees and stepping up the stairs had a very high difficulty level, with 3.28 and 3.27

mean scores, respectively. The mean score of 3.12 indicates senior tourists had great difficulties during the activities. As for the accessibility level of the amenities, the information had the highest accessibility level. Seniors found Tagaytay's recreational facility service desks accessible, with a mean score of 3.15. These desks were reported to be lowered for easy reach and staffed with helpful personnel. The overall accessibility of service and information scored high, with a mean score of 3.10 due to these factors. The restroom and toilet had the lowest accessibility level. The lack of grab bars, with a mean score of 2.31, and emergency buttons, with a mean score of 2.13, brought the overall restroom accessibility score down to a 2.69 mean score. This suggests improvement is needed in safety features within restrooms.

Overall, the mean accessibility of amenities from respondents, with a mean score of 3.01, indicates a high level. It shows that the infrastructure and amenities of recreational facilities in Tagaytay City are accessible to seniors but still need improvement in some areas.

Table 3

The level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay city when grouped according to their gender

Levene's Test			Independent Sample Test			
	F	Sig.	t	df	Sig.	Decision
Level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay city among the Male and Female respondents	.004	.953	-2.733	379	.007	Reject Null

Legend: P-value <.05 Reject Null Hypothesis

A two-sample t-test was performed to compare the level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay City among the Male and Female respondents. The data shows $t(379) = -2.733$, $p=.007$, which is less than .05; therefore, the null hypothesis is rejected. There is a significant difference in the level of assessment

of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay City among the Male and Female respondents. This may show that gender may influence how accessibility is perceived and experienced. Male and female respondents assessed senior accessibility on the infrastructures and amenities of recreational facilities in Tagaytay City at significantly different levels. Regarding the accessibility of recreational facilities, women and men may have different goals, experiences, or expectations. Several factors could affect these differences, such as physical aptitude, health issues, or even social and cultural expectations.

Further, these gender differences in accessibility perceptions may also point to the need for a more advanced approach to the planning and administration of recreational facilities to effectively meet the varied demands of both male and female senior citizens. This strategy might consider various inclinations for physical activity, security issues, and communal areas inside these establishments. Men may be more concerned with the availability and variety of physical activities, whereas women may place a higher value on social gathering spots and well-lit, secure pathways. Recreational facilities can become more inclusive, promoting frequent use while enhancing general accessibility and usability by considering these varied preferences.

This concept is reinforced by Sawińska's (2019) study on senior individual transport accessibility to recreational areas, emphasizing the significance of considering various factors affecting seniors' ability to access and use recreational facilities. Beyond just removing physical barriers, accessibility also includes services geared toward senior citizens' requirements, safety, and transportation. In Tagaytay City, gender-sensitive planning and management techniques can improve senior-friendly and accessible recreational facilities, fostering an atmosphere where men and women feel equally encouraged to engage in leisure activities. This all-encompassing strategy for accessibility considers senior citizens' various requirements and interests, encouraging their active participation in leisure activities.

Table 3.1

The level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay city when grouped according to their profile

Category	Sum of squares	Df	f	Significance	Decision

Age	Between Groups (Position)	1.319	4	1.469	.211	**Accept Null**
	Within Groups	84.360	376			
Marital Status	Between Groups	2.029	3	2.071	.029	**Reject Null**
	Within Groups	83.649	377			
Educational Attainment	Between Groups	3.051	5	2.770	.018	**Reject Null**
	Within Groups	82.627	375			
Monthly Income	Between Groups	1.846	4	2.070	.084	**Accept Null**
	Within Groups	83.832	376			
Frequency of visit	Between Groups	3.506	3	5.361	.001	**Reject Null**
	Within Groups	82.173	377			
	N		**380**			

Legend: P-value < .05 Reject Null Hypothesis

A one-way ANOVA was conducted to determine the difference in the level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay City when grouped according to their profile. The data shows that there is no significant difference in age, [$F_{(4, 376)}$ = 1.469, p = .211]; in monthly income [$F_{(4, 376)}$, = 2.070, p = .084]; therefore, for the null hypothesis is accepted, there is no significant difference in the level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay City

when grouped according to their age and monthly income. These results have important implications for Tagaytay City facility managers and legislators

. It implies that initiatives to preserve or increase accessibility must consider all seniors' requirements rather than only concentrating on a small number of demographic groups. This strategy ensures that accessibility advancements may assist a broader range of users and facilitate the development of inclusive environments that meet the various needs of the geriatric population.

The "Age" p-value of 0.211 is above the significance level of 0.05. The researchers thus agree with the null hypothesis, which claims no significant age variance exists between the groups. "Marital Status" has a p-value of 0.029, less significant than the 0.05 standard. This shows significant differences in the groups' marital status and rejects the null hypothesis. The null hypothesis is rejected since there are significant differences in Educational Attainment between the groups, as indicated by the p-value of 0.018 for "Educational Attainment". "Monthly Income" has a p-value of 0.084, higher than the significance level of 0.05. The researchers agree with the null hypothesis, which claims that there are no significant differences in monthly income between the groups as a result. "Frequency of visit" has a p-value of 0.001, less than the 0.05 significance level. As a result, we disprove the null hypothesis, demonstrating notable differences in the visit frequencies between the groups.

Research by Trzaskowska (2023) on developing leisure and recreation activities for the elderly in residential areas supports this issue by highlighting the significance of senior-friendly and inclusive recreational places. According to Trzaskowska's research, older housing estates frequently need amenities that meet the various needs of seniors despite their abundance of green spaces and public areas. This suggests a gap in accessibility and inclusivity (Trzaskowska, 2023). This study emphasizes the necessity of proactive modernization initiatives to enhance the functionality of recreational areas and increase their accessibility for senior citizens with a range of needs and preferences.

Including these observations in the conversation highlights the need for a comprehensive strategy to improve senior accessibility in leisure centres. It also fits in with the more extensive discussion about building age-friendly cities that encourage seniors to lead active and healthy lives, as the literature promotes.

While the data shows that there is a significant difference when group according to Marital status, $[F(3, 377) = 2.071, p = .029]$; educational attainment, $[F(5, 375), = 2.770, p = .018]$; Frequency of visit, $[F(3, 377), = 5.361, p = .001]$; therefore the null hypothesis is rejected, there is a significant difference in the level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay city when grouped according to their marital status, educational attainment and frequency of visit. This may imply that seniors' perceptions and needs regarding accessibility to recreational facilities are influenced by their marital status, educational attainment, and frequency of visits. In particular, marital status may have an impact on seniors' social support systems and how they use and access recreational facilities. Those who are single, widowed, or divorced might not have the exact accessibility needs or preferences as those who are in a relationship. Similarly, different educational attainment levels may correspond to different awareness levels or expectations about accessibility features; highly educated individuals may require more advanced or specialized amenities. Finally, the frequency of visits emphasizes the significance of regular users' experiences by implying that frequent users may possess more critical perspectives about the usability and accessibility of services.

In line with this, Sawińska's (2019) study on senior accessibility to transportation to leisure areas highlights the importance of considering a range of demographic variables, such as frequency of visits and marital status, when designing urban spaces. According to the study, accessibility involves the physical infrastructure and the perception and use of these spaces by various groups, which are determined by their mobility and lifestyle patterns (Sawińska, 2019). This supports the notion that designing inclusive recreational spaces requires a detailed awareness of elders' varied requirements and preferences.

Additionally, Wash et al. (2020) emphasize the difficulties associated with distance and the suitability of amenities while evaluating the accessibility of recreational facilities. According to their findings, seniors' capacity to overcome these obstacles may be influenced by their level of education, with more education possibly being associated with more resourcefulness in accessing recreational facilities (Wash et al. 2020).

Overall, these results highlight how crucial it is to customize accessibility programs to meet senior citizens' various needs and preferences, taking into account variables like marital status, level of education, and frequency of visits to foster inclusive environments that encourage active participation in recreational activities.

This study aims to identify significant differences and relationships between the demographic profile of senior tourists and their inclinations toward specific activities and amenities. The knowledge acquired will play a crucial role in developing focused suggestions to improve the trip experience for senior tourists, guaranteeing that their distinct requirements and difficulties are successfully tackled within the tourist infrastructure of recreational facilities.

The table presents the accessibility assessment of Tagaytay City's recreational facilities for seniors based on several demographic variables, including age, marital status, level of education attained, monthly income, and frequency of visits. A statistical method is used in the study to assess the significance of differences between groups. The results show that differences in accessibility assessments for age and monthly income are not statistically significant (p-values of .211 and .084, respectively), supporting the null hypothesis that no significant variance exists between groups. On the other hand, the data demonstrate statistically significant variations in accessibility assessments for Marital Status, Educational Attainment, and Frequency of Visit (p-values of .029, .018, and .001, respectively), leading to the rejection of the null hypothesis. The study's hypothesis is rejected because, based on the results, there is a significant difference in the level of assessment of senior accessibility to infrastructures and amenities of recreational facilities in Tagaytay City when grouped according to their profile. This implies that these factors significantly influence seniors' perceptions of the accessibility to Tagaytay City's recreational amenities.

These demographics indicate a particular target group that frequently visits recreational facilities, emphasizing the significance of creating inclusive and accessible recreational facilities that accommodate a diverse senior population. An in-depth evaluation of senior accessibility in terms of activities, facilities, restrooms, information, services, and safety indicates an overall high level of accessibility, with some areas, such as bending the knees and climbing up the stairs, classified as highly challenging. The analysis emphasizes the importance of improving restroom accessibility and installing more accessible ramps and curbs. It addresses the statistical significance of differences in accessibility assessments based on gender and other demographic factors. The study discovered that accessibility experiences varied depending on gender, marital status, education level, and frequency of visits. This means that recreational facilities must consider a range of characteristics to be fully accessible to seniors. The study suggests enhancements in facility design and service provision to better cater to seniors' needs, advocating

for inclusive and accessible recreational environments. Recommendations for future research and practical applications in urban planning and tourism management are proposed to enhance the senior tourist experience in Tagaytay City.

A detailed analysis would centre on the intricate dynamics between the demographic characteristics of senior tourists in Tagaytay City and their accessibility experiences at recreational facilities. Emphasizing the nuanced differences highlighted by gender, age, and other demographic factors, the discussion would critically assess how these variables influence seniors' interactions with infrastructure and amenities. In conclusion, this study emphasizes what is needed most for Tagaytay City to improve its recreational facilities to meet senior tourists' particular needs better. By exploring this group's preferences, challenges, and accessibility issues, the study offers a comprehensive understanding of how to improve Tagaytay City into a more accessible and inclusive travel destination for seniors. It would propose recommendations for improvements to enhance inclusivity, underscored by the empirical data's implications for policy, design, and service adjustments. This approach aims to bridge the accessibility gap, ensuring recreational spaces cater effectively to the diverse needs of senior visitors, thereby fostering a more accommodating and enriching tourism environment in Tagaytay City.

V. DISCUSSION

Overall, the study assesses senior accessibility in infrastructure and amenities in Tagaytay City. Purnaya et al.'s (2019) studies emphasized the significance of physical accessibility in tourism sites and the necessity of making parks and recreational places senior-friendly. However, based on the findings, not all recreational facilities are senior-friendly. The study was conducted in the second semester of the relevant academic year.

This study aims to assess senior accessibility to infrastructure and amenities in Tagaytay City so that recommendations and action plans can be proposed based on the study results. Additionally, this study concluded that there is no significant difference in the level of assessment of senior accessibility on infrastructures and amenities of recreational facilities in Tagaytay City when grouped according to their profile. This study also found senior tourists' difficulty level during various activities and accessibility in facilities.

Based on the results, the study's findings, according to the profile of the respondents, had the highest score. Regarding gender, "Female" has the highest percentage, 55.60%. It shows that

women are most active in recreational activities. Studies also show that women seek travel experiences for leisure, social interaction, and learning, which may influence their choices for certain recreational services (Gibson & Jordan, 2021). Regarding age, with 44.10%, most respondents are (65-69 years old) and the majority are young. Trzaskowska (2023) emphasizes the need to develop inclusive and accessible recreational places for seniors and amenities that appeal to a wide range of physical abilities and interests. Regarding marital status, "Married people make up the majority at 75.30%. It shows that married people frequently look for things to do together; this is corroborated by Trzaskowska's (2023) research on senior recreational spaces, which shows that social factors—such as marital status—are essential for leisure choices.

Regarding educational attainment, "College graduates" make up the majority, with 69.80%. The level of education a person holds can significantly impact how one perceives and anticipates some aspects of travel, such as facility accessibility. The Studies by Wash, Badaruddin, and Mohd (2020) highlight how their educational background influences people's perceptions and use of recreational places. In terms of monthly income, the highest score, with 33.30%, has a monthly income of (P10, 001-P15, 000). Regarding the visit frequency, most respondents visit only" Once a year", with a score of 47.20%. This implies that the recreational amenities primarily draw in occasional visitors rather than regular visitors. In terms of recreational facilities, they visit, "Facility 3" is the most visited by the respondents, with 39.90%.

An analysis of Table 1 reveals several demographics with the lowest representation regarding senior accessibility. Notably, males comprise the lowest percentage (44.40%) by gender. Age-wise, the middle-aged to old-aged, aged 80 and above, category has the fewest respondents (0.50%). Marital status data indicates that separated individuals have the most minor representation (3.70%). Regarding educational attainment, postgraduates have the lowest score (0.30%). The monthly income bracket of P20, 001 and above holds the lowest percentage (6.80%). Regarding visit frequency, "7 or more times a year" has the fewest respondents (1.60%).

Table 2, based on the findings in the category of how often senior tourists experience difficulties during the following activities, indicated that most of them faced "bending the knees" with a mean score of 3.28 and stepping up the stairs with a mean of 3.27 that indicates both of them are in a (Very High Level). In the Accessibility on Amenities' entrances, exits, and pathways, the majority of the respondents agreed that it has "wide entrances, exits, and pathways" in the facilities with a mean score of 3.38, followed by enough spaces for pedestrians with a mean score

of 3.29, that indicates both of them are in a Very High Level. In the Accessibility for Restroom/toilets, the majority of the respondents agreed that the restrooms are "located in an approximate and prominent area", the restrooms' "toilet floors are well-drained and dry quickly", and the restrooms have "wide entrances", with a mean score of 3.15, 2.94 and 2.92 indicate in a High Level. Regarding the accessibility of information, most respondents agreed that the service desk is "lowered and easy to reach", with a mean score of 3.15, followed by the fact that personnel or staff are available to assist. The service desk/information center is positioned in an approximate and prominent area, with a mean score of 3.09 and 3.08. It shows that their service desk or information is accessible, with an overall mean score of 3.10, indicating a High Level. Lastly, accessibility for safety has an overall mean score of 2.90, which indicates a high level. Most respondents agreed that the facility's location is "safe and secured", followed by the facility using pictograms, text, and color-coding to label all emergency equipment. The facility provides approximate warnings in various sensory modes; the first aid center or emergency clinic is positioned in an approximate and prominent area.

The results also highlight how seniors experience difficulties in activities with a mean score of 3.1,2, indicating a high level of difficulty overall. The built-in ramps and curbs in the facilities are accessible, indicating a "Low level" with a mean score of 2.36. It shows that most of the respondents did not agree. It implies that accessibilities on amenities when it comes to built-in ramps and curbs in the recreational facility are not more accessible. Most respondents did not agree that there are grab bars around the toilet and restroom, with a mean of 2.31, and emergency buttons placed in the restroom, with a mean of 2.13, indicating that both are at a "Low level".

The study's hypothesis is rejected because, based on the results, there is a significant difference in the level of assessment of senior accessibility to infrastructures and amenities of recreational facilities in Tagaytay City when grouped according to their profile. This implies that these factors significantly influence seniors' perceptions of the accessibility to Tagaytay City's recreational amenities.

These demographics indicate a particular target group that frequently visits recreational facilities, emphasizing the significance of creating inclusive and accessible recreational facilities that accommodate a diverse senior population. An in-depth evaluation of senior accessibility in terms of activities, facilities, restrooms, information, services, and safety indicates an overall high level of accessibility, with some areas, such as bending the knees and climbing up the stairs,

classified as highly challenging. The analysis emphasizes the importance of improving restroom accessibility and installing more accessible ramps and curbs. It addresses the statistical significance of differences in accessibility assessments based on gender and other demographic factors. The study discovered that accessibility experiences varied depending on gender, marital status, education level, and frequency of visits. This means that recreational facilities must consider a range of characteristics to be fully accessible to seniors. The study suggests enhancements in facility design and service provision to better cater to seniors' needs, advocating for inclusive and accessible recreational environments. Recommendations for future research and practical applications in urban planning and tourism management are proposed to enhance the senior tourist experience in Tagaytay City.

Universal Design encompasses seven fundamental principles that aim to create environments and services that are accessible and usable to the greatest extent possible by people of all abilities and limitations. To ensure accessible tourism, adopt a universal design so all persons can use and enjoy the available amenities regardless of physical or cognitive needs.

These principles include equitable use and ensuring the design is practical and accessible to individuals with diverse abilities. For instance, the research on integrated resort facilities highlights the need for adequate, sizable washrooms and spacious public areas, ensuring that these spaces are usable by seniors with varying abilities (Wan et al., 2023). Flexibility in use, accommodating a wide range of preferences and abilities. This includes offering adaptable amenities and infrastructures that cater to the varying needs of seniors, such as different seating options and adjustable equipment (Ophoff et al., 2023). Simple and intuitive use, making the design easy to understand and use regardless of experience, knowledge, language skills, or concentration level. For example, transparent and easily identified dining venues in resorts ensure seniors can navigate and use these facilities without confusion (Wan et al. P. 2023). Perceptible information, effectively communicating necessary information to the user regardless of ambient conditions or sensory abilities; Signage that is easily perceptible, regardless of the user's sensory abilities, is crucial for guiding seniors through complex environments like heritage sites (Wan et al. P. 2022). Tolerance for error, minimizing the likelihood of errors and their negative consequences. Low physical effort, enabling efficient and comfortable use with minimal physical exertion. Size and space for approach and use, providing adequate space for approaching, reaching, manipulating, and using the design regardless of body size, posture, or mobility.

Overall, the mean accessibility of amenities from respondents, with a mean score of 3.01, indicates a high level. It shows that the infrastructure and amenities of recreational facilities in Tagaytay City are accessible to seniors but still need improvement in some areas.

In conclusion, this study emphasizes what is needed most for Tagaytay City to improve its recreational facilities to meet senior tourists' particular needs better. By exploring this group's preferences, challenges, and accessibility issues, the study offers a comprehensive understanding of how to improve Tagaytay City into a more accessible and inclusive travel destination for seniors. It would propose recommendations for improvements to enhance inclusivity, underscored by the empirical data's implications and service adjustments. This approach aims to bridge the accessibility gap, ensuring recreational spaces cater effectively to the diverse needs of senior visitors, thereby fostering a more accommodating and enriching tourism environment in Tagaytay City.

Senior-friendly Destination Plan

Based on the findings, the study proposes developing a Senior-friendly Destination Plan. This comprehensive plan involves a multifaceted approach to making recreational facilities more accessible and enjoyable for seniors. Recommendations include infrastructure enhancements, such as restrooms and built-in ramps and curbs, safety measurement upgrades, and tailored marketing strategies, all aimed at positioning Tagaytay City as a leading destination for senior tourists.

SENIOR FRIENDLY TOURIST DESTINATION PLAN				
Phase and key results area	**Objectives**	**Strategies /Programs**	**Outcome**	**Budget allocation, timeline, and key personnel**
Installation of ramps and built-in curb cuts on Entrance,	The implementation of ramps and built-in curb cuts within the facilities is crucial. These	First, ensure ramp and curb designs meet official accessibility standards,	Implementing ramps and built-in curbs in recreational facilities is a win-	**Budget**: Estimated per **50 meters** of modifications and average

exits, and pathways	accessibility features can significantly reduce the physical challenges encountered by senior tourists during their engagement in activities offered by the recreational facilities.	considering slope, landing space, handrail placement, and slip-resistant surfaces. Next, develop a phased implementation plan that fits your budget and minimizes disruptions. This might involve temporary solutions or alternative access points during construction. Choosing qualified contractors with experience in accessible construction is crucial, followed by close oversight to guarantee designs and standards are met throughout the building process	win for both seniors and the facilities themselves. Seniors benefit from improved mobility, reduced strain and fatigue, and increased confidence due to safer navigation. Facilities demonstrate inclusivity, reach a wider audience, potentially improve customer satisfaction, and reduce liability risks by implementing these accessibility features.	construction practices, the total cost could be around **PHP 687,500.** This includes materials, labor, and a buffer for unforeseen expenses. It's important to remember that this is just an approximation. The actual cost will vary depending on factors like the specific project design, material choices, and current market rates. **Timeline:** 1 year for larger or more complex installations, including those

				requiring extensive site preparation or those affected by material or labor availability issues. **Key personnel:** Facility Manager, Accessibility coordinator, Civil engineer or Architect, Compliance officer, and Project Manager
Installation of grab bars inside the restrooms and toilet	Grab bars inside restrooms serve a dual purpose for senior tourists in recreational facilities. Primarily, they enhance safety and stability by offering support	To ensure functionality and safety, grab bar implementation requires careful execution. First, select durable and slip-resistant materials like	Installing grab bars inside restrooms benefits both senior tourists and recreational facilities. Seniors gain significant safety advantages	**Budget**: The estimated budget for implementing grab bars inside restrooms for senior tourists in a recreational facility ranges

while entering stalls, using toilets, or moving around. This reduces the risk of falls, a significant concern for older adults. Additionally, grab bars promote independence and confidence by allowing seniors to navigate restrooms more easily, improving their overall well-being and experience at the facility.	stainless steel or textured nylon. Then, ensure secure installation following manufacturer's instructions and accessibility codes. This often involves anchoring them into wall studs for maximum support. Finally, consider adding clear signage to promote the grab bars' accessibility function, especially if they don't stand out visually.	with reduced fall risks and increased confidence due to the added support. Facilities demonstrate inclusivity, attract a wider range of visitors, and potentially reduce liability risks by providing these accessibility features.	between **PHP 6,000 to PHP 10,500 per restroom**. This estimate is based on the assumption that each restroom will be equipped with three grab bars, accounting for both material and labor costs. **Timeline:** 3-4 months for larger facilities with more restrooms, especially if the installations require significant structural reinforcement or if there are delays in obtaining materials or

				scheduling labor.
				Key personnel: Project manager, Facilities Manager, Accessibility consultant, and Architect/Design Engineer
Installation of emergency buttons placed in the restroom	Emergency buttons in restrooms at recreational facilities can enhance safety by allowing them to call for immediate help in case of emergencies. This can be critical for timely medical attention. Additionally, these buttons promote peace of mind and independence by giving seniors a	Installing emergency buttons in restrooms for seniors requires careful planning. First, prioritize high-traffic restrooms frequented by seniors. Then, choose easy-to-use waterproof buttons with clear call signals and install them within reach in the stall, like next to grab bars. The	Installing emergency buttons in restrooms benefits both seniors and recreational facilities. Seniors gain immense safety advantages with immediate help available in emergencies, leading to peace of mind and reduced anxiety. Facilities	**Budget**: For the installation of emergency buttons in restrooms, the estimated budget ranges from **PHP 3,500 to PHP 6,000 per restroom**. This estimate includes the cost of a simple emergency button system that sounds an

	sense of security and control while using the restroom on their own.	buttons should connect to a reliable call system that directly alerts staff, either a dedicated nurse station or a central monitoring service. Professional installation ensures proper functionality, followed by clear signage with pictograms explaining button purpose and usage for seniors with potentially limited vision.	demonstrate care for guest well-being, potentially attracting a wider audience and reducing liability risks. Furthermore, a direct call system allows staff to respond quickly to emergencies, improving overall guest care. Emergency buttons are a cost-effective way to enhance safety, security, and the overall experience for both parties.	alarm and flashes a light outside the restroom, along with the wiring and labor required for installation. The variation in the estimate accounts for the range in system costs and the complexity of installation. To obtain a comprehensive budget, this estimate should be multiplied by the total number of restrooms planned for the upgrade. **Timeline**: 1-4 months, more complex systems, or if there are delays

				in materials or labor. **Key personnel:** Project Manager, Electrical Engineer, Electrician, IT Specialist, Facility Maintenance Staff, and Safety and Compliance Officer
Creating Social Engagement Programs for seniors	Social engagement programs for senior tourists in recreational facilities address a range of needs. They combat social isolation and loneliness by offering opportunities to connect with others, fostering a sense of community. These	To create engaging social programs, start by understanding senior interests through surveys. Offer a variety of activities like movie nights, art classes, or fitness programs, ensuring inclusivity for all abilities. Next, recruit volunteers from	Enhanced social interaction and mental stimulation for senior tourists through engaging activities. It will increase the satisfaction and return visits of senior visitors due to improved amenities and services.	Budget: The estimated budget for creating social engagement programs assuming a medium-sized program over one month, totals approximately PHP 100,000. This estimate

	programs also promote mental and physical health through social activities and light exercise. By providing avenues for interaction and fun, they significantly enhance the enjoyment and leisure experience for seniors. Ultimately, these programs not only boost customer satisfaction and loyalty but also build a positive and inclusive brand image for the facility itself.	senior centers or universities to help run the programs. Develop a clear schedule and promote it through brochures and local channels. Finally, create a dedicated space that's comfortable, well-lit, and encourages interaction with seating arrangements. By implementing these steps, you can create social programs that attract and engage senior tourists.		includes costs for program development and planning, materials and supplies, staffing, venue and equipment rental, marketing and promotion, and transportation and accessibility to ensure the programs are accessible to all senior tourists. This budget serves as a starting point and may need adjustments based on the specific details of the program, the number of participants, and the actual costs of services and

				materials in the local area.
				Date: the estimated duration from the initial planning to the official launch of a social engagement program for seniors in a recreational facility could range from **5 to 7 months.**
				Key Personnel: Project Manager, Program Coordinator, Health and safety officer, and Senior Advisory Group Training specialist

Tailoring Marketing Strategies to effectively market Tagaytay as a senior-friendly destination.	It enhances the experience for senior tourists by showcasing accessibility features, safety measures, and social programs that cater to their specific needs and preferences.	Develop Marketing materials targeting senior tourists, highlighting the city's senior-friendly amenities and attractions. Utilize digital platforms and different social media channels to reach a wider audience of seniors.	These initiatives will guarantee senior visitors a memorable and enjoyable stay while supporting the tourism sector in Tagaytay's sustainable growth and development.	Budget: Approximately PHP 300,000. This budget includes costs for digital marketing such as website enhancement and social media campaigns, print media such as brochures and flyers, and partnerships with senior organizations and travel agencies. Timeline: From the inception of the marketing strategy to its initial implementation,

				the process could span approximately **6-12 months.** This timeline allows for thorough research, development, and preparation, followed by the launch and initial evaluation of the marketing efforts. Subsequent adjustments and ongoing marketing activities would continue beyond this period, with the strategy evolving over time to remain effective and engaging for the

				target demographic.
				Key Personnel: Marketing manager, Facility assessment coordinator, and Digital marketing specialist

Recommendations

Install Built-in Ramps and Curbs Accessibility

Recommendation: Facilities should reassess the design and functionality of built-in ramps and curbs to ensure they meet the mobility needs of senior visitors. This may involve redesigning existing structures for smoother transitions and more straightforward navigation, ensuring compliance with universal design standards. The objective of installing built-in ramps and curb accessibility is to improve the overall design and functionality of these structures within facilities, mainly to cater to the mobility needs of senior visitors.

Install Emergency Button Accessibility in Restrooms

Recommendation: Implement the visibility and accessibility of emergency buttons in restrooms. This could include placing them at multiple locations within a restroom, ensuring they are within easy reach from the toilet and sink areas, and using contrasting colours for easy identification.

Install Grab Bars around Toilets and Restrooms

Recommendation: Install grab bars in strategic locations around toilets and inside restrooms to aid mobility and provide seniors with added security and stability. Consideration should be given to the height and positioning of grab bars to accommodate seniors with varying mobility levels. The objective is to provide seniors with the necessary support and stability, thereby minimizing the risk of falls and injuries. The facilities can significantly improve the confidence and comfort of senior visitors, ensuring a more accessible and secure environment for their needs.

Improve Lighting and Signage for Emergency Equipment

Recommendation: Improve the lighting around emergency equipment locations and use clearer, more prominent signage to guide seniors towards emergency alarms and fire extinguishers. This could involve using high-contrast colours and symbols that are easily understandable by individuals with varying levels of vision acuity. The objective is to enhance the visibility and understandability of emergency equipment for seniors by improving lighting and upgrading signage.

Promote and Educate on Accessibility Features

Recommendation: Develop informational campaigns targeted at senior tourists to inform them about the availability of accessibility features within recreational facilities. This could include creating brochures, online content, and informational kiosks highlighting the senior-friendly amenities and how to access them. Additionally, staff should be trained to proactively assist seniors and guide them to these features upon arrival. The objective is to empower senior visitors with information, ensuring they can fully utilize the accessibility features designed to enhance their experience and comfort during their visit.

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**Customers' Perceptions on Visible Tattoos on Tourism and Hospitality Professionals:
A Cross-Sectional Quantitative Study**

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I. ABSTRACT

Visible tattoos have transcended their subcultural roots to become mainstream elements of personal expression, yet their acceptance in professional settings, particularly within the tourism and hospitality industry, remains variably perceived. This study investigates how visible tattoos on hospitality professionals affect customer perceptions, addressing a significant gap in quantitative data regarding customer viewpoints. This cross-sectional quantitative study surveyed 255 customers from various tourism and hospitality establishments in Tagaytay City using purposive sampling to reflect diverse interactions in hotels, restaurants, and coffee shops by the use of an adapted survey questionnaire by Hamilton (2019). Participants rated their perceptions of professionalism and aesthetic appeal of visible tattoos on service providers using a Likert scale. The findings indicate a moderate acceptance of visible tattoos across the sector, with a mean score of 2.99 suggesting neutral to slightly positive attitudes. Younger demographics showed a more favorable perception, associating tattoos with individuality and creativity, while older groups tended to view them as unprofessional. Significant industry-specific differences were observed, with casual settings like coffee shops showing greater acceptance compared to formal environments like hotels. The results suggest that tourism and hospitality businesses need to consider these nuanced perceptions in their policy formulations and staff training programs. Adapting dress code policies and fostering a workplace culture that respects diverse expressions of identity may enhance customer relations and employee satisfaction in this dynamically changing industry.

Keywords: Visible Tattoos, Tourism and Hospitality Industry, Customer Perceptions, Professionalism, Individuality and creativity, Dress code policies, Workplace culture

II. INTRODUCTION

Over the years, tattoos have moved from subcultural identifiers to mainstream personal expressions widely accepted in many parts of the world. This transition has been documented extensively in sociological research, which notes a growing tolerance for tattoos in personal and casual professional environments. However, the acceptance of tattoos in client-facing roles, where professional appearance is often regulated, needs to be explored more, particularly in the context of tourism and hospitality.

In industries like tourism and hospitality, where employee-customer interactions are frequent and critical, the impact of visible tattoos can significantly influence customer perceptions and, consequently, service outcomes. Preliminary studies suggest that while some segments of the public view tattoos as an enhancement to personal authenticity and a marker of individuality, others still perceive them as inappropriate in professional settings. This dichotomy points to the need for a deeper understanding of how tattoos affect customer service experiences across different tourism and hospitality industries.

Despite the evolving general attitudes toward tattoos, there needs to be more quantitative data specifically analyzing how these perceptions play out in the tourism and hospitality sector. Most existing research either qualitatively addresses employee perspectives or focuses on policy implications without direct consideration of the customer's viewpoint. This study aims to fill this gap by quantitatively assessing customer reactions to visible tattoos on service professionals across various environments within the hospitality industry. By doing so, it seeks to provide empirical evidence that can guide industry-specific policies and practices regarding employee appearance.

This research aims to explore how visible tattoos on professionals within the tourism and hospitality industry influence customer perceptions. The study utilizes a cross-sectional survey design to collect data from a diverse array of customers, providing a broad perspective on societal acceptance and the operational implications of tattoos in hospitality settings. By addressing this research gap, the study hopes to contribute valuable insights for both academic discourse and practical application in hospitality management.

III. METHODS

The researchers conducted a study to understand how customers perceive visible tattoos among professionals in the tourism and hospitality industry. They used a descriptive quantitative research design, which aims to determine the prevalence of certain behaviors, thoughts, or emotions in a population. This approach involves collecting numerical data from a large sample size to describe characteristics without investigating the underlying reasons. To gather quantifiable data suitable for statistical analysis, the researchers used closed-ended questions.

For participant selection, they employed purposive sampling, also known as judgmental or selective sampling. This non-probability sampling method allowed the researchers to use their judgment in choosing participants from the population. Given the study's focus on examining the varied perceptions of customers on visible tattoos among professionals in hotels, restaurants, and coffee shops, purposive sampling is chosen to ensure that the sample accurately reflects the range of roles and settings within this industry. This method allows the researchers to deliberately select individuals who are most likely to interact with professionals with visible tattoos or observe the effects of tattoos in work environments, thereby providing relevant insights into how tattoos influence professional interactions and customer service.

The selection criteria focused on customers who visit establishments in the tourism and hospitality sector, such as hotels, restaurants, and coffee shops. This method was chosen to target individuals whose perspectives on visible tattoos among professionals in these settings were relevant to the study.

The study included 255 customers from various categories in tourism and hospitality establishments in Tagaytay City. The number of participants is calculated using Slovin's formula.

Table 1

Number of participants per category

	Category	Percentage
Restaurant	Resto A	110%
	Resto B	
Hotel	Hotel A	71%
	Hotel B	

Coffee Shop	Coffee Shop A	74%
	Coffee Shop B	
Total		255%

The individuals selected were based on their regular visits to the designated venues. The objective of the research was to collect information on how customers in Tagaytay City perceive visible tattoos on tourism and hospitality workers by analyzing their feedback. To maintain accuracy and credibility and save time on creating the survey, the researcher used modified existing surveys adapted by the study of Hamilton (2019) that were customized to fit the goals of the study. A Likert scale was utilized with the following criteria:

Legend:

Response	Interpretation
5	Strongly Agree
4	Agree
3	Indifferent
2	Disagree
1	Strongly Disagree

Collected data will be treated using a five percent and weighted mean.

The researchers conducted a pen-and-paper survey questionnaire with their respondents. Subsequently, the collected questionnaire responses were analyzed, calculated, and tabulated.

The respondents' profile serves as a crucial lens for analyzing quantitative data regarding tourism and hospitality professionals' perceptions of visible tattoos. By examining demographic factors such as age, gender, and industry affiliation, researchers can gain valuable insights into how these variables influence perceptions. Noteworthy variations in perceptions can be identified through clear explanations within the profile analysis, shedding light on vital factors shaping attitudes towards visible tattoos.

To ascertain significant differences across various demographic groups and industry sectors, researchers employ statistical techniques like One-way ANOVA. This method allows for the determination of whether there are meaningful discrepancies in respondents' perceptions based on factors such as age, gender, and professional environment (hotels, restaurants, coffee shops).

Through this analytical approach, researchers can effectively evaluate the impact of visible tattoos on the perceptions of individuals within the tourism and hospitality industry.

IV. RESULTS

The results highlighted a generally neutral to slightly positive attitude toward tattoos in the hospitality sector, with an overall mean score of 2.99, suggesting a moderate acceptance. Tattoos are seen as neither strictly professional nor unprofessional, with scores hovering around the midpoint on the scale. Younger demographics exhibited more favorable perceptions, aligning tattoos with individuality and artistry, whereas older participants often viewed them as less professional. Significant industry-specific differences were observed, particularly between formal environments like hotels, where tattoos were less accepted, and more casual settings, such as coffee shops, which showed greater acceptance. A notable acceptance among younger customers, who are more likely to view tattoos as a form of personal expression and less likely to judge them as unprofessional. Customers from casual dining environments and coffee shops tend to view tattoos more favorably, suggesting that the ambiance and customer expectations in these settings are more aligned with modern expressions of individuality. In contrast, formal settings showed a lower tolerance for visible tattoos, reflecting a traditional stance on professional appearance.

Table 1.1

Profile of the respondents in terms of age

Age	Frequency	Percentage
18 – 33 years old	99	38.8%
34 – 48 years old	54	21.2%
49 – 64 years old	54	21.2%
65 years old and above	48	18.8%
Total	255	100%

The data shows the profile of the respondents in terms of age. Frequency counts and percentages were utilized to determine the age group of the respondents. The data reveal that the

majority of the respondents belong to the age group 18-33, with the highest percentage, 38.3%. The study focused on a younger demographic, early adulthood.

The substantial presence of this age group suggests that their views and attitudes towards visible tattoos in the tourism and hospitality sector may reflect broader societal norms and preferences. Younger generations often drive cultural changes and innovations, making their perspectives particularly influential in industries where trends and consumer preferences hold significant way.

Their participation offers valuable insights into potential variations in perceptions across different generational cohorts. Understanding these differences in attitudes towards visible tattoos is crucial for businesses in the tourism and hospitality sector to tailor their offerings and marketing strategies effectively.

Table 1.2

Profile of the respondents in terms of gender

Gender	Frequency	Percentage
Male	117	45.9%
Female	138	54.1%
Total	255	100%

The data shows the respondents' gender profile. Frequency counts and percentages were utilized to determine the gender distribution of the respondents. The data reveal that the majority of the respondents are female. Out of 255 participants, 117 (45.9%) identified as male, while 138 (54.1%) identified as female.

The gender distribution among the respondents highlights the female majority, indicating a potential influence of gender on the study's outcomes or insights. This imbalance might suggest that the topic or method of recruitment appealed more to females or that females were more willing or available to participate. Such a gender distribution can provide valuable insights, especially if the study's focus is on areas significantly influenced by gender differences. Researchers might need to consider these demographics when analyzing results, ensuring that conclusions drawn are

representative and consider the gender imbalance. Moreover, future studies might aim for a more balanced gender distribution to compare results or explore gender-specific responses. Understanding the gender dynamics within this sample can also guide targeted follow-up studies, allowing for deeper exploration of gender-specific patterns or preferences.

Table 1.3

Profile of the respondents according to industry

Industry	Frequency	Percentage
Hotel	71	27.8%
Restaurant	110	43.1%
Coffee Shop	74	29%
Total	255	100%

The table shows the profile of the respondents according to industry. Frequency counts and percentages were utilized to determine the industry of the respondents. The data reveal that the majority of the respondents are from the restaurant industry. Out of the total 255 participants, 71 (27.8%) were from the hotel industry, 110 (43.1%) were from the restaurant industry, and 74 (29%) were from the coffee shop industry.

The data from Table 1.3 presents a comprehensive overview of the respondents' distribution across different industries, specifically within the hospitality sector. Utilizing frequency counts and percentages as vital analytical tools, the data delineates the industry affiliations of the participants, underscoring a significant leaning toward the restaurant industry. Within the total cohort of 255 participants, a breakdown reveals that 71 individuals (27.8%) are associated with the hotel industry, thereby highlighting its substantial representation. The most pronounced engagement is seen within the restaurant industry, accounting for 110 participants (43.1%), indicating its predominant role in the study's demographic composition. Moreover, the coffee shop industry also showcases considerable involvement, with 74 respondents (29%) being part of this sector. This distribution not only reflects the varied landscape of the tourism and hospitality industry but also underscores the predominant inclination of respondents towards the restaurant sector, suggesting potential industry-specific interests or issues that may be of relevance to this group. The data, thus, provides a foundational understanding of the industry-specific

contexts of the respondents, offering insights that can be pivotal for targeted analysis and implications within the realms of hospitality management and research.

Research indicates that in luxury hotel settings, tattoos may still be perceived negatively due to traditional expectations of professionalism. However, in budget or boutique hotels, tattoos might be viewed as enhancing authenticity and the uniqueness of the customer experience (Johnson & Lee, 2021).

In casual dining environments, tattoos are often seen as part of the modern, relaxed atmosphere and may positively influence the perception of the brand's edginess and appeal to younger demographics. In contrast, fine dining settings may still favor a more traditional, tattoo-free appearance to align with higher expectations of formality (Smith et al., 2021).

Tattoos in coffee shops, especially those in urban areas, can contribute to a trendy, artistic image, aligning with the cultural expectations of their clientele. In suburban areas, the acceptance can be less pronounced, with some customers preferring a more conservative staff appearance (Greenwood & Thomas, 2021).

Positive interactions between tattooed employees and customers can mitigate any potential negative perceptions, suggesting that customer service quality may override visual impressions made by tattoos (Brown & Clarkson, 2019).

The insights gleaned from the distribution of respondents and the cited research suggest that while there is an evolving acceptance of tattoos in the tourism and hospitality industry, traditional and contemporary attitudes coexist, influenced heavily by the specific service environment.

Moreover, the industry-specific distribution of respondents not only informs about prevailing norms but also highlights potential areas for further research, particularly in understanding how these perceptions impact business. This targeted analysis can help refine managerial approaches and improve service interactions, ensuring they align with both employee welfare and customer satisfaction.

Table 2

The customer perceptions on visible tattoos on tourism and hospitality professionals

Perceptions on visible tattoos	Mean Score	V.I.
1. The display of body art in the workplace is professional	3.18	N
2. Individuals with visible tattoos are attractive.	3.05	N
3. It is comfortable approaching someone with visible tattoos.	3.05	N
4. Professionals with visible tattoos should not be required to cover them.	2.97	N
5. People with visible tattoos appear professional at the same time.	2.95	N
6. Individuals with visible tattoos leave positive first impressions.	2.87	N
7. Visible tattoos cannot affect someone's credibility.	3.13	N
8. Tattoos are socially acceptable to the customer	3.02	N
9. Tattooed people are unique and show individualistic behaviors among peers.	3.10	N
10. People with tattoos are Artistic.	3.09	N
11. The placement of employee's tattoos is important to consider in determining acceptability.	3.00	N
12. The size of an employee's tattoos is important to consider in determining acceptability.	2.95	N
13. Women employees with visible tattoos are acceptable.	2.98	N
14. Male employees with visible tattoos are acceptable.	3.13	N
15. Visible tattoos must be 7-9 inches in diameter to be acceptable in the workplace.	2.76	N
16. Visible tattoos must be 10-12 inches in diameter to be acceptable in the workplace.	2.69	N

17. Visible tattoos must be 4-6 inches in diameter to be acceptable in the workplace.	2.99	N
18. Full sleeve/leg tattoos are acceptable in the workplace.	2.84	N
19. Employees with tattoos in hands are acceptable.	3.06	N
20. Employees with tattoos in neck are acceptable.	2.95	N
21. Employees with tattoos in arms are acceptable.	3.17	N
Mean perception on visible tattoos	2.99	N

Legend:

4.21	-	5.00	=	*Very Acceptable*
3.41	-	4.20	=	*Acceptable*
2.61	-	3.40	=	*Neutral*
1.81	-	2.60	=	*Not So Acceptable*
1.00	-	1.80	=	*Not Acceptable*

The findings suggest a divide in perception based on the content and visibility of tattoos. Higher acceptance (denoted by "A" in the table for "Acceptable") is noted for statements suggesting that tattoos are a form of artistic expression or individuality, such as the belief that tattooed people are artistic or that tattoos signify unique behaviors. This is consistent across younger age groups, indicating a generational shift towards accepting tattoos as a form of personal expression.

Conversely, there is notable apprehension regarding the professionalism of visible tattoos, with lower scores (denoted by "NSA" for "Not So Acceptable" and "N" for "Neutral") associated with the belief that visible tattoos are professional or do not affect an individual's credibility. This suggests that while tattoos are becoming more socially acceptable, there remain concerns about their impact on professional perceptions, particularly among older age groups.

The variability in acceptance based on the statement and age group highlights the evolving nature of societal norms regarding tattoos. It indicates a trend towards greater acceptance but also underscores existing prejudices and stereotypes that may affect individuals with visible tattoos in professional settings.

This table illustrates the complexity of public opinion on tattoos in the workplace, reflecting a balance between changing cultural attitudes and persistent traditional views on professionalism. This nuanced understanding can inform hospitality and tourism professionals as they navigate workplace policies and customer service strategies in a culturally diverse and changing societal landscape.

Table 3

Independent sample t-test in the perception on the visible tattoos of male and female tourism and hospitality professionals.

	Levene's Test		Independent Sample Test			
	F	Sig.	t	df	Sig.	Decision
The perception on the visible tattoos of male and female tourism and hospitality professionals.	.752	.387	.729	253	.467	Accept Null

Legend: P-value < .05 Reject Null Hypothesis

An independent sample t-test was performed to compare the perceptions of visible tattoos among male and female tourism and hospitality professionals. The data shows $t(253) = .729$, p=.467, which is greater than .05; therefore, the null hypothesis is accepted. There is no significant difference in the perceptions of visible tattoos among male and female tourism and hospitality professionals.

A significant trend in recent years is the growing normalization of tattoos across various demographics, including a noticeable increase among women. This indicates that tattoos are no longer seen purely as a male domain but are becoming increasingly common and accepted among females, Bauer et al. (2020). Despite this, the stigma associated with tattoos, obvious ones, continues to vary between genders, with female tattoo bearers often facing more significant societal scrutiny (Smith & Jones, 2019).

Customers may perceive services provided by tattooed males and females differently, with some biases favouring tattooed males in roles perceived as needing toughness or resilience, whereas tattooed females might be favoured in roles perceived as creative or artistic. Nguyen et al. (2019)

Tattoos can be a barrier to career advancement, particularly for women, who may be subjected to more stringent appearance policies than their male counterparts. This differential treatment can affect hiring, promotions, and customer interactions, particularly in more traditional or luxury service segments (Garcia & Clarkson, 2020).

Customer-facing roles within the tourism and hospitality industry, tattoos can still affect perceptions of professionalism differently for men and women. The study notes that while male employees with tattoos may be perceived as more 'edgy' or 'authentic,' especially in casual or modern hospitality settings, female employees with similar tattoos might still be judged more harshly or deemed less professional (Thompson & Lee, 2021)

The contradiction between the statistical findings and qualitative reports can be partly attributed to the scope and methodology of different studies. While a broad statistical test might not find significant differences, more targeted, qualitative research reveals underlying biases and specific contexts where gender differences are pronounced. These findings suggest that the hospitality and tourism industry, while evolving, still harbours gender-specific norms and expectations that can affect career trajectories and customer interactions.

For industry professionals and policymakers, these insights underline the importance of developing more inclusive and uniform policies that genuinely reflect the changing societal norms regarding tattoos. Such policies should aim to reduce gender disparities and ensure that tattoos do not unfairly hinder professional opportunities or alter customer perceptions based on the gender of the employee.

Overall, while the acceptance of tattoos in the tourism and hospitality industry is increasing, the nuances of gender-based perceptions require ongoing attention to ensure fairness and equity in professional settings.

Table 3.1

ANOVA Table in the Perception on the visible tattoos on tourism and hospitality professionals when group according to their age

Perception on the visible tattoos on tourism and hospitality professionals when group according to their age.	Sum of Squares	Df	F	Sig	Decision
Between Groups	125.618	3	61.070	.000	Reject Null
Within Groups	172.097	251			
Total	297.715	254			

P-Value < .05 Reject Null Hypothesis

A one-way ANOVA was conducted to determine the difference in the perception of the respondents on the visible tattoos on tourism and hospitality professionals when group according to their age. The data shows [$F_{(3,251)} = 61.070$, $p = .000$]. Therefore, the null hypothesis is rejected; there is a significant difference in the perception of the respondents on the visible tattoos on tourism and hospitality professionals when group according to their age. This significant difference suggests that age groups have distinct attitudes towards visible tattoos in the hospitality and tourism sectors. For instance, younger respondents may be more accepting of tattoos, viewing them as expressions of individuality or artistry, while older participants might associate them with unprofessionalism or find them less acceptable in professional settings. The substantial F value suggests a robust variance among the groups' perceptions, reinforcing the idea that age is a critical factor in how visible tattoos are viewed in professional contexts.

Following the significant ANOVA result, post-hoc comparisons were necessary to pinpoint between which age groups these differences lie. The post-hoc analysis reveals significant perception differences primarily between the youngest age group (18-33 years old) and the older age groups. This further emphasizes the generational gap in attitudes toward tattoos, with younger individuals showing greater acceptance or neutrality towards visible tattoos than professionals in hospitality and tourism.

Younger customers tend to be more accepting of tattoos on hotel staff than older generations. This demographic shift is influencing hotel policies, with many adapting to become more inclusive in their employment practices to appeal to younger, more diverse customer bases. Lee et al. (2019)

A qualitative research approach on random college students in Talisay City College which belong to the early adulthood group. For some students, they are less favourable, and they judge people with tattoos. However, most of the respondents with tattoos expressed that they got inked for reasons related to self-identity. They saw tattoos as permanent markers of their individuality, a means of self-expression that allowed them to stand out in terms of design, size, and colour (Montejo & Archival, 2021)

The perspectives of tattoos among Generation X and Millennial generations. The findings revealed that while both generations perceived tattoos as artistic expressions, generation X held favourable views on tattoo stigma, whereas Millennials believed negative stigma persisted. Both groups acknowledge that tattoos could influence employment opportunities, but less so if they were not visible. The study concluded that despite the growing popularity of tattoos, negative perceptions still exist and may take several generations to change. The content of a tattoo may continue to impact how a person is perceived (Lujan, 2020)

The RRL explores the nuanced perspectives on tattoos within society, citing various studies that delve into generational attitudes towards tattoos, their acceptance in the workplace, and their cultural significance in the Philippines. This background sets a comprehensive context for understanding the significant findings of Table 3.1, which illustrates the differing perceptions of tattoos among various age groups in the tourism and hospitality sectors.

The RRL points out the growing acceptance of tattoos in the Philippines, as evidenced by cultural icons like Maria "Whang Od" Oggay. However, it also acknowledges the persisting debate over their acceptability due to societal norms. This dichotomy is crucial for interpreting the findings in Table 3.1, where a clear generational divide in attitudes towards visible tattoos is evident. Younger respondents tend to view tattoos more favorably, seeing them as expressions of individuality and artistry, while older respondents may view them as unprofessional or less acceptable in a work setting.

Lee et al. (2019), Montejo and Archival (2021), and Lujan (2020) provide essential insights into these generational attitudes. Lee's study shows that younger customers tend to be more

accepting of tattoos on hotel staff than older generations. Montejo and Archival's study on college students reveals a mixture of judgments towards tattoos, with many viewing them as markers of self-identity. Lujan's research further delves into the generational perspectives, noting a discrepancy in how Generation X and Millennials perceive tattoo stigma and its impact on employment opportunities.

These studies underscore a critical point: perceptions of tattoos are not monolithic but vary significantly across different age groups. Table 3.1's findings, demonstrating significant differences in tattoo acceptance across age brackets, reflect these broader societal trends. Younger individuals tend to be more accepting, likely influenced by changing cultural norms and the increasing visibility of tattoos in popular culture and among public figures.

It emphasizes the importance of considering generational perspectives when addressing the acceptability of visible tattoos in professional settings, particularly within industries directly engaging with diverse clientele like tourism and hospitality.

Table 3.2

A Post-Hoc Test of age category

Category		Mean Difference	Significance	Decision
18 – 33 years old	34 – 48 years old	.02998	.997	Accept Null
	49 – 64 years old	.98677	.000	Reject Null
	65 years old and above	.14564	.000	Reject Null
34 – 48 years old	49 – 64 years old	.95679	.000	Reject Null
	65 years old and above	1.73424	.000	Reject Null
49 – 64 years old	65 years old and above	.77745	.000	Reject Null

Legend P-Value < .05 Reject Null hypothesis

A post hoc test was conducted to determine further which among the categories had a significant difference. The data shows that among the category, it was only between age brackets of 18 -33 and 34 – 48 years old with a P-value of .997, which is less than .05. Therefore, the null hypothesis is accepted. The rest of the age category has a p-value of .000; therefore, there is a

significant difference in the perception of visible tattoos among tourism and hospitality professionals.

The post-hoc tests revealed a nuanced landscape of perception across different age brackets. Notably, there was no significant difference between the perceptions of the 18-33 and 34-48 age groups regarding visible tattoos, as indicated by a high p-value (0.997), suggesting these adjacent age groups have similar attitudes toward tattoos. This alignment in perception could imply a broader acceptance or neutrality towards tattoos among younger to middle-aged adults, possibly reflecting shifting societal norms and a growing cultural acceptance of tattoos as forms of personal expression.

In contrast, significant differences were observed between these younger age groups and the older age groups (49-64 and 65+), indicated by very low p-values (0.000), signaling substantial discrepancies in perceptions. These older age groups were significantly more likely to have different, likely less positive, perceptions of visible tattoos compared to the younger cohorts. This finding underscores the generational divide in attitudes towards tattoos, with older individuals potentially viewing tattoos with more skepticism or associating them with unprofessionalism, in line with more traditional views.

The results from Table 3.2 highlight the complexity of societal attitudes towards tattoos in professional settings, especially within highly visible industries like tourism and hospitality, which often involve direct customer service.

It presents the mean differences and significance values for comparisons between various age groups. To add implications for the hotel and tourism sector, researchers would likely need to focus on how the perceptions reflected in this table impact business operations, customer service, and policy formulations within those specific industries. Given the significant differences in perceptions between younger and older age groups highlighted in the table, here are some implications that the researchers could consider. First, Policy Adaptation: Hotels and tourism companies may need to adapt their dress code policies to cater to a more diverse customer base that includes younger generations who generally show greater acceptance of tattoos. Second, Marketing Strategies Marketing approaches might be adjusted to appeal to different demographic groups based on their perceptions of tattoos. For younger audiences, promotions could highlight inclusivity and diversity, while communications to older customers might focus on professionalism and traditional values. Third, Training and Awareness. Staff training programs

could include modules on diversity and inclusion, emphasizing the importance of non-discrimination against tattooed employees and educating staff about the changing perceptions towards tattoos. Fourth, Customer Experience Management. Understanding that younger customers are more accepting of tattoos, hotels and tourism spots could consider this in the ambiance and staff presentation to enhance relatability and comfort for this demographic. Moreover, lastly, Recruitment Practices. The recruitment process might also be influenced, as a more flexible approach towards tattoos could help attract a broader range of job candidates in a competitive labour market, especially in creative or less formal roles within the tourism and hospitality sectors.

Table 3.3

ANOVA Table in the Perception on the visible tattoos on tourism and hospitality professionals when grouped according to their industry

Perception on the visible tattoos on tourism and hospitality professionals when group according to their industry.	Sum of Squares	Df	F	Sig	Decision
Between Groups	9.780	2	4.890	.015	Reject Null
Within Groups	287.936	252			
Total	297.715	254			

Legend P-value < .05, Reject the null hypothesis.

A one-way ANOVA was conducted to determine the difference in the perception of the respondents on the visible tattoos of tourism and hospitality professionals. The data shows that there is a significant difference in the perception of the respondents on the visible tattoos on tourism and hospitality professionals [F(2,252) = 4.890, p = .015]; therefore, the null hypothesis is rejected, there is a significant difference in the perception of the respondents on the visible tattoos on tourism and hospitality professional when group according to their industry.

Even tattoos are undeniably more common today. As tattoos become more popular, the question of whether the deviant stereotype persists and pervades the modern workplace arises. In

order to address this issue, the current study used a sample of 518 restaurant workers to examine the relationships between tattoos and organizational and interpersonal workplace deviance. The mere existence of tattoos on an employee had no bearing on either type of deviance. However, more tattoos were associated with more organizational deviance. The findings also suggest that having "darker" tattoos related to both types of deviance, while the effect sizes were minor. Even after considering the employees' agreeableness and assiduity, the substantial findings persisted. The evolving perception of tattoos in the modern workplace was examined. While tattoos have become increasingly common, the question remains whether the traditional deviant stereotype associated with tattoos still influences the workplace. To investigate this, the study analyzed data from 518 restaurant workers, exploring the relationships between tattoos and organizational and interpersonal workplace deviance. Surprisingly, the presence of tattoos alone did not significantly impact either form of deviant behaviour within the workplace. However, a noteworthy finding emerged: individuals with more tattoos tended to exhibit higher levels of organizational deviance.

Additionally, the study revealed that the darkness or visibility of tattoos was associated with both types of deviance, although the effect sizes were relatively small. Importantly, even when considering personality traits like agreeableness and diligence among employees, these significant findings persisted. This suggests that the presence of tattoos alone may not lead to deviant behaviour, but specific characteristics of tattoos, such as their visibility or design, can still influence workplace dynamics (Tews & Stafford, 2020)

Table 3.3's findings indicate a significant difference in perceptions towards visible tattoos among professionals in different sectors of the tourism and hospitality industry. Specifically, it reveals a notable variance between the restaurant and coffee shop segments, where perceptions among coffee shop employees were found to be significantly different from those in restaurants. This distinction underscores the industry-specific contexts within which visible tattoos are evaluated and suggests that the setting (e.g., a more formal restaurant versus a more casual coffee shop) may influence how both colleagues and customers perceive tattoos.

The RRL underpins these findings by discussing the broader societal and generational shifts towards tattoo acceptance, emphasizing the evolving nature of norms around body art, particularly within professional settings. It mentions studies that explore generational attitudes, with younger individuals generally showing a greater acceptance of tattoos as forms of personal expression and individuality. This acceptance aligns with the observation in Table 3.2 that

perceptions can vary significantly based on the professional environment, further indicating that these evolving norms are unique across all sectors of the hospitality industry.

Moreover, the RRL references studies that delve into the impact of tattoos on workplace dynamics and professional perceptions. These studies suggest that while tattoos are becoming more socially acceptable, there remain industry-specific nuances that affect how tattoos are viewed in professional contexts. For instance, the study of Tews and Stafford (2020) investigates the relationship between tattoos and workplace deviance within the restaurant industry, highlighting how the characteristics of tattoos (such as their number and visibility) can influence perceptions and behaviours in specific industry settings. This illustrates that the significant differences in tattoo perceptions across different tourism and hospitality sectors, as shown in Table 3.2, reflect broader societal trends and attitudes towards tattoos. It suggests that while there is a generational shift toward greater acceptance of tattoos, the tourism and hospitality industry's diverse sectors still navigate these changes differently, influenced by traditional norms, the specific clientele they serve, and the environment they operate.

Table 3.4

A Post Hoc Test for Multiple Comparison of Hotel, Restaurant, and Coffee shop.

Category		Mean Difference	Significance	Decision
Hotel	Restaurant	-.0262	.987	Accept Null
	Coffeeshop	.4148	.067	Accept Null
Restaurant	Coffeeshop	.4411	.024	Reject Null

Legend P-Value < .05 Reject Null hypothesis.

A post hoc test was conducted to determine further which among the categories had a significant difference. The data shows that among the category, it was between restaurant and coffee shop tourism and hospitality professionals that are found to have a significant difference, with a P-value of .024, which is less than .05. Therefore, the null hypothesis is rejected. This significant difference highlights that perceptions of visible tattoos are unique across the hospitality and tourism sectors. The context of the industry, such as working in a hotel, restaurant, or coffee shop, plays a crucial role in how tattoos are perceived.

The culture of each sector could influence the findings. For instance, the formality of a hotel setting might have different expectations and perceptions compared to the more casual environment of a coffee shop.

The post hoc analysis was necessary to pinpoint which specific industries differed from each other. The results showed no significant difference between hotels and restaurants (p = .987) and hotels and coffee shops (p = .067). However, there was a significant difference between restaurants and coffee shops (p = .024), suggesting that employees in coffee shops might be perceived differently regarding tattoos compared to those in restaurants.

V. DISCUSSION

The study's findings reflect a nuanced understanding of how visible tattoos are perceived across various settings in the tourism and hospitality industry, aligning with broader trends of increasing acceptance, particularly among younger demographics. The analysis revealed that overall, tattoos are viewed with moderate acceptance, with an overall mean score suggesting neutrality to slight positivity. This indicates that while tattoos are increasingly seen as a form of personal expression, their acceptance in professional settings remains complex and varies by context.

The data indicated a clear generational divide in attitudes towards tattoos. Younger respondents (18-33 years) displayed more openness, viewing tattoos as symbols of individuality and creativity. This is consistent with societal trends where younger generations are often the drivers of change in cultural acceptance. In contrast, older participants were more likely to view tattoos as unprofessional, which may be attributed to more traditional views on professional appearances that prevail among older generations. Significant differences were noted between the types of service environments. Formal settings such as hotels showed lower tolerance for visible tattoos, reflecting a traditional emphasis on conservative professional appearance. Conversely, casual environments like coffee shops, which often cultivate a modern, relaxed vibe, showed higher levels of acceptance. This suggests that the type of service provided and the expected customer experience play crucial roles in how customers perceive tattoos.

The varying levels of acceptance across different settings underline the importance of context in shaping perceptions of professionalism and appropriateness. For instance, in high-end service environments where a premium is placed on formality, visible tattoos conflict with the

expected customer service experience. However, in more artistic or laid-back settings, such as coffee shops, tattoos may enhance the perceived authenticity and approachability of the staff. While the study did not find significant differences in the perception of tattoos between male and female employees, which suggests a shift towards gender neutrality in perceptions of tattoos in professional settings, there is still an underlying layer of traditional biases that might affect how tattoos are perceived on different genders, especially in more conservative sectors.

These findings have practical implications for hospitality management, particularly in terms of policy formulation and employee training. Establishments need to consider these nuanced perceptions when developing dress codes and appearance policies to ensure they are aligned with both customer expectations and cultural trends. Training programs also incorporate elements of diversity and inclusion, emphasizing respect for personal expression while maintaining professional decorum.

The study's focus on Tagaytay City limits the generalizability of the findings. Future research could expand to other regions to explore cultural and regional differences in perceptions. Additionally, examining the impact of less visible tattoos could provide deeper insights into how subtlety influences professional perceptions.

The complex landscape of tattoo acceptance within the tourism and hospitality industry. It points to a growing, albeit uneven, acceptance influenced by demographic, contextual, and cultural factors. As societal norms continue to evolve, the industry must adapt to accommodate these changes while balancing them with professional standards and customer expectations.

RECOMMENDATION

Table 4

Tourism Development Program

Tourism Development Program	Objective	Strategy
Dress code policies	Implementing flexible dress code policies that allow visible	Establish professional standards clearly state what appropriate business wear is in the organization. This could involve standards for industry appropriateness.
Establishing a feedback mechanism	To allow staff members to voice complaints and inquiries on the dress code regulations, particularly matters about tattoos.	Promote open dialogue and be prepared to review and amend the policies as necessary.
Consistency in enforcement	All employees are subject to the same dress code regulations to prevent perceptions of bias or favoritism.	Training on applying the policies equitably and politely should be provided to managers.
Frequently examine the dress codes policies	To verify they are still relevant and effective	Solicit input from employees and change policies as needed to reflect shifting norms and expectations.

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Voices of the Locals: Understanding Stakeholders' Quality of Life and Perceptions on Tourism Development in Tagaytay City - A Mixed Method Approach

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I. ABSTRACT

One of the most relevant tourism strategies of the countries with a flourishing tourism sector is improving the "quality of life". Neighbouring countries like Malaysia, Thailand, and especially Singapore have adopted "quality tourism" strategies that are focused on locals' well-being through public engagement and participation (Singapore et al., 2020). Despite the growing recognition of QOL internationally, more tourism QOL studies are needed in the Philippines. This gap limits the country's ability to compete with its well-visited neighbors and capture substantial economic benefits from tourism. This study employed an explanatory sequential mixed-method approach grounded in Social Exchange Theory to address this gap. It explored stakeholders' QoL and perceptions of tourism development in Tagaytay City and investigated the relationship and difference between their demographic profile and quality of life. This study's quantitative phase captured residents' perceptions across ten barangays and tourists. In contrast, the qualitative phase provided insights into Tagaytay's tourism development through interviews with residents, tourists, business owners, barangay officials, and the Tagaytay Tourism Office. QOL was measured through six domains: community well-being, urban issues, way of life, community pride and awareness, economic strength, and recreation amenities assessed through the tool developed by Andereck and Nyaupane (2011). Results revealed a correlation between age, years of residency, occupation, and quality of life received. Additionally, stakeholders reported moderate overall QoL (3.31), with the highest satisfaction in "way of life" (3.57) and the lowest in "urban issues" (2.60). Several themes derived from QOL domains that described stakeholders' perceptions of Tagaytay City's tourism development were also found. Through integrating quantitative and qualitative data, this study presented the different voices of the stakeholders. It informed the development of tourism programs that minimize the negative impacts of tourism while maximizing benefits for stakeholders and the city as a whole.

Keywords: *quality of life, perceptions, stakeholders, tourism development, satisfaction, quality of life, Tagaytay City*

II. INTRODUCTION

The Philippine tourism industry occupies a pivotal position within the national economy, contributing a substantial 12.7% to the GDP and demonstrating consistent, rapid increases in both revenue and employment (Amuyun, 2019). However, amidst this flourishing sector lies a stark reality: intense international competition. Neighboring countries like Malaysia, Thailand, and Singapore have well-defined tourism development strategies, and visitor counts exceed 20 million each, leaving the Philippines lagging with a 10 million shortfall (Marasigan, 2019). This translates to miss substantial economic benefits as the Philippines struggles to compete with its well-visited neighbors on a global scale due to the lower tourist arrivals.

These disparities can be attributed to the need for more well-defined tourism development strategies in the Philippines. Countries like Singapore exemplified a successful approach by focusing on enhancing the quality of life of its residents alongside attracting visitors (Travel Pedia, 2023). This "quality tourism" strategy positions Singapore as a leader in South East Asian Tourism. Their success was built threefold: first, it sees tourism as an essential economic driver, believes tourism development will result in productive and innovative industries, and, most importantly, nurtures public engagement and participation as a part of substantial tourism development (Singapore Tourism Board, 2020).

Recognizing this crucial link, tourism marketers worldwide are shifting their focus towards highly effective tourism development strategies that prioritize the impact of tourism development on the quality of life of local communities and stakeholders. This trend aligns with mounting academic research (Sirgy, 2019; Kim et al., 2020; Brankov et al., 2019; Cho, 2019) emphasizing the need to move beyond mere visitor attraction and actively nurture the well-being of those who call these destinations, "home". More importantly, understanding tourism's impact on people's quality of life allows for more informed decision-making and development strategies that address the detrimental effects tourism development has on communities.

Despite this growing recognition of the importance of quality of life, local studies in the Philippines investigating this crucial link between quality of life and tourism host communities still need to be made available, with Cornell's (2019) work in Sagada, Philippines, as a rare exception. Given this gap in research, this study aimed to bridge this gap by understanding how people in Tagaytay, a rapidly developing tourist destination in the Philippines, perceive Tagaytay City's tourism development and its impact on their quality of life. The choice of Tagaytay as the

research locale is grounded in its significance as a tourism host community that attracts millions of tourists annually. As of September 2023, Tagaytay City recorded 14,338,668 same-day visitors and 657,190 overnight tourists (Cavite Tourism, 2023), and there is a need to address the absence of quality-of-life research in Philippine tourism.

While implicit in this study that tourism and its developments influence peoples' quality of life, fewer studies have directly investigated the broader potential of investigating the stakeholders' perceptions of the impacts of tourism development on their quality of life. Grounded in the social exchange theory, this study investigated the perceptions of tourists and different categories of residents to understand their voices on how tourism development has affected them in different aspects of their quality of life.

The study's primary objective is to understand the experiences and opinions of Tagaytay City's stakeholders, exploring their quality of life and perceptions of the increasing tourism developments. The research questions seek to uncover the quality of life received by the stakeholders on tourism development in Tagaytay City, specifically focused on community well-being, urban issues, way of life, community pride and awareness, economic strength, and recreation amenities, and their perceptions. Investigate the relationship and difference of quality of life and demographic profile. This study also proposed tourism development programs that will help address and improve the quality of life received by the stakeholders.

This study offered valuable insights for Tagaytay City's local government and tourism office. By acting as a voice for residents, the study identified their priorities and concerns regarding tourism development's impact on their quality of life. It highlighted which aspects of tourism the stakeholders were most and least satisfied with. This information can be a crucial foundation for developing tourism programs and services that better cater to the stakeholders' needs.

Furthermore, the study contributes to a broader field of research. It addresses the need for tourism quality of life studies in the Philippines, providing valuable data for future researchers. The study acknowledges its limitations, outlining areas for future investigations to build upon this knowledge base.

This study addresses a notable gap in local research within the Philippines by investigating the relationship between tourism development and the quality of life of host communities. This topic has received limited attention domestically. Focusing on Tagaytay City, a prominent tourist destination, the research aims to shed light on the impact of tourism on residents' well-being.

Through the perspectives of various stakeholders, including tourists and residents, the study utilizes the Social Exchange Theory to comprehensively explore how tourism development influences different aspects of their quality of life. By identifying stakeholders' priorities and proposing targeted tourism development programs, the study informs decision-making processes for local government and tourism offices. It contributes to developing more sustainable and community-centric tourism practices in the Philippines.

II. METHODS

Proponents used a mixed-method research design, particularly a sequential explanatory design, to gather quantitative and qualitative data for this study. Thus, two phases of data-gathering procedures were applied. Survey questionnaires and interviews were used by the explanatory sequential research design to examine stakeholders' satisfaction level with their quality of life in Tagaytay City through 346 residents and 200 tourists. These respondents were chosen through Slovin's formula with a population of 691,893, a confidence level of 95%, and a 0.05 margin of error.

To ensure a representative sample for the residents, the population of Tagaytay City was stratified based on the proximity of the communities in touristic areas. Ten barangays out of 34 were then identified. However, since tourists were classified as moving respondents, quota random sampling was used to identify them as respondents.

Table 1

Sample Population of Respondents

Respondents	Sample Population	Percentage
Barangay A	10	4.95%
Barangay B	11	5.61%
Barangay C	43	21.52%
Barangay D	35	17.51%
Barangay E	68	33.88%
Barangay F	64	32.14%
Barangay G	33	16.68%
Barangay H	26	13.19%
Barangay I	22	11.21%
Barangay J	34	16.82%
Tourists	200	36.60%
Total Population	546	100%

For the first phase of this study, data were collected through pen-and-paper survey questionnaires and Google Forms. The survey questionnaire is a modified version of the Andeck and Nyaupane questionnaire (Andereck & Nyaupane, 2011) [as modified in Seabra et al., 2022]. The survey questionnaire is divided into two sections: the first contains the demographic profile of the stakeholders, and the second has 16 quality-of-life questions with six domains, namely: community well-being, urban issues, way of life, community pride and awareness, economic strength, and recreation amenities. Respondents were asked about their satisfaction with the quality of life in tourism developments in Tagaytay City.

Table 2

Response anchors for the level of quality of life

Response	Interpretation
1	Not at all satisfied
2	Partly satisfied
3	Neutral
4	Satisfied
5	Extremely Satisfied

The adopted data-gathering tool was the modified version of Anddereck and Nyaupane (2011) and was modified by Seabra et al. (2022). The Cronbach alpha reliability estimate of the scale was 0.805, which can be interpreted as very good.

For phase 2 of this study, the survey results were further elaborated through face-to-face interviews of the stakeholders of Tagaytay City, namely, residents, tourists, barangay officials, the business sector, and the Tourism Office of Tagaytay City, which were chosen through a purposive sampling technique. Stakeholders were chosen to gather and represent different perspectives of different types of stakeholders in a community. Additionally, interviews with different stakeholders offer a more nuanced understanding of how tourism development affects different segments of the community.

Data collected from the survey questionnaires were analyzed and interpreted using appropriate statistical tools. First, frequency and percentage distribution were used to determine the demographic profile of the respondents. Then, the weighted mean was computed to analyze stakeholders' satisfaction level and quality of life. Next, a Pearson correlation coefficient was computed to assess the linear relationship between the level of stakeholder's quality of life and the demographic profile of the respondents. Lastly, an independent sample t-test was performed to compare the quality of life among the male and female respondents.

Moreover, the proponents used Braun and Clarke (2006) 6-step thematic analysis to analyze the study's qualitative data.

The proponents also identified a potential limitation of this study, which is that although urban issues were a specific quality of life domain, it does not encompass all of the urban issues

as a whole; only the crowding, congestion, and traffic were mentioned and used under the urban issues domain in the adapted survey questionnaire. The same can be said with other quality-of-life domains–their areas are limited. Quality of life is also acknowledged as a broad topic that can be compressed into different domains with different areas covered.

Therefore, the quality of life domains mentioned in this study and the areas covered are as follows:

1. Community well-being– community safety, clean air and water, city services, quality of roads, bridges, and utility services.
2. Urban issues– crowding and congestion, traffic.
3. Way of life– personal life, belongingness to community, others having respect for their way of life.
4. Community pride and awareness: understanding of different cultures, awareness of natural and cultural heritage, and participation in local culture.
5. Economic strength– price, locally-owned stores and restaurants.
6. Recreation amenities– festivals, fairs, museums, live sports.

This study's focus on respondents residing near tourist areas also introduces a potential limitation. This means the findings might be representative of only some of the city's population. People living close to tourist areas likely experience the impacts of tourism more directly and frequently compared to those residing further away. Thus, this limitation suggests similar future research to explore and disregard the proximity of the communities to tourist areas.

IV. RESULTS

Problem 1. What is the demographic profile of the selected respondents in terms of age, gender, years of residency, occupation, and stakeholder type.

Table 3

Demographic Profile of the Respondents

Demographic Profile	Frequency	Percentage
Age		
18 - 24	293	53.7%
25 - 34	87	15.9%
35 - 44	77	14.1%
45 - 54	62	11.4%
55 - 60	27	4.9%
61 and above	0	0%
Total	**546**	**100%**
Gender		
Male	249	45.6%
Female	297	54.4%
Total	**546**	**100%**
Years of Residency		
Below 10 years	200	36.6%
10 - 15	64	11.7%
16 - 21	106	19.4%
22 - 27	74	13.6%
28 - 33	26	4.8%
34 years and above	76	13.9%
Total	**546**	**100%**
Occupation		
Affiliated with Tourism Industry	275	50.4%
Not affiliated with Tourism Industry	203	37.2%
Others	68	12.5%
Total	**546**	**100%**
Type of Stakeholder		
Resident	346	63.40%
Tourist	200	36.60%
Total	**546**	**100%**

The data shows the demographic profile of the respondents. Most respondents were female (297, 54.4%) and within the 18-24 age range (293, 53.7%). The majority (275, 50.4%) worked in the tourism industry, compared to other occupations (68, 12.5%) and those not affiliated with tourism (203, 37.2%). Residents comprised 63.4% of respondents, with the majority having lived in Tagaytay for less than ten years (200, 36.6%).

This data suggests a trend of young women and tourism industry workers participating in the survey. This trend can be explained by Tagaytay City having 7,497 residents under the age group of 18 - 24, 3,594 of whom were young females, which may directly impact the results of the study (Philippine Statistics Authority, 2020). The high number of residents with less than ten years of residency also indicates a recent influx of residents who may have observed changes in tourism development in Tagaytay City.

On average, Tagaytay City's population has risen by 19.88% since 2015. Not only has the population increased, but in the last five years, Tagaytay City has become the home of several tourist establishments, with 63 hotels, 167 restaurants, 46 pasalubong shops, and a hundred eleven souvenir shops. (Business Permits and Licensing Office, 2020)

Problem No. 2 What is the level of quality of life received by the stakeholders on tourism development of Tagaytay City in terms of community well-being, urban issues, way of life, community pride and awareness, economic strength, and recreation amenities

Table 4

Level of Quality of Life of the Residents and Tourists of Tagaytay City

Level of Quality of Life of the Residents and Tourists of Tagaytay City	WM	VI
Way of Life		
My personal life quality.	3.58	HL
A feeling of belonging in my community.	3.47	HL
Having tourists/residents who respect my way of life.	3.65	HL
Mean Perception of Way of Life	**3.57**	**HL**
Community Pride and Awareness		
An understanding of different cultures.	3.62	HL
Awareness of natural and cultural heritage.	3.56	HL
Opportunities to participate in local culture.	3.42	HL
Mean Perception of Community Pride and Awareness	**3.53**	**HL**
Community Well-being		
The community feels safe.	3.66	HL
The clean air and water of the community.	3.57	HL
The city services such as police and fire protection.	3.53	HL
The quality of roads, bridges, and utility services.	3.21	ML
Mean Perception of Community Well-being	**3.49**	**HL**
Economic Strength		
Stores and restaurants owned by local residents	3.51	HL
Fair prices for goods and services	3.19	ML
Mean Perception of Economic Strength	**3.35**	**ML**
Recreation Amenities		
Plenty of festivals, fairs, and museums.	3.36	ML
Having live sports to watch in the community.	3.32	ML
Mean Perception of Recreation Amenities	**3.33**	**ML**
Urban Issues		
The prevention of (crowding and congestion).	2.85	ML
The community's traffic.	2.35	LL
Mean Perception of Urban Issues	**2.60**	**ML**
Mean Perception of Quality of Life	**3.31**	**ML**

Legend: VHL - Very High Level of Quality of Life, HL- High Level of Quality of Life, ML - Moderate Level of Quality of Life, LL - Low Level of Quality of Life, VLL - Very Low Level of Quality of Life

As shown in Table 4, the perceived quality of life by the stakeholders was measured by 16 items embodying the domains of quality of life. Based on the mean measures of items, the three major domains in which residents have a higher quality of life satisfaction were the way of life (3.65), community pride and awareness (3.53), and community well-being (3.49). On the other

hand, economic strength (3.35), recreation amenities (3.33), and urban issues (2.60) received a moderate level of quality of life satisfaction from stakeholders, with urban issues being the least of their satisfaction.

Table 2 shows that overall, Tagaytay City stakeholders are moderately satisfied with their quality of life. The 3.31 mean rating supports this. At the same time, the domain way of life received the highest satisfaction overall, with a mean rating of 3.57. In contrast, the domain urban issues received the lowest level of satisfaction among the domains, with a mean rating of 2.60. This indicates that Tagaytay City residents' and tourists' quality of life could be more satisfactory. This recommends that even though Tagaytay is a developing city with high satisfaction in the way of life, some things can still be improved, particularly addressing the issues of traffic and congestion, which emerged as the most concerning aspects of quality of life in the city.

Problem No. 3 What are the perceptions of stakeholders toward tourism development in Tagaytay City?

Theme 1: Stakeholders' Perceptions Towards Tagaytay City's Traffic Management

Subtheme 1.1: Impacts of the worsening traffic

This theme pertains to how stakeholders perceive traffic in Tagaytay and how they are affected by it. The respondents view traffic as something that worsened through the years and continuously affects their everyday lives in different ways.

Participant 1 Business Owner in Tagaytay

"Malaki talaga yung pagbabago ng traffic sa Tagaytay lalo na kung weekend kasi marami ang turista na dumadating pag weekend. Ngayon yung... ang sinasabi nila saking yung... yung mga nagtatanong "ma'am kung traffic po ba dyan sa Tagaytay?" syempre ang sagot ko, pag weekend ay talagang sobrang traffic... so parang nadidiscourage na yung mga turista na pumunta pag ka ganong traffic kasi nasasayang daw ang kanilang oras ganyan... gagabihin sila. Kung may pupuntahan silang iba't ibang lugar di nila napupuntahan ganon."

Participant 2 Tagaytay Tourist

"So pano naman siya nakaapekto sakin, ayun nga... like for example, gusto ko rin naman ma-enjoy yung holidays, gusto ko rin namamn mamasyal sa Tagaytay but then, dahil nga alam ko yung dagsa ng tao ay marami sa ganong panahon, parang ayoko na makisabay. Kasi isipin mo yung dati na 5 minute or 10 minute drive, nagiging triple pa yung bayhe ng dahil nga sa traffic na nangyayari."

Participant 4 Tagaytay Resident

"Unang-una nakaapekto yun dahil sa convenience, gawa nung dati, nakakasakay ka ng maluwag, ngayon, di ka na makalabas dahil baka you will be caught in the traffic na--abay kahit nga ika'y sumakay ayaw na magsakay ng mga tricycle kahit nga magbayad ka na. There was one instance na nagpunta kaming Olivarez and that was Christmas, aba'y ngayon sa tindi ng traffic bumabayad ako ng 200 from Olivarez to Palengke, wala paring magsakay, so... ayun ang katapusan, kami'y naglakad. So, yun ang nakakaapekto kaming mismong residente dito, di ka na makaenjoy especially during holidays."

Participant 5 Barangay Official

"Heavy traffic in Tagaytay especially during weekends has a big impact to the residents of Tagaytay. Our travel to our destinations or going to work consume hours instead of minutes"

Almost all the stakeholders have agreed that Tagaytay City's traffic has worsened throughout the years, affecting them negatively regarding convenience, peace of mind, and willingness to visit. Much like the subjects in Ghazali et al.'s (2019) study, stakeholders identified traffic congestion as the most vexing urban issue impacting their community. This gridlock disrupts not only daily commutes and leisure activities but also the economic well-being of stakeholders. Businesses face potential losses due to reduced customer traffic and delayed deliveries. Similarly, the frustration expressed by residents underscores the urgency for effective traffic management solutions to improve overall quality of life.

Subtheme 1.2: Action taken to ease Tagaytay City's traffic

This theme pertains to the action done to ease Tagaytay's traffic through the making of alternate routes.

Participant 3 Tourism Office of Tagaytay

"So, ang... 'di ba dati ang Tagaytay ay known as pag week days, holidays ma-traffic talaga. So, nagkaron kami ng mga ah, ibang route pang-access sa mga uhm, mga labasan, pasukan so... malaki ang naitulong non sa Tagaytay. Mas mabilis na yung pag access ng mga tao sa pagpunta sa mga pasyalan, sa mga kainan. So ayun, ah di na sila na... di na nagtatraffic so di na naiirita sa sa daan."

Responding to the worsening traffic situation, the respondent outlined adding alternate routes as one action. While the effectiveness of this approach in alleviating traffic congestion is multifaceted and requires further study, adding capacity is a potential strategy for traffic management.

Theme 2: Stakeholders' Perception Towards Tagaytay City's Tourist Arrival
Subtheme 2.1: The sustained growth of Tagaytay City's tourism industry post-pandemic

This theme pertains to the perceived increase in tourist arrival especially after the pandemic. Stakeholders find it worth noting Tagaytay's tourist arrival has consistently increased after the pandemic.

Participant 2

"Kapansinpansin siya, na noon pa man talaga namang marked na as tourist spot yung Tagaytay City, however post pandemic mas nag-boom siya. Siguro nala-naisip na rin ng mga tao na biglang realizations sa mga tao after pandemic na, sige ienjoy mo ang life mo ganyan. ahm, tumaas siya considerably, lalo na patuloy parin ang modernization, like urbanization ng Tagaytay City. Padami ng padami yung mga commercial buildings at establishments, so isa lang ibig sabihin non, parami na ng parami ang mga lugar na dinudumog o dudumugin ng mga tao"

Participant 3

"After pandemic, so after pandemic ah, unti-unti namang nakakarecover, pero from ah, from pandemic ah, yung sumunod na taon, mataas yung ano tourist arrival namin, kasi siguro yung mga tao ay nainip noong pandemic, at saka nasabik mamasyal kaya parang... lumobo ulit ang tourist arrival namin, so hanggang ngayon naman, tuloy- tuloy ang pagtaas hindi siya... based don sa mga record at experience namin, tumataas ang tourist arrival namin, di siya bumababa."

Participant 5

"As for my observation, the number of tourists that visit Tagaytay increases yearly, especially after the pandemic. Tagaytay is ah, continuously increasing in tourist numbers. It doesn't go down. And it is good thing as tourists have been a part of our community"

Tourists, the Tourism Office, and barangay officials have all agreed that tourist arrivals have increased significantly, especially after the pandemic. This results in Tagaytay emerging as a top performer in Cavite in terms of tourism arrivals for the third quarter of 2023. This is evident from the substantial number of visitors it received, exceeding 14.3 million same-day visitors and 657,190 overnight tourists. This significant tourist influx contributed to Tagaytay's recognition as a leading LGU in tourism. (Cavite Tourism, 2023)

Theme 3: Stakeholders' Perception Towards Pricing of Businesses in Tagaytay City
Subtheme 3.1: People view price will equate to better quality and more benefits

This theme pertains to the perception of price being a basis for better quality products and services.

Participant 1

"Malaki ang... ah apekto. Epekto? Apekto? Epekto ng turismo pagtataas ng turismo sa... sa mga presyo kasi, pag ahm, katulad sa mga airbnb sa mga resto, pagka tumataas yung mga bilihin, ah, yung iba nagkakaroon ng doubts pumunta pero, mas lalo naman nagiging interesado ang mga tao, kasi siguro kaya mahal kasi maganda yung lugar, ma-malamig

sa Tagaytay may mga stunning view, activities, so tumataas parin naman yung mga napunta sa Tagaytay kahit na mahal."

Business owners have explained that consumers often see price increases as a good thing, equating them to quality. It motivates them to avail themselves since they understand the logic behind the price more and justify it. Consumers often rely on price as a critical indicator of product quality. This phenomenon, known as price perception, is particularly prevalent when different brands offer seemingly identical products. In such scenarios, consumers struggle to differentiate between options and may subconsciously use price as a shortcut to judge quality. (Janakiraman, 2019)

Subtheme 3.2: Due to Tagaytay's popularity as a tourist destination, rates and pricing of goods and services are impacted.

This theme relates to Tagaytay City's higher rates and prices as a result of its popularity as a tourist attraction.

Participant 3

"So, diba ang isang lugar kapag ikaw ay nakikilala, ah, tulad ng Tagaytay ang Tagaytay is tourist destination talaga so kapag ang isang lugar is nakikilala maraming nag iinvest, maraming nagtatayo ng business, tulad dito sa Tagaytay makikita mo maramimg hotels, restaurants. So 'yun, ah, siguro isa iyong way ng kapag nakikita na ng maraming turista, o maraming pumupunta yung mga presyo, for example yung rates ng hotel, rate ng mga pasyalan rate ng pagkain unti unti ring nagiincrease yun depende sa demand at sa service naman din na binibigay nila at sa mga taong pumupunta. So siguro iyon yung mga ahm, naging effect ng pagkakaroon ng, ano uhm, nakikilala yung isa lugar."

Participant 5

"As tourism increases, businesses also increase. More businessmen from other city are increasing too, compared to the local businessmen we have here in Tagaytay. Price is also affected uh... since Tagaytay is a tourist spot and raw materials are uh, affected by the price hike. As for the service, rates are also high due to the demand."

The tourism office and barangay officials have agreed that since Tagaytay is a tourist destination, prices are expected to increase. It is also understood that because many people visit Tagaytay, the demand increases, ultimately affecting the price. Related to this theme is a study by Liu (2020) that tackles tourism demand and how it affects pricing on tourist destinations. An increase in tourism demand may alter a destination's implicit prices of goods and services. Moreover, tourist demand is measured through tourist volume. The same goes for what happened to Tagaytay City; respondents felt the increasing prices of products and services in Tagaytay City as the city became more and more popular.

Subtheme 3.3: Price can negatively affect both residents and tourists

This theme tackles that while tourism brings economic benefits, it can also have a downside. The increased demand from tourists can push up the prices of goods and services, impacting the cost of living for residents and potentially making the destination less affordable for tourists as well.

Participant 2

> *"I think, its kind of both disadvantageous lalo na sa mga residente, kasi siyempre nandoon ka na mula't sapul, nawitness mo na paano magincrease ang prices ng mga products and services sa area na yon. When in fact, yung target naman kaya nagincrease is mainly for the purpose na maka-get ng sales from the visitors, pati dahil nga doon ka nagreside, apektado ka pa din, so maglalabas at maglalabas ka parin ng pera. Ahh, for the visitors naman I think... ayun nga, disadvatageous din siya in a sense that pag pumunta ka sa isang lugar, nakadepende ang halaga ng isang bagay sa kung saang lugar ka pupunta."*

They have expressed their concern regarding resident's perception of price since it can be disadvantageous to the residents. Tourism activity in the community can also negatively affect the pricing of necessities, and the direct community is the one most affected by it. Communities can experience increased interest, resulting in changes in the pricing of goods and services, which can negatively impact people in direct contact with the affected community (Vizek, 2022).

Theme 4: Stakeholders' Perception toward How Tourism Influences Businesses in Tagaytay City

Subtheme 4.1: Tourism helped build different kinds of small and locally-owned business

This theme explains how the increase in tourists creates a demand for various goods and services, which in turn encourages locals to establish new businesses to cater to these needs. People see the potential for profit by filling the gaps in what tourists might be looking for.

Participant 1

"Okay, ah malaking pagbabago ang nagawa ng turismo sa pagtataas ng presyo kasi--ah pagbabago ng negosyo kasi kapag maraming turismo katulad ng sa negosyo ko, airbnb, transient house, napansin ko na dinadayo talaga ang Tagaytay. Marami ang--malakas ang demand ng mga pangangailangan nila na mag staycation ganyan, so naencourage ako na magnegosyo ng ganito so tingin ko naman, kulang pa nga e kasi maraming naghahanap e na mga... gustong magstay sa Tagayatay kaya malaki ang... pagbabago sa mga tiga rito. Nagkakaroon kami ng additional income na dagdag kita para sa... para sa... negosyo namin ganon. Ah maraming, sa mga residente dito tingin ko naman nagkaroon naman ng dagdag na negosyo. ayun nga may mga nagpatayo na mga house for rent, monthly, daily. merong hourly ganyan, cafe... na pinupuntahan talaga dito ng mga turista. So, malaking tulong naman 'to sa mga tiga-rito satin."

Different businesses emerged in Tagaytay City as the city progressed. People saw the city's potential to bring sales, and in turn, it offered jobs to the locals. According to Vukovic (2020), tourism reveals a location's ability to boost employment and launch new businesses. In the same way, Tagaytay's popularity as a tourist destination has aided in the growth of the local economy and job market.

Subtheme 4.2: The emergence of businesses owned by non-Tagaytay residents

This theme talks about Tagaytay's booming tourism industry attracting investment, with businesses increasingly owned by non-locals and conglomerates entering the market.

Participant 2

"I think... in this specific question, ah, kung pupunta ngayon sa Tagaytay, mas mapapansin na mas marami na yung mga commercialized business or yung mga high end business, so, to answer, I think fewer na yung businesses owned ng mga local residents now. Kasi kung pupunta ka sa Tagaytay makikita mo dyan instaed ay food chains na or malls, so hindi na lang siya yung parang unique na owned ng local residents ng Tagaytay City. Its just not simple business na lang, ano siya, parang chains na siya na merong branch sa TagaytayCity, I think that's how I view it."

Participant 4

"Kung pagbabasehan eh yung mga... yung mga tao mga nagnenegosyo nung araw, ay siyempre marami ngayon ang dayo, kaysa sa lokal na magtitinda. Meron din namang lokal, pero siguro magtitinda ng mg prutas mga gayon, pero siguro yung mga establishments, mga restaurants, hotel, mostly mga dayong mga tao. So yung mga maliliit na negosyo, mayroon pa namang natitirang pag aari ng mismong taal na taga-Tagaytay."

Participant 5

"Malaki ang naging pagbabago. Ang masasabi ko laang ay mas maraming investor ang namuhunan sa mga different businesses dito sa Tagaytay dahil nakita nila ang potensyal nito as tourist spot, pero yun nga mas madaming dayuhang negosyante na ah, nagtayo ng business kesa sa lokal."

Participant 3

"Dito sa Tagaytay, mapapansin mo, ahm, maraming nagtatayo ng business, hotels, pero more on hindi talaga taal na taga-Tagaytay, so coming from different places yung mga nagiinvest."

Non-Tagaytay resident business owners flock to Tagaytay as they recognize the potential to boost their sales. Many of the stakeholders also noticed the increasing number of non-resident-owned businesses. Higgins-Desbiolles (2022) clarified that in tourist destinations, there may be an

abrupt surge of non-local enterprises, and the livelihoods of the locals are directly impacted by this migration. This study is relevant to the current events in Tagaytay. Stakeholders in Tagaytay are beginning to notice the increase in non-local enterprises and a lack of locally owned businesses.

Subtheme 4.3: Businesses owned by non-Tagaytay residents provide jobs for Tagaytay residents

This theme addresses the situation that although businesses are mostly owned by non-locals, they provide jobs for locals in return.

Participant 3

"Ah malaking tulong naman yun sa mga residente ng Tagaytay kasi pagdating naman sa trabaho, so... yung chance na magkaron sila ng trabaho dito sa Tagaytay so kapag may nagtayo ka ng business so yung nakikinabang naman dito ay people of Tagaytay kasi sila yung... kinukuhang ano... working--workers nila. So siguro yun ang advantage naman, although hindi sila yung nakapagtayo, although may mga, ah ibang tao na... nagtayo din ng business kasi nga maraming dumadayo saatin, ah, ayun ibig sabihin e nakatulong din sa kanilang pang-kabuhayan, diba. Nagkaroon din sila ng idea na "ay siguro maganda sa Tagaytay na magtayo ako ng kapehan, bilang maliit na ah, ano negosyo." Kasi nga maraming pumupunta unti-unting lumalago. So ayun man siguro ang mga advantages ng pagkakaron talaga ng ano, ng maraming pumupunta sa isang lugar, nadedevelop pati ang, buhay diba."

The Tagaytay Tourism Office explained that businesses owned by non-residents have been enormously helpful in providing locals with jobs near their homes. With the new establishments in the city, which big corporations mostly own, Tagaytay residents are given jobs. Similar to the study of Vukovic (2020), tourism opens up job opportunities for locals to benefit from.

Theme 5: Stakeholders' Perception towards Recreation Activities in Tagaytay City
Subtheme 5.1: Tagaytay offers more things to do and spots to explore

This theme pertains to Tagaytay offering several recreational activities now and venturing into different branches of tourism to promote the city further.

Participant 1

"Marami na ang mga ano--mga... napupuntahan nga--nga ngayon sa Tagaytay kasi marami na mga scenic view, activities nga. Katulad ng mga pagpunta sa mga Crosswinds. Ah, yu-nakikita--ang nandon kasi hindi lang as nasa Tagaytay ka, parang pinakikita rin don mga view na para kang nasa ibang bansa. So, nagiging way yon ng Tagaytay para talagang dayuhin, katulad naman din ng mga Sky Ranch tsaka yung ibang- mga --mga picnic grove ganon. Ah, instead na pumunta pa sila sa mga malalayong lugar, magaganda rin naman itong mga rides dito sa Tagaytay dinadayo na rin naman dito, may mga view pa dito sa Tagaytay. tas malamig... ang talaga yung ating klima lalo na pag gabi may instant fog pa, atsaka unli... air condition."

Participant 3

"Oo, bilang residente ng Tagaytay, so marami na kaming iba't ibang napupuntahan kasi, maraming na ngang ibang nagsusulputan o nagtatayuan na mga establishment dito sa Tagaytay, tapos nakakatulong siyempre sa... oo ah, yung iba tulad nito, meron na tayong mga museyo, may mga zoo na tayo. So, marami na tayong pinapasyalan, ang naitutulong natin is, ahm, I mean nasu-support natin yung kanilang mga business, ibig sabihin, tulad namin bilang, ah, tourism at tsaka under ng local government, so kapag may mga nagtatanong saamin, narerecommend namin yung mga lugar na pwede nilang puntahan so ayun mga naitutulong namin sa kanila, parang napupromote namin sila in a way na pag may nagtanong samin na, "oh saan po ang magandang lugar?" suggest namin, dito po meron po kaming mga bago dito sa Tagaytay, may ganito kami sa Tagaytay. Yes events, events, sports... tulad ng ano, kasi ang ating mayor ay... ano siya, ah, committed talaga sa sports, so dito na siya, dito madalas ginaganap. so ayun, sa panonood ng ganon, sa pagsali ng mga residente ng Tagaytay sa mga sports, so ayun, some way din na nakakatulong din sa Tagaytay."

Participant 5

"Unti-unting uhm, nadidiscover yung iba't ibang uri ng turismo dito sa Tagaytay. Dati sikat lang siya dahil sa bulalo, sa tanawin ganyan, pero now, may potensyal din pala ang

Tagaytay na maghost ng mga events sa sports, at magoffer pa ng mga pasyalan sa mga turista at residente na din. Mas marami na ang pwedeng gawin kesa noon."

They recognize the increase in the activities offered by the city. They appreciate the additions to tourist spots they can explore. They think it is a better addition to boost Tagaytay's tourism.

Subtheme 5.2: Reluctance with the new activities offered that are far from traditional Tagaytay

This theme talks about how despite Tagaytay offering more recreational activities, stakeholders feel reluctant to try them out due to their conservative way of thinking.

Participant 2

"So, in terms of watching sports, although meron naman mga stadiums or areas na pwede pagconductan ng mga several sports, I don't think, ah, na te-tend nila yung ganong klase ng idea, or I don't think yung tourism ay may focus masyado sa paghikayat ng mga turista para ioffer yung sports na pwedeng ibigay ng Tagaytay City. In terms of going to fairs naman, there are some, na kinoconduct ang Tagaytay, although ayun nga, I think super limited lang yung audiences or yung target people or attendees na narireach upon conducting this fair, so yung... audiences, yung mga pumupunta is that, hindi gaanong naka-- or hindi gaanong malawak, or kung ako yung pupunta sa Tagaytay, parang hindi nakainclined yung bisita ko sa pagpunta sa mga fairs, more of sa mga-- ayun ngalike mga coffee shops or restaurants na may good food while I can enjoy the weather and view ng Tagaytay. As for visiting museums, I rarely know some museums na madaling puntahan sa Tagaytay. May naririnig ako or may alam ako, but then, sabihin nang nasa looban siya na parte, so kung... ako yung bibisita sa Tagaytay with such limited time amount of time, and considering the amount of people na bumibisita doon so marami... marami ring sasakyan so traffic, I don't think I can squeeze in to my schedule yung pagvisit sa mga ahm museums na sabihin mong hindi ganong kadaling puntahan."

Participant 4

"Well, actually ang Tagaytay naman eh hindi masyado kilala sa mga festivals,o mga sports, mga gay on. Ang mga tao dito ay medyo may pagka conservative. Di open sa ganoong larangan. Ngayon unti-unti na silang nabubuksan ang pag iisip. Di ko naman sinasabi na ako ang magiging representative ng buong residente ng Tagaytay, pero kung ako ang tatanungin, maraming lugar sa Tagaytay ang di ko napupuntahan, so ganon kaming ka... yung hindi gay'ong ka-open ano. Para sa ibang tao, sa katulad ko rin, it's a waste of time. Nagpupunta sa mga--para malaman, manood ng sports, so 'yun. Pang abala yun kasi marami ka pang dapat gawin other than going to--uh attending some festivals. So, para saakin lang naman yun. ewan ko nalang sa iba."

Tagaytay City stakeholders proved that residents and tourists hesitate to participate in the city's new activities. Some choose not to avoid involving themselves in the new activities offered because of their conservativeness; some hesitate because of the price. In line with the study of Kim et al. (2022), locals are hesitant to attend festivals and events. Several things may be to blame, including lack of awareness, habitual routines, perceived time and money costs, and the experience of being a visitor in one's town. This concerns the stakeholders' feelings about the additional leisure opportunities in Tagaytay. The stakeholders may experience the same things that have been described.

Theme 6: Stakeholders' Perception towards Key Priorities for Future Developments of Tagaytay City

Subtheme 6.1: Add and upgrade infrastructures

This theme suggests adding more infrastructures like more alternate routes, road widening, and street lights as a key priority for future developments in Tagaytay City.

Participant 1

"Ang tingin ko na medyo kulang pa sa Tagaytay, yung liwa-yung ilaw liwanag lalo na pag gabi kasi medyo humihina na rin yung mga... tawag dyan mga outpost lights, yung mga solar, yun. So kailangan may dagdag liwanag, para mas maganda ang pagpasok nila sa Tagaytay, maganda talaga yung-- welcoming ambiance ba sa Tagaytay, ganon... At yung

mamentain ay yun talagang traffic, although sa ngayon marami na ang mga alternate route ah, siguro malaking tulong naman yung ginawa ng... gobyerno para maiwasan na yung traffic, ang hindi lang talaga ganon ka-- ka-ano madaling maresolusyon kasi nga maraming pumupunta sa Tagaytay pero in a way, meron na tayong mga alternate route para sa mga trapiko.”

Participant 2

“I think yung road widening or it has something to do with like traffic regulations... something like that. kasi habang paakyat ka ng Tagaytay mapapansin mo na, siyempre bundok, tumataas, kumikitid din yung daan, but then hindi siya sumasapat sa dami ng tao o sasakyan ng pumupunta, so that's one. Two, I think for the residents and then the businesses na rin or for the local ah, owners, ah local ah, for the local people who owns businesses in Tagaytay, I think magkaron sila like, pano ba, I don't think there are existing regulations or policy about that, but like you know, to create a seperate area wherein pag pumunta ka sa Tagaytay, alam mo parin na... siya yung residential area, and then this is the business area. and then yung road ano... ahm, ah sabi ko kanina yung traffic, siguro... yung kalsada, siguraduhing maayos and then yung kakulangan na rin siguro ng street lights considering na tourist spot yung Tagaytay, kapansin pansin na talagang kapag wala ng araw, sobrang dilim. So hindi ba delikado siya sa kahit kaninong nagmamaneho o naglalakad sa gabi, na kapag pumunta ka ng Tagaytay "e bat ganito? bakit madilim?" or bat ganito? biglang may lubak sa daan? Di ba siya magiging accident prone? So I think kailangan pagtuunan ng government, ng local government, is that yung traffic, yung pagsasaayos ng mga roads, street lights city lights, and then ayun nga yung separation of the areas na wherein they can conduct the businesses and then while maintaining the peace of the residents living in the area.”

Participant 4

“Siguro ang priority para sa--anyway ang Tagaytay naman ay talagang maunlad na. Ang kulang lang siguro ay magroad widening pa. Tapos ay magkaroon din ng--dapat ay--para din naman macater pa yung mga taga rito mismo, magkaroon pa ng mga footpath atsaka mga biking lanes, mga ganon. Kasi naexperience namin na tuwing weekend, kunwari

magsisimba ka, nakakatakot na maglakad, kasi halo-halo na ang sasakyan walang--wala namang disiplina, di naman bukod ang lakaran ng tao. So ayun ang nakikita ko sa pangunahin. Atsaka isa pa dapat magkaroon ng mga overpass, kasi talagang medyo ahm mabibilis na ang mga sasakyan atsaka yuong traffic light. Yun pa ang isa ding pangunahing kailangan at magkaroon pa, at magdagdag pa ng mga alternate route na para--para ano, para madaanan pa ng mga tao na di lamang magiging congested ang isang... daan o isang lane. Yun ang nakikita kong tugunan ng Tagaytay."

The business owner, the tourist, and the resident have mentioned the infrastructure upgrade as a primary focus of future developments as it is the primary concern for tourists and residents. They considered it a key to further improving Tagaytay as a tourist destination. Concerning the study of Salata et al. (2023), which investigated the relationship between infrastructure investment and well-being, they found that improvements in various types of infrastructure can contribute to one's enhanced quality of life satisfaction. This study can serve as a basis for how infrastructure improvements benefit stakeholders' quality of life satisfaction.

Theme 6.2: Prioritize residents' wellbeing

This theme emphasized the importance of residents' well-being as a key priority for future developments.

Participant 5

"Ang unang-una na dapat priority ay mga kapakanan ng mamamayan. For their wellbeing. Because tourists, come and go naman sila e, pero yung mga taong natitira which is the residents, naapektuhan sila lalo na ng pagiging tourist spot ng Tagaytay. So ang dapat ipriority ay kung maalwan ba ang buhay ng mga mamamayan. Anong mga kailangan nila at hinaing na masosolusyunan para sa ikabubuti ng City. Tulad niyan, sa traffic pare-parehas tayong naapektuhan niyan di lang mga turista, kaya ayun sa tingin ko ang isa sa mga pangunahing masolusyunan para sa ikagaganda ng Tagaytay."

Barangay officials have emphasized prioritizing residents' well-being as a critical priority for future developments of Tagaytay City since they consider it a significant factor to focus on.

The study of Wolstenholme et al. (2023) advocates the prioritization of residents' well-being in urban planning. They argued that developments should go beyond economic and environmental implications and consider factors directly impacting the resident's quality of life. The same thing can be applied to future developments of Tagaytay City.

Problem No. 4. Is there a significant relationship between the stakeholders' quality of life and their demographic profile?

Table 5

Relationship between Stakeholders' Quality of Life and their Demographic Profile

		Stakeholders' Quality of Life	Decision
Age	Pearson Correlation	-0.304	Moderate Negative
	Significance	.000	Reject Null
Years of residency	Pearson Correlation	-.189	Weak Negative
	Significance	.000	Reject Null
Occupation	Pearson Correlation	.123	Weak Positive
	Significance	.004	Reject Null
	N	546	

Legend: P Value < 0.05 Reject Null Hypothesis

A Pearson correlation coefficient was computed to assess the linear relationship between the level of stakeholder's quality of life and the profile of the respondents. The data shows a moderate negative correlation between age and stakeholders' level of quality of life, $r(546) = -.304$, p=.000. While on the years of residence and stakeholders' quality of life shows a weak negative

correlation, r(546) = -.189, p=.000, also on the occupation and stakeholders level of quality of life shows a weak positive correlation, r(546) = .123, p=.000 since the p-value is less than .05, the null hypothesis is rejected.

Therefore, there is a significant relationship between stakeholders' quality of life and their demographic profile. In terms of age, similar to the study of Li et al. (2022), age is important when considering tourism development's effects on the quality of life of the host community's residents. The negative impact of tourism development should be alleviated as it directly affects the age-based groups. Hostility toward tourists and disturbance of peace are the main concerns, especially for older age groups.

The weak negative correlation between years of residence (r = -.189) and quality of life suggests a potential link between length of stay and well-being. This can be explained by the study of Gao (2022), which states that the longer the residency is, the more satisfied they are with tourism developments. This is because developments can serve as a means of community renewal that builds, restores, and repairs community infrastructures and the environment. Posit this study that most respondents reside in Tagaytay City below ten years, which should explain the weak negative correlation. Most respondents needed to reside in Tagaytay longer to witness the drastic changes tourism developments brought to Tagaytay City.

Tourism and tourism developments have long been recognized as positive economic growth drivers, generating more income and jobs (Amayun, 2019). This is a basis for the weak positive correlation between quality of life and occupation. Affiliation with the tourism industry can bring positive tourism quality of life satisfaction as their occupations were created and based around tourism and its developments. Furthermore, the study conducted by Wang et al. (2021) posits that stakeholders' affiliation with the tourism industry, be it through business or employment, serves as a crucial factor in shaping their perception of tourism development within a community.

Problem No. 5. Is there a significant difference between the stakeholders' demographic profile and their quality of life?

Table 6

Level of Quality of Life among the Male and Female Respondents

Levene's Test			Independent Sample Test			
	F	Sig.	t	df	Sig.	Decision
Level of quality of life among the Male and Female respondents	2.060	.152	-.076	544	.940	Accept Null

An independent sample t-test was performed to compare the quality of life among the male and female respondents. The data shows t(544) = -.076, p=.940, greater than .05. Therefore, the null hypothesis is accepted.

This means there is no significant difference in the quality of life among male and female respondents. This result suggests that male and female respondents have no disparities in quality of life satisfaction. The findings are not consistent with the studies of Freleta (2019), as their research reveals that women tend to exhibit greater concern for the adverse effects of tourism development, displaying a less optimistic outlook that results in a lower quality of life satisfaction. This inconsistency between gender and tourism quality of life was acknowledged by Uysal M. (2016), who then called for further research and exploration that considers both residents and tourists with a specific focus on gender.

Table 7

Proposed Tourism Development Programs to Enhance Local Stakeholders' Quality of Life

Tourism Development Program	Objective	Strategy
Infrastructure Development and Traffic Management Study	• To improve the quality of life of residents by providing ease and convenience through a balanced transportation system. • To provide infrastructure improvements such as roads, street lights, and such. • To identify bottlenecks (congestion patterns) and provide solutions.	• Encourage local government to support the need for infrastructure improvements through campaigns • Gather data about congestion patterns, accident rates, and local lighting concerns. • Reaching out to local city officials and presenting gathered data. • Encouraging LGU to conduct a comprehensive study in collaboration with traffic management experts to inform effective solutions to traffic issues.
Price Transparency System	• To assist tourists in planning their budgets before coming to	• Encourage LGU to implement a system that displays standard pricing for goods and services in Tagaytay.

	Tagaytay and ensure price fairness for residents.	
Cultural Exchange Workshops	• To encourage and alleviate the reluctance of local stakeholders to participate in the city's recreational activities and exchange cultures with tourists who visit the city.	• Promotion of events and activities per barangay to spread the word. • Advocate the organization of workshops where residents and tourists can learn about each other's culture through cooking, language lessons, or arts and crafts.
Community Involvement	• To engage stakeholders in active participation in further tourism development plans	• Encourage local government to set up a group with the body of representatives that will facilitate community surveys, focus groups, and such to set down community rights and gather support for tourism developments

This table presents the proponents' proposed tourism development programs based on this study's findings. Infrastructure developments are the main concern of local stakeholders, followed by the concern for price and the reluctance to try new recreational activities. These tourism development programs can be essential to the improvement of stakeholders' quality of life, as evidenced by the study of Mamirkulova et al. (2020), which explains that infrastructure development initiatives exhibited a positive influence on stakeholders' quality of life, which in turn, escalates their overall quality of life. However, they added that infrastructure developments alone may not improve the quality of life tremendously, and such improvements in other areas like

economic, social, and cultural development are still needed. Thus, other tourism development programs were proposed.

Price monitoring is a solution for the economic concerns of stakeholders, and marketing and promotions are a solution for the reluctance to try new recreational activities. Santos et al. (2020) highlighted that tourism developments receive positive quality of life satisfaction with job creation, economic opportunities, collaborative economy, and quality of products and services. Despite that, there is growing concern about the increased cost of living that may affect the pricing of products and services. Although it cannot hinder the growth of the cost of living, price monitoring can minimize and assure stakeholders that prices around Tagaytay are monitored and fair.

Moreover, the study of Seabra (2022) tackles the importance of new recreational amenities, especially since the pandemic. People appreciate the new activities in their community and recognize its value. It also motivates tourists to visit. Through marketing and promotions, reluctance to use recreational amenities can be lessened, as encouragement to try something new is evident, especially among Tagaytay City residents. As Tagaytay is making its way to promoting sports tourism (Business Mirror, 2023), stakeholders need to support these recreational activities brought to the city.

Lastly, community involvement as a tourism development program. Community involvement is crucial to stakeholders of a tourism host community. Cornell (2019) implies that community involvement would benefit the city and its stakeholders as its main goal is to build consensus about tourism-related policy. Not only does it prioritize the residents' voices, but it also garners support from them, making these developments positively impact their quality of life satisfaction.

Table 8

Integration of Quantitative Data and Qualitative Data

Quantitative Data	Weighted Mean	V.I	Qualitative Data
Way of Life	3.57	High Level	Theme:

			• The sustained growth of Tagaytay City's tourism industry post-pandemic
Community Pride and Awareness	3.53	High Level	Theme: • Reluctance with the new activities offered that are far from traditional Tagaytay
Community Well-being	3.49	High Level	Theme: • Add and upgrade infrastructures
Economic Strength	3.35	Moderate Level	Themes: • Views price will equate to better quality and more benefits • Due to Tagaytay's popularity as a tourist destination, rates and pricing of goods and services are impacted. • Price can negatively affect both residents and tourists
Recreation Amenities	3.33	Moderate Level	Themes: • Tagaytay offers more things to do and spots to explore • Reluctance with the new activities offered that are far from traditional Tagaytay
Urban Issues	2.60	Moderate Level	Themes: • Traffic worsened • Action to ease Tagaytay City's traffic

This table shows the integration of quantitative data and qualitative data. Quantitative data represents the domain of the quality of life and its weighted mean and interpretation, and qualitative data in the form of themes was then included to provide the in-depth context of the domains.

This study identified "Way of Life" as the domain with the highest importance, reflecting a strong emphasis on maintaining a positive coexistence between residents and tourists in Tagaytay City. This theme emerged from interviews with a resident, the Tagaytay tourism office, a business owner, a barangay official, and a tourist.

The surge in tourist arrivals post-pandemic highlights the need for a balanced approach. Residents understand that tourism is vital to the city's economy, but they also want to ensure their way of life is respected. This data suggests prioritizing the "sustained growth" of Tagaytay's tourism industry, which caters to visitors while preserving the city's unique character for its residents.

"Community Pride and Awareness" emerged as the second most important domain, with an average score of 3.53. This highlights the residents' desire to connect to Tagaytay's traditional way of life. Interviews with a tourist and a resident revealed a theme of hesitation towards activities that strayed too far from what they knew.

This suggests a focus on developing tourism that celebrates Tagaytay's unique culture and fosters a sense of community pride. By showcasing traditional activities and experiences, tourism can respect residents' values and offer visitors something new and authentic.

Community Well-being" emerged as another crucial domain for Tagaytay's quality of life. While residents appreciate the city's low crime rate, a recurring theme was the need for infrastructure improvements. This sentiment was shared by business owners, tourists, and residents alike. Concerns focused on the substandard quality of existing infrastructure, particularly the need for better street lighting and alternative routes. Addressing these issues will enhance public safety, improve traffic flow, and ultimately contribute to a higher quality of life in Tagaytay.

One of the domains that received a moderate level of satisfaction with the quality of life is "Economic Strength," which revealed a complex relationship between tourism and affordability in Tagaytay. While stakeholders, including business owners, the Tagaytay Tourism Office, and barangay officials, acknowledged that tourist demand can lead to higher prices for goods and services, they generally viewed this positively through themes "views price will equate to better

quality and more benefits" and "due to Tagaytay's popularity as a tourist destination, rates and pricing of goods and services are impacted." However, tourists expressed concern about the impact on other tourists and residents who rely on these services through the theme "price can negatively affect both residents and tourists." This highlights the need for a balanced approach that fosters economic growth while ensuring affordability for residents and visitors.

The "Recreation Amenities" domain scored the second-lowest satisfaction rating (3.33), indicating moderate satisfaction with leisure activities in Tagaytay. Interestingly, there is a difference in perspective between stakeholders and residents/tourists.

Business owners, the tourism office, and barangay officials expressed a positive outlook. The theme "Tagaytay offers more things to do and spots to explore" reflects their appreciation for the city's efforts to introduce new activities. They see these developments as expanding tourism options.

However, residents and tourists seem hesitant to embrace these new offerings. The theme "reluctance with the new activities offered" suggests a preference for traditional Tagaytay experiences. They might be more conservative in their leisure choices, sticking to familiar activities.

This highlights the challenge of balancing recreation innovation with preserving Tagaytay's unique character that appeals to residents and tourists alike. Perhaps future endeavors can focus on introducing new activities that complement, rather than replace, the city's traditional charm.

Lastly, urban issues received the lowest weighted mean score of 2.60, interpreted as a moderate level. This domain unveiled interesting themes, with almost all participants agreeing that "traffic worsened" in Tagaytay and expressing concerns regarding traffic management. However, the Tagaytay Tourism Office has explained under the theme "action to ease Tagaytay City's traffic" that they are actively implementing measures to improve traffic flow and enhance travel experiences for all stakeholders in Tagaytay. This proactive approach suggests that the city is committed to addressing traffic congestion.

V. DISCUSSION

This study examined the link between stakeholders' quality of life, perceptions of tourism development in Tagaytay City, and their demographic characteristics.

Interestingly, gender did not significantly impact quality of life satisfaction. However, age and residency showed a negative correlation. Older residents and those who lived in Tagaytay

longer reported lower satisfaction, possibly due to increased sensitivity to tourism's downsides (Li et al., 2022). Conversely, studies like Gao (2022) suggest that longer residency might lead to higher satisfaction due to appreciation for development.

Moreover, the quality of life received by stakeholders was also explored. These findings explain that based on stakeholders' quality of life in tourism development, the way of life attained the highest quality of life received by the stakeholders and elders, followed by community well-being, community pride and awareness, economic strength, and recreational amenities. Despite that, urban issues received the least favorable quality of life satisfaction among stakeholders.

The statement" Having tourists/residents who respect my way of life" (3.65) from the domain way of life received a high level of satisfaction and is the highest among the statements under the domain way of life. On the other hand, the statement "A feeling of belonging in my community" (3.47) received the lowest score in this domain while still being classified under a high level of satisfaction.

This might be due to residents acknowledging tourists as part of the community (rising tourist arrivals) and both sides recognizing how tourism affects their lives. This fosters respect but may not automatically create deep community bonds.

 While mutual respect exists, a lack of strong community connection could hinder support for local tourism initiatives. Engaging programs that encourage interaction between Tagaytay stakeholders is crucial to boosting the sense of belonging within the community.

 Residents and tourists have expressed high satisfaction with "understanding different cultures" (3.62), the highest score in this domain. This suggests openness to tourist interactions and appreciation for cultural diversity. Similarly, "opportunities to participate in local culture" (3.42) received high satisfaction, albeit the lowest score within the domain.

However, a deeper analysis by Wang and Shao (2019) highlights a potential contradiction. Residents acknowledge the value of cultural exchange but are concerned about tourist influx and limited opportunities for their cultural participation.

Tagaytay City stakeholders interact openly with tourists, fostering cultural understanding. However, concerns exist regarding the need for more opportunities for residents to express their culture. Limited participation might lead to superficial resident-tourist interactions.

Furthermore, residents are concerned about new recreational activities that stray from Tagaytay's traditional character. This might lead to tourists experiencing a diluted local culture while residents feel their cultural expression is restricted.

This situation suggests that the current tourism model might hinder genuine cultural exchange. Tourists may not experience the true essence of the local culture, while residents might feel disconnected from the tourism industry. The key challenge lies in creating a tourism model that promotes deeper cultural interaction and allows residents to express their culture authentically.

The survey results for community well-being in Tagaytay City reveal an interesting contrast. Stakeholders expressed high satisfaction with "feeling safe" (3.66), the highest score in this domain. This suggests a strong sense of security, possibly due to police presence, a low crime rate (8.33), and a high overall safety index. A safe environment is likely a significant factor in attracting tourists as well.

However, the picture could not be clearer. Satisfaction with "quality of roads, bridges, and utility services" (3.21) was the lowest in this domain, falling within the moderate range. This aligns with the findings of Gu and Xu (2020), who linked poor infrastructure to decreased well-being, community satisfaction, and social cohesion.

Anxieties surrounding the city's infrastructure could undermine residents' and tourists' sense of safety. Concerns include the lack of streetlights, which pose a safety hazard and increase the risk of accidents. This inconsistency between perceived safety and the reality of substandard infrastructure highlights a potential problem.

While a high safety index can initially attract tourists, poorly maintained infrastructure can damage the city's reputation and ultimately lead to safety issues. This could create a negative feedback loop, harming tourism and resident well-being.

The survey on Tagaytay City's economic strength reveals mixed reactions. Residents expressed the highest satisfaction with "stores and restaurants owned by residents" (3.51), indicating strong support for local businesses. This is likely due to the benefits these businesses offer, such as lower unemployment rates and enhanced cultural identity, as locally-owned businesses often reflect the community's cultural values through their products and services, greater product diversity and lower infrastructure costs. However, satisfaction with "fair prices for goods and services" (3.19) was the lowest in this domain, falling within the moderate range. This highlights potential conflicts of rising prices; stakeholders, excluding business owners, expressed

concern about rising prices in the city. Tourists worry that higher prices will disproportionately affect residents who rely on local businesses for daily needs. Tourism officials, however, attribute this rise to increased demand due to more visitors.

This situation suggests a need to balance supporting local businesses and ensuring fair pricing for residents.

Survey results for Tagaytay City's recreation amenities reveal moderate satisfaction across the board. Stakeholders found "plenty of festivals, fairs, and museums" (3.36) slightly more appealing than "having live sports to watch in the community" (3.32). The popularity of festivals, fairs, and museums is likely due to Tagaytay's established reputation for scenic views, relaxation, and good food (CrownAsia, 2024). These activities comfortably fit within existing tourist expectations.

Tagaytay City's recent efforts to promote sports tourism, including hosting the 30th Southeast Asian Games and events like Downhill Skateboarding and Street Luge World Championships, show promise. However, stakeholders must acknowledge a disconnect between these initiatives and resident/tourist engagement.

Residents and tourists might be hesitant to embrace new activities, especially those perceived as "odd" compared to traditional offerings. Studies like Chavez et al. (2021) highlight that tourists primarily come for the natural beauty of Tagaytay City. This focus may overshadow newer attractions like sports events. Despite these challenges, Tagaytay City's foray into sports tourism holds potential.

Lastly, urban issues received the lowest mean satisfaction score of 2.60, translating to moderate satisfaction. The statement "the prevention of crowding and congestion" (2.85) received the leading score with a moderate level of satisfaction compared to the statement "the community's traffic" (2.35), which garnered a low level of satisfaction. Residents and tourists alike expressed dissatisfaction with Tagaytay's traffic congestion. Despite efforts to prevent crowding, the situation seems persistent. While tourist arrivals decrease during weekdays, traffic congestion remains a constant source of frustration. This persistent traffic congestion negatively impacts residents' well-being and the tourism industry. Tourists may be discouraged by long travel times, while residents need help navigating the city. The Tagaytay Tourism Office's perspective differs. They view traffic as a sign of a thriving city and have proposed solutions like adding alternate routes. However, other stakeholders believe a more in-depth study of the traffic issue is necessary.

Addressing traffic congestion is crucial for Tagaytay's continued success. A collaborative approach involving the Tourism Office, residents, and traffic experts is needed. They can develop effective solutions that improve traffic flow, enhance resident well-being, and strengthen the city's tourism industry by working together.

Overall, Tagaytay City's stakeholders have a moderate level of quality of life received in the city. With a weighted mean of 3.31, stakeholders so far are neutral in terms of satisfaction with tourism developments in the city. This suggests a neutral stance regarding recent tourism developments. This might be due to the mixed feedback across different aspects of quality of life, ranging from high to low satisfaction.

The study also explored stakeholder perceptions on various aspects through interviews: traffic management, tourist arrivals, pricing, business types, recreational activities, and future development priorities. These qualitative findings supported the quantitative results by providing context and explanations for the satisfaction levels.

Based on these findings, the proponents recommend a future longitudinal study design to track whether the stakeholders' perceptions and quality of life have changed. It is crucial as perceptions can change as the city progresses. This longitudinal study can also address whether changes have been made in the community regarding improving the quality of life of its stakeholders. The destination management plan of the Tagaytay Tourism Office will benefit greatly from this study in terms of formulating strategies, optimizing the beneficial contributions of tourism developments, and minimizing its detrimental effects on the community.

Additionally, to address the absence of tourism quality of life studies in the country, future researchers may use this study to investigate stakeholders' quality of life and perceptions of tourism development in other popular tourist destinations.

The proponents also recommend the following tourism development programs: (a) infrastructure development and traffic management study, (b) price transparency system, (c) cultural exchange workshops, and (d) community involvement. The local government of Tagaytay may be tapped into for these tourism development programs. The proponents also recommend that the domains that receive a high quality of life satisfaction be maintained.

In conclusion, stakeholders in Tagaytay City hold a neutral view of the impact of tourism developments on their quality of life. This neutrality presents both opportunities and challenges. On the positive side, the absence of strong dissatisfaction suggests that no decline in stakeholders'

quality of life is maintained. However, this neutrality also indicates room for improvement. The dissatisfaction caused by urban issues likely overshadows the positive aspects in specific quality-of-life domains. To move forward, addressing these urban issues is crucial to enhancing stakeholders' quality of life satisfaction with the city's tourism industry.

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Customer Satisfaction on Food Quality on Selected Fast Food Chain Survey

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I. ABSTRACT

In a cross-sectional study conducted in Tagaytay City, the focus was on the satisfaction of students from Olivarez College Tagaytay with the food offered in fast-food chains. The main goal was to determine whether the food quality had changed and to determine customer satisfaction. The researchers asked 317 people to take an online survey about the taste, appearance, freshness, safety, health benefits, and cost of the foods. The results showed different opinions on food quality. However, regardless of age or fast-food chain, respondents expected similar quality. This means that even though different people visit Tagaytay City, they have the exact expectations of fast food quality. This finding is significant for fast-food companies. Making food healthier and safer could make customers happier. The study points out what customers find necessary when choosing fast-food chains. This information can help businesses improve their service and meet customer satisfaction. The study shows that good food quality is crucial for customer satisfaction at fast-food chains. Focusing on making food healthier and safer can help meet customers' satisfaction. This study gives more insight into what people want from fast food and advises companies on making their customers more satisfied and loyal.

Keywords: *Customer satisfaction, Food quality in fast food, Tagaytay City, Olivarez College students, taste, safety, price, diverse preferences, consumer expectations, and Food healthiness and safety improvement*

II. INTRODUCTION

In Tagaytay, a city known for its stunning views and lively vibe, fast food is a big part of life for the senior high and college students at Olivarez College. Even though there is much research on food quality and how to make customers happy worldwide, Tagaytay's unique mix of culture and tourism has yet to be studied. Research shows that the taste, look, and healthiness of food are essential for making customers happy and for the success of businesses. However, Tagaytay's unique combination of local life and tourism has yet to be studied in-depth. This study can give a chance to learn and explore how Tagaytay's characteristics affect students' views on fast food quality and enjoyment, which could help make eating out better in cities like this.

Furthermore, there have been many studies about food quality and customer satisfaction, but the perception of senior high school and college students of Olivarez College—Tagaytay has not yet been explored. The students' perceptions are essential for improving nearby fast-food chains. By focusing on this group, the research fills a missing piece. It helps fast-food businesses improve based on the student customers' perception, significantly contributing to customer satisfaction.

This research aims to fill the gap by examining the relationship between food quality and customer satisfaction, specifically among senior high and college students at Olivarez College in Tagaytay. Getting a deeper understanding of this connection is crucial for improving the customer experience and for the success of fast-food businesses in tourist-friendly cities. This study will find out how food quality influences customer satisfaction through a cross-sectional survey. It will look into the students' ages, education levels, genders, and statuses. It will identify the fast-food chain these students visit the most in the area. The survey will also measure customers' satisfaction with the food based on its taste, look, freshness, nutritional content, and value for money. Additionally, it will check if these satisfaction levels vary significantly across different student groups. Finally, the study will suggest ways to enhance the quality of food offered by fast-food establishments in Tagaytay.

Recent research in the restaurant and fast food industry emphasizes the complex interplay of factors contributing to customer satisfaction. Studies such as Ong et al. (2022) and Byeon and Eu (2022) reveal that service quality, technological advancements, and cultural influences significantly impact customer satisfaction. For example, Jollibee's focus on service quality and cleanliness during the pandemic was particularly crucial (Ong et al., 2022). In another example,

the integration of food tech in service delivery greatly enhanced customer satisfaction (Byeon & Eu, 2022).

Additionally, specific attributes like food temperature and overall freshness play significant roles, as highlighted by Luong and Hussey (2022) and Alexander (2022). Food quality affects satisfaction, strengthens the brand image, and influences customer preferences, as Dewi (2022) and Aminuddin (2021) noted. On the other hand, Hasbullah et al. (2021) and Nazulis and Syafrizal (2021) show that while food and service quality is crucial, factors like price significantly impact customer satisfaction.

The studies collectively indicate that a satisfactory dining experience is not just about the quality of the food but also involves how customers perceive the overall service, including the use of technology, the freshness of the food, and the price relative to the dining experience. These elements together forge a customer's overall satisfaction, leading to repeat business and enhancing the restaurant's reputation (Ong et al., 2022; Byeon & Eu, 2022; Luong & Hussey, 2022; Dewi, 2022; Alexander, 2022; Aminuddin, 2021; Hasbullah et al., 2021; Nazulis & Syafrizal, 2021).

III. METHODS

This study aimed to determine the relationship between food quality and customer satisfaction in the fast-food industry of Tagaytay City, focusing on senior high school and college students' perceptions of Olivarez College—Tagaytay. A self-made questionnaire was used as the main data-gathering equipment, using a descriptive method.

The researchers used a method called stratified random sampling. They randomly selected people from each group to participate in the study to obtain a fair mix of different viewpoints.

Table 1

Sample Population of Respondents

	Population	**Respondents**	**Percentage**
College	1964	161	50.9 %
Senior High School	2916	156	49. 1 %
N			100 %

Before the survey was administered, face validation was carried out with a panel of experts, which led to iterative refinements. A pilot test followed, ensuring the survey's questions were clear and effectively structured. The survey underwent a final revision based on the pilot test feedback before being distributed to the leading sample group.

Statistical analysis included one-way ANOVA to compare satisfaction levels among different demographics and Post hoc test Sheffe to determine specific group differences. The careful selection of participants, combined with a thorough survey validation process and detailed statistical analysis, underscored the methodological integrity of this study.

IV. RESULT

Table 1.1

Demographic Profile of the Respondents in Terms of Age

Age	Frequency	Percentage
Below 19	146	46.1 %
19 – 21 Years old	60	18.9 %
22 – 24 years old	111	35.0 %
N	317	100%

This table shows the frequency and percentage of student respondents depending on age. It was found that most of the respondents were young. Almost half of them, or 46.1%, are younger than 19. The next biggest group is people between 22 and 24 years old, making up 35%, and those aged 19 to 21 years, who are 18.9%.Most participants are young, with a significant number being under 19. This skew towards a younger demographic might influence the overall findings, as younger individuals have different preferences and expectations regarding food quality compared to older consumers.

Research suggests that younger consumers often prioritize speed, convenience, and value for money when it comes to fast food (Smith & Johnson, 2019). Additionally, a study by Thompson et al. (2020) found that social media and peer recommendations influence this age

group's choice of fast-food chains. Therefore, the satisfaction levels reported in your study might reflect these factors rather than just the intrinsic food quality.

Table 1.2

Demographic Profile of the Respondents in Terms of Educational Level

Educational Level	Frequency	Percentage
Senior High School	156	49.1 %
College	161	50.9 %
N	317	100%

This table shows the frequency and percentage of student respondents depending on the category. The college had the highest percentage of respondents, 50.9%, while the senior high school had 49.1%.

Table 1.3

Demographic Profile of the Respondents in Terms to Gender

Gender	Frequency	Percentage
Male	126	39.6 %
Female	158	49.7 %
Prefer not to say	34	10.7 %
Total	317	100%

This table shows the frequency and percentage of student respondents depending on gender. The result indicates that more women (about 50%) than men (around 40%) answered the survey. Also, a small group (about 11%) chose not to share their gender. This shows that the survey included a wide range of people. The fact that many women took part is similar to what other studies have found about women being involved in surveys about buying things. Also, the researchers respected people's choices to reveal their gender, which is a modern way to include everyone, similar to what other recent studies do. This information helps us understand if men and women think differently about fast food quality.

Table 1.4

Demographic Profile of the Respondents in Terms of Student Status

Student Status	Frequency	Percentage
Regular Student	220	69.2 %
Irregular Student	54	17.0 %
Working Student	44	13.8 %
Total	317	100%

This table shows the frequency and percentage of student respondents, depending on their status. The study shows most of them are regular students (69.2%), then irregular students (17%), and students who also work (13.8%). This means students with a set schedule often eat at these places. Students who do not have a regular schedule or work might not go as much because they are busy. This idea matches other studies saying that school and jobs affect what students eat (Smith & Jones, 2019; Johnson, 2021).

Table 2

Fast-Food Chain Visits

Fast - Food Chain	Frequency	Percentage
Fast – Food Chain 1	65	20.4 %
Fast – Food Chain 2	57	17.9 %
Fast – Food Chain 3	59	18.6 %
Fast – Food Chain 4	30	9.4 %
Fast – Food Chain 5	36	11.3 %
Fast – Food Chain 6	28	8.8 %
Fast – Food Chain 7	25	7.9 %
Fast – Food Chain 8	18	5.7 %
Total	317	100%

This table shows the frequency and percentage of fast-food chain visits. The study found that fast–food chain 1 is the top choice for fast food in Olivarez Tagaytay, with 20.4% of people choosing it. This is because fast–food chain 1 is well-known and makes food that tastes the same every time. Smith and Johnson (2019) also said that if people like a brand, they are likelier to eat at that restaurant. Fast food 3 is almost as popular, especially for its burgers, which are chosen by 18.6%. Fast–food chain 2, a place many locals love, was third, with 17.9% choosing it. This shows that people like a mix of local and worldwide fast-food places.

Table 3

Level of customer satisfaction by category

Statement	Statement	V.I
1. The food's taste meets my expectations.	3.75	
2. The food's aroma is appealing.	3.82	VHS
3. The food's texture is satisfactory.	3.78	
Mean Sensory Attributes of Foods	3.78	VHS
3.2 Presentation and Aesthetics		
1. The food presentation is visually appealing.	3.52	VHS
2. The serving size is appropriate.	3.90	VHS
Mean Presentation and Aesthetics	3.71	VHS
3.3 Freshness and Safety		
1. The food served appears fresh	3.53	VHS
2. I am confident in food safety and hygiene.	3.77	VHS
Mean Freshness and Safety	3.65	VHS
3.4 Nutritional Value		
1. The food options offer nutritional value.	3.42	VHS
2. There are healthy food options available.	3.70	VHS
Mean nutritional value	3.56	VHS
3.5 Value for Money		
1. The food is worth the paid	3.69	VHS
2. The overall value for money is satisfactory.	3.92	VHS
Mean Value for Money	3.81	VHS
Mean level of customer Satisfaction	3.70	

Legend:

3.26 – 4.00   =   Very Highly Satisfied

2.51 – 3.25   =   Highly Satisfied

1.76 – 2.50   =   Not so Satisfied

1.00 – 1.75   =   Not Satisfied

The top three factors receiving the highest Very Highly Satisfied (VHS) ratings include overall value for money, which leads to an average rating of 3.92. Following closely is the appropriateness of the serving size, with a mean rating of 3.90. The third highest is the food's appealing aroma, securing a rating of 3.82. On the opposite side, the attribute rated lowest in terms of VHS mean score is the nutritional value of the food offerings, with an average rating of 3.42.

Table 4

ANOVA (Significance difference between the levels of customer satisfaction against demographic profile)

Category	Sum of Squares		Df	f	Significance	Decision
Gender	Between Groups Position	4.376	2	4.485	0.012	**Reject Null**
	Within Groups	153. 677	315			
Age	Between Groups	0.712	2	0.35721	0.487	**Accept Null**
	Between Groups	155.178	315			
Fast - Food Chain	Within Groups	3.398				**Accept Null**
			7	0.973	0.451	
	Within Groups	310				
	Total		317			

Legend: P-value < .05 Reject Null Hypothesis

A one-way ANOVA was conducted to determine the difference in the level of customer satisfaction when grouped according to profile. The data shows that there is a significant difference in the level of satisfaction when grouped according to gender, *[F(2, 315) = 4.485, p = .012]; While in Age [F(2, 315), = .357, p = .487]; and in the fast food chain;*

[F(7,310) = .973, p=.451];, shows no significant difference in the level of customer satisfaction.

Recent research underscores the impact of demographic characteristics such as gender and age on customer satisfaction in the fast-food sector. Studies by Song et al. (2019) and Parvin et al. (2023) suggest that understanding and catering to the varying preferences of different demographic groups can improve customer satisfaction. Specifically, gender and age influence fast-food preferences, indicating that targeted marketing and tailored offerings could be more effective. Additionally, Shandilya et al. (2023) advocate using the advanced analytics to further comprehend and enhance customer satisfaction by considering these demographic factors.

Table 5

Post Hoc-test Sheffe

	Category		Significance	Decision
Male	Female	4.376	0.026	Reject Null
	Prefer Not to Say	153.677	0.110	Accept Null
Female	Prefer Not to Say	0.155	0.908	Accept Null
	Total			

The Sheffe post hoc test was used to better understand differences in customer satisfaction. This test helps identify which groups differ significantly. The results showed a noticeable difference in how satisfied male and female customers are. This indicates that men and women might experience and rate their satisfaction with services differently, highlighting the need to consider these differences when planning customer service strategies.

For instance, a study conducted by Wang and Kim (2019) demonstrated that although the efficiency of e-service quality holds similar importance for both males and females, there are notable gender differences in the responsiveness and reliability dimensions of service quality. These differences significantly affect customer satisfaction, with the impact on customer loyalty being more substantial among female customers than male customers (Emerald Insight).

Additionally, another study highlighted the differences in how males and females perceive and interact with online shopping platforms. It was found that gender does not moderate the effect of convenience on customer satisfaction. Interestingly, while both genders value service convenience similarly, their motivations and post-purchase behaviors can vary, suggesting that gender-specific strategies might enhance overall customer satisfaction(Emerald Insight).

V. DISCUSSION

This study aimed to know customer satisfaction within Tagaytay City's fast-food industry, focusing on several key areas: demographic profiles, brand preferences, sensory experiences, presentation, food safety, nutritional value, and the perceived value for money. This investigation gained insights into the complex factors that drive customer satisfaction and how these can inform better service practices in the fast-food sector.

The analysis revealed that much of the customer base consists of students, suggesting potential benefits from understanding this demographic trend. Additionally, the preference for fast–food chain 1 highlighted the importance of consistency in food quality, echoing findings from previous research on consumer behavior in the fast-food industry. Sensory attributes such as taste, aroma, and texture were highly rated, indicating satisfaction with food quality.

However, the slightly lower scores for food presentation suggest an opportunity for improvement. Enhancing the visual appeal of meals could further elevate the dining experience, supporting the idea that first impressions of food can impact overall satisfaction (Martin & Brown, 2019).

The desire for more nutritious and healthier options was evident, reflecting a broader consumer trend towards health-conscious eating. Introducing a more comprehensive range of healthy choices could cater to this demand and distinguish fast–food chains in a competitive market. This finding aligns with current literature emphasizing the importance of nutritional value in consumer choice within the fast-food sector (Thompson & Roberts, 2020). Value for money emerged as a crucial component of customer satisfaction.

The findings indicate that customers feel they received good quality food for their price, underscoring the significance of maintaining a balance between price and quality. This aspect is fundamental to fostering loyalty and ensuring repeat business, as demonstrated by the high levels of satisfaction expressed by participants (Khan & Ahmed, 2021).

While the study provided valuable insights, it acknowledged limitations, including the potential biases in self-reported data. Future research could benefit from a broader demographic scope and more objective data collection methods to further explore customer satisfaction in fast-food settings (Davis & Carter, 2022).

In summary, this study has contributed to a deeper understanding of what influences customer satisfaction in Tagaytay City's fast-food chains. It underscores the need for fast-food businesses to focus on brand strength, sensory quality, presentation aesthetics, nutritional value, and ensuring value for money to enhance customer experiences.

These findings offer practical guidance for industry stakeholders aiming to improve the delivery of food quality and customer satisfaction. Specifically, efforts are recommended to enhance the visual appeal of meals, introduce a broader range of healthy options, and balance price and quality to ensure value for money. This research also paves the way for further studies to validate and extend these findings, potentially leading to broader insights applicable across the fast-food industry.

Action Plan

Key Result Areas/Objectives	Strategies/Programs	Expected Outcomes
To Maximize Ingredient Freshness	1. Strengthen partnerships with local producers for daily delivery of fresh ingredients. 2. Implement a 'first in, first out' inventory system to ensure the oldest stock is used first. 3. Regularly rotate menu specials to utilize ingredients at their peak freshness.	✓ Ingredients used at optimal freshness, enhancing flavor and quality of meals. ✓ Reduced waste through effective inventory management. ✓ Customer recognition of superior taste and quality.

To Elevate Food Safety Standards	1. Enhance staff training on food handling, hygiene, and safety practices. 2. Install advanced monitoring systems for critical control points in the food preparation process. 3. Perform frequent, unannounced kitchen audits to ensure adherence to safety protocols.	✓ Zero tolerance policy results in reduced contamination risks. ✓ Assurance of safe eating experiences for customers. ✓ Strengthened trust in the brand's commitment to safety.
To Streamline Supply Chain Management	1. Leverage technology for dynamic inventory tracking and demand forecasting. 2. Develop contingency plans for alternative suppliers to avoid disruptions. 3. Negotiate with suppliers for fresher deliveries aligned with business hours to reduce storage times.	✓ Enhanced efficiency in supply chain operations. ✓ Ability to maintain consistent quality despite market fluctuations. ✓ Reduction in operational costs due to improved supply chain logistics.
To Foster Transparency and Trust	1. Create a transparency campaign detailing the source and quality of ingredients. 2. Offer behind-the-scenes looks at food preparation processes via social media.	✓ Increased customer engagement and loyalty through transparency. ✓ Positive brand reputation bolstered by open communication.

	3. Implement a feedback system for customers to report and discuss food quality and safety concerns.	✓ Valuable insights from customer feedback leading to continuous improvement.
To Continuously Improve Quality Control	1. Invest in staff training for continuous improvement and innovation in food quality.	✓ High standards of food quality and consistency across all outlets.
	2. Regularly update and audit standard operating procedures for food preparation.	✓ Recognition as an industry leader in quality control and customer satisfaction.
	3. Engage third-party auditors for unbiased assessments of food safety and quality practices.	✓ Continuous adaptation to best practices and technological advancements in food safety.

This research has illuminated the complex landscape of customer satisfaction within the fast food industry in Tagaytay, specifically through the lens of senior high school and college students from Olivarez College Tagaytay. I have gleaned valuable insights into consumer preferences and areas requiring attention by evaluating critical aspects of food quality—including taste, aroma, texture, presentation, nutritional value, freshness, and safety.

The study's findings revealed a paradox within the fast food sector. While overall satisfaction rates are commendably high, underscoring the industry's success in meeting immediate sensory and aesthetic expectations, a significant shortfall in areas crucial to long-term customer well-being and satisfaction lurks. Specifically, the respondents identified the aspects of nutritional value, freshness, and safety as the least satisfying. This discrepancy signals a critical opportunity

for improvement. In an era increasingly dominated by health consciousness and a demand for quality, fast-food chains might be at a strategic disadvantage if they neglect these essential components of food quality.

In conclusion, while the fast-food chains in Olivarez Tagaytay are successfully catering to the basic expectations of taste and presentation, there is a clear imperative to elevate the standards of nutritional value, freshness, and safety. Addressing these areas not only has the potential to enhance customer satisfaction but also to position these chains as leaders in a market that increasingly values health and quality. As such, our study serves as a call to action for the fast food industry in Tagaytay—and potentially beyond—to reevaluate and enrich their food offerings, ensuring they meet the evolving demands of their customers holistically.

Recommendations

1. Implement Rigorous Supplier Standards: Fast food chains should establish and enforce stringent criteria for their suppliers, emphasizing the freshness and safety of all ingredients. This includes regular audits and inspections to ensure food safety standards and regulations compliance.

2. Enhanced Storage and Handling: Protocols Update and strictly enforce storage and handling protocols to maximize the freshness of ingredients from the moment they are received until they are served to the customer. This includes proper temperature control, rotation practices to use older stock first, and minimizing the time ingredients are exposed to temperatures that could compromise their safety and freshness.

3. Regular Staff Training: Conduct training sessions on the latest food safety practices and maintaining freshness. This training should cover topics such as proper food handling, cross-contamination prevention, and the correct use of food preservation technology.

4. Introduce Freshness Indicators: To be transparent and build trust with customers, fast food chains could introduce freshness indicators for key ingredients. This could be as simple as information on menus about the sourcing of ingredients or digital boards displaying when certain items were prepared.

5. Implement and Promote a Food Safety Management System (FSMS): Adopt a comprehensive FSMS that includes Hazard Analysis and Critical Control Points (HACCP) to identify, evaluate, and control food safety hazards systematically. Promoting this system's implementation can reassure customers about the commitment to food safety.

6. Customer Feedback Mechanisms: Establish robust mechanisms for collecting and responding to customer feedback, specifically regarding freshness and safety. This could include digital feedback forms, suggestion boxes, or direct engagement through social media platforms. Using customer feedback to guide improvements can significantly enhance perceived and actual food quality.

7. Regular Quality Audits: Conduct regular, unannounced quality audits of all outlets to ensure adherence to freshness and safety standards. These audits can help identify areas for improvement and ensure consistent quality across all locations.

8. Technology Integration: Leverage technology to monitor and manage food safety and freshness. This can include IoT sensors for real-time temperature monitoring, blockchain for ingredient traceability, and AI to predict and manage inventory levels more effectively, reducing waste and ensuring the use of fresh ingredients.

By focusing on these areas, fast-food chains in Olivarez Tagaytay can significantly improve the freshness and safety of their offerings, address the lower satisfaction ratings identified in the study, and enhance overall customer satisfaction and trust in their brand.

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The Influence of Food Vloggers in Tagaytay City Food Scene: A Netnography

Shamira Joy Borondia, Jenelyn Roquero, Julius Carl Teaño, Geoffrey Brian Vicedo

I. ABSTRACT

Food vloggers have become powerful influencers in the food industry, shaping consumer attitudes and behavior through social media presence. A study by Luong and Ho (2023) investigates the impact of food vloggers' videos on viewers' attitudes and social commerce intentions. Food bloggers are seen as opinion leaders and experts, influencing perceptions and choices through electronic word-of-mouth (Lacsina, 2023). This research uses an ethnography method to analyze the narratives of food vloggers and their influence on the Tagaytay City food scene. Data is collected from social media platforms, focusing on individual behavior, attitudes, and comments. Inspired by Braun and Clarke, thematic analysis is applied to uncover recurring themes related to tourists' dining choices influenced by food vloggers and influencers. The findings reveal four primary themes in the narratives crafted by food vloggers: influence on food choices, the difference in customer service, food pricing, and ambiance. Food vloggers play a significant role in shaping the image of Tagaytay food scenes through the internet, influencing perceptions, inspiring culinary exploration, and fostering a sense of community among viewers. This study contributes to understanding the intersection between food media, cultural representation, and tourism promotion in the digital age. Despite the growing impact of food vloggers, there is still a need for more comprehensive research to understand the discourse of the food vlogging community and the implications of their narratives on consumer behavior and perceptions (Lacsina, 2023).

Keywords: food vloggers, powerful influencers, impact, viewers' attitudes, social commerce, netnography, Tagaytay City food scene, individual behavior, attitudes, comments, influence on food choices, difference in customer service, food pricing, ambience.

II. INTRODUCTION

Food vlogging has become increasingly popular in recent years, with many people turning to social media platforms to watch and learn about food (Li et al., 2023) (Briliana et al., 2023) (Luong & Ho, 2023). Vlogs often aim to describe food and entice viewers' curiosity, contributing to the expanding food vlogging community with its unique discourse shaped by distinctive modalities and structures. (Lacsina, 2023). On the other hand, food vloggers are considered opinion leaders, influencing consumers' perceptions and choices through electronic word-of-mouth. They are seen as experts in the field by food consumers (Lacsina et al., 2023). The influence of food vloggers on social media users has been the subject of in-depth analysis, shaping their performance in advertising content value and information credibility (Luong & Ho, 2023). However, despite the growing impact of food vloggers, there is still a need for more comprehensive research to understand the discourse of the food vlogging community and the implications of their narratives on consumer behavior and perceptions (Lacsina et al., 2023)

This study investigates the influence of food vloggers and their narratives on the food scene. Specifically, it will explore how food vloggers affect their viewers' perception of a restaurant or place.

By analyzing the discourse of food review vlogs, this study will provide insights into the art of food vlogging, how it shapes viewers' perception of a restaurant, and how their vlogs affect the restaurant's image in terms of the online environment.

This research has one big goal: to find out how food vloggers and their narratives in Tagaytay City's food scene influence the viewers. Here are the things we are looking to do. Figure out how much these online voices affect viewers and see how this influence impacts where tourists dine.

III. METHODS
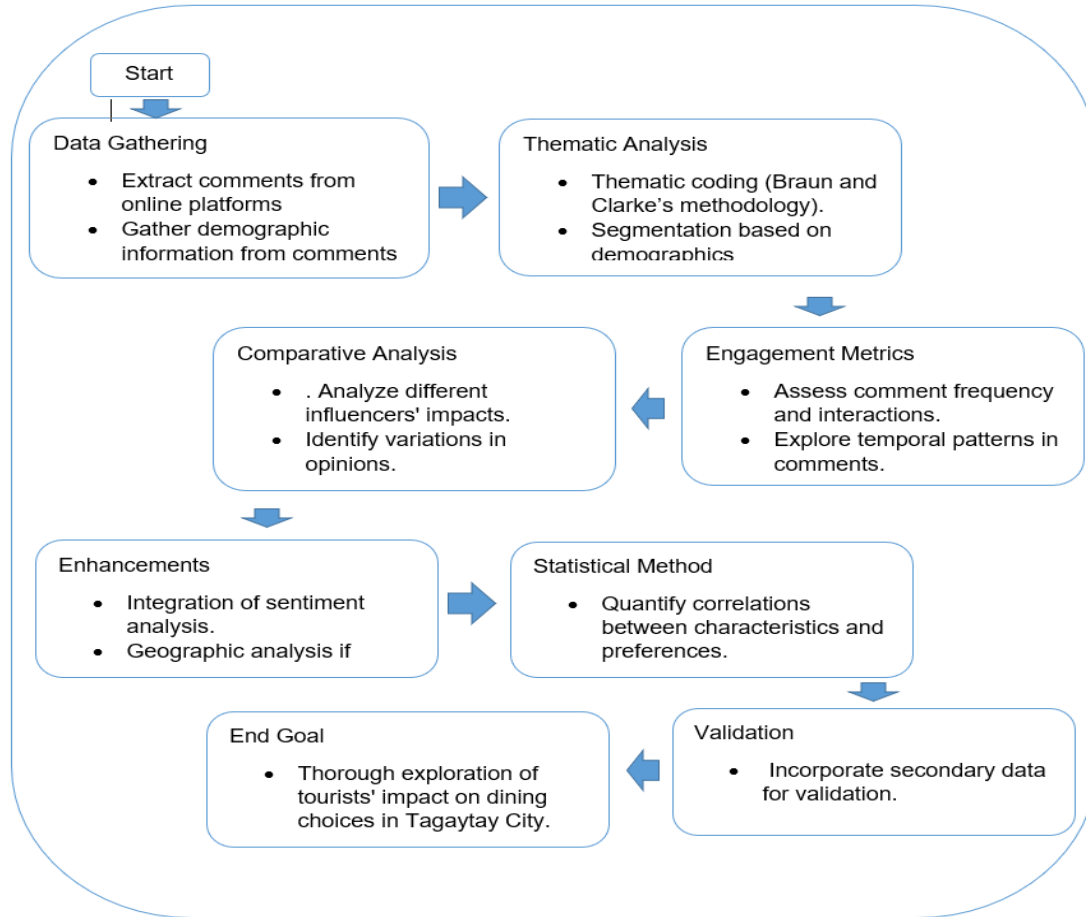
Figure 1. Methodology Process Flow

       The researchers conducted a thematic analysis inspired by the work of Braun and Clarke to explore how food vloggers and influencers impact tourists' dining choices in Tagaytay City. The analysis involved coding the extracted comments to identify recurring themes and considering demographic information to gain a nuanced understanding of diverse perspectives. Engagement metrics, such as comment frequency and interactions, were analyzed to assess the popularity and influence of specific opinions. Temporal patterns in comments were explored to uncover dynamic influences affected by seasons or events. A comparative analysis across different vloggers and influencers was carried out to identify variations in opinions and preferences. Sentiment analysis was integrated to discern the overall tone of the comments, and geographic analysis, if feasible, examined spatial patterns in tourists' dining choices. Statistical methods quantified the correlations between tourist characteristics and dining preferences, adding a quantitative dimension to the findings. The researchers also incorporated secondary data to validate and enhance the insights

gained from the comment analysis, providing a comprehensive strategy to explore the impact of tourists on dining choices and decision-making in Tagaytay City.

Data for this study were collected through ethnographic food vlogging content on YouTube, Facebook, and TikTok. A sample of three (3) popular food vloggers known for showcasing Tagaytay food scenes are: (1) Vlogger 1 with 99.5 thousand subscribers on YouTube, (2) Vlogger 2 with 332.2 thousand followers on TikTok, and (3) Vlogger 3 with 127 thousand subscribers on YouTube. By selecting vloggers, a standard set of criteria often includes a substantial following ranging from 10,000 to 500,000 subscribers or followers, a recent visit or vlog featuring the chosen upscale restaurant, an engaged online fan base or community, consent for the use of their videos through a consent letter, and a track record of generating a significant number of views with their vlogs specifically focused on the selected restaurants. These criteria collectively ensure that the vlogger has a robust online presence, a demonstrated interest in upscale dining experiences, an active and supportive audience, legal permission for content usage, and a proven ability to attract attention to the chosen establishments through their content, making them valuable partners for promoting upscale dining venues effectively.

Videos and associated viewer comments were analyzed over a couple of months. Thematic analysis was employed to identify emergent themes in the narratives crafted by food vloggers. By doing so, four (4) themes emerged from the data gathered. (1) Influence on Food choices, (2) Difference in Customer service, (3) Food Pricing, and (4) Ambience.

IV. RESULT

The data was collected from the comment sections of videos uploaded by the chosen vloggers, and their narrative that showcased Tagaytay's food scTagaytay'data were exhibited according to the statement for the problem it answered.

Problem 1. How do food vloggers' endorsement of their recommendations affect their viewers' perceptions of local food and culinary experiences?

Food reviews are pivotal in shaping the dining landscape, influencing food choices, customer services, pricing, and restaurant ambiance. Food vloggers are considered opinion leaders, influencing consumers' perceptions through electronic word-of-mouth (Lacsina, 2023). In the

context of reviews on restaurants in Tagaytay, Philippines, participants shared diverse experiences and opinions that shed light on the multifaceted nature of the dining industry.

Participants expressed varying sentiments towards the establishments under review. Some voiced disappointment in overrated restaurants, citing issues such as small portions, high prices, and mediocre food quality. This reflects a growing consumer demand for value and quality in dining experiences. Conversely, others defended certain restaurants, highlighting positive aspects like quality service and food, suggesting that individual experiences can significantly influence perceptions.

Customer service emerged as a significant point of discussion, with contrasting reports of both positive and negative experiences. While some praised attentive and friendly staff, others criticized slow service, unfriendliness, and perceived discrimination based on appearance. Satisfied guests are likelier to return and be loyal to your hotel, as they will become true brand ambassadors (Daoust, 2021). This underscores the importance of consistent and high-quality customer service in shaping overall dining experiences and customer satisfaction.

Pricing was another contentious topic, with participants offering mixed perspectives on the value for money provided by different restaurants. While some found prices reasonable given the quality of food and service, others deemed them excessive for what was offered. This highlights the delicate balance restaurants must strike between affordability and quality to meet consumer expectations and remain competitive. As denoted by (O'Neill, 2003), they used it as a signal to evaluate their experiences with goods or services performance.

Ambiance played a crucial role in participants' dinparticipants'es. The atmosphere of a restaurant can be as important as the food itself (Se-Hak Chun *ORCID andAriunzaya Nyam-Ochir September 2020). With many appreciating the stunning views and inviting atmospheres of Tagaytay restaurants, the significance of a pleasant dining environment in enhancing overall experiences was evident, emphasizing the need for restaurants to invest in creating welcoming spaces that complement their culinary offerings.

The comments from participants underscore the intricate interplay of factors that influence dining experiences, from food quality and pricing to customer service and ambiance. By considering and addressing these varied perspectives, restaurants can better cater to consumer preferences, deliver exceptional dining experiences, and establish a strong foothold in the competitive dining industry.

Restaurant 1

Theme 1: The Influence of Social Media Influencer on Food Choices

Vlogger 3

" ********* *and I'm going to be eating some eggs today. It's a big plate not the biggest portion no this was a recommended thing from ******* is a very recommended place. Banana, egg, ham, English muffin and some Hollandaise sauce* "

"*I've never actually had uh eggs before, so my first time is going to be at a fancy place. It;'s got to be fancy. Oh that's very interesting and very tasty. The ham is really salty. So you kind of get that at first and then obviously English muffins* a bit salty as well, but then the soft it's like a bit of a sweet like Tangy sauce then of course there's egg on top it makes this together really well that is good'

"*You have a pineappleque and a bananaque or it's just a banana with cinnamon on it. They only have cinnamon on one side. I prefer it. Are you kidding me? right now I am disgusted and appalled and my day is ruined and that won't cut cinnamon pineapple. It tastes like something with brown sugar on it. That's really good. I like that. Now, I got an egg on my bananaque, oh delicious brown sugar on a banana.*"

"*I got some granola covered. French toast, how is that gonna be the French toast? It's only one piece of bread cut into two, but we saw the picture and we're like maybe there'll be more there was not to look at that it comes with ice cream butter. that's a lot of butter for this not very big French toast and there's stuff on top of it how do you spread this butter you just kind of go like this dabble it oh look at the dabbling it's just taking my granola with it alright butter we don't need you all right.*"

Food Reviews

Supporting Comments:

Participant 1 looked at the plate of food in front of them and couldn't help but feel a little underwhelmed.

"Seeing your plate of foods, it looks yummy, but it's so small for me - I can just call it a snack. And your bread is just one slice, cut in half. It must have been pricey for such a small portion."

Participant 2 shared a similar sentiment, lamenting,

"Their breakfast just doesn't hit the mark. It's too expensive, the servings are small for a breakfast, and it doesn't even taste that good. I was there with my family and we all complained about the food."

Participant 3 was even more direct, simply stating,

"Truth is, I don't like that kind of expensive breakfast food. It's just not worth it."

Participant 4 was particularly critical, sharing their honest opinion:

*"Honestly, ******** is overrated. Their breakfast just sucks - it's too expensive, the servings are small, and it doesn't even taste good. I've been there with my family and we all complained about the food. People just go there because it's popular and they think it makes them look cool to be in a fancy restaurant."*

On the other hand, Participant 5 had a more positive experience, noting,

"The portions are large, and nearly every main course is suitable for sharing. The only thing I could think of to make this dish better is to use 65% less salt in the sauerkraut and potatoes."

Participant 6 was more measured in their assessment, saying,

"I wouldn't describe the food as bad, but it was unimaginative and of low standard for the price. At least for the dishes we ordered. Both the garnish and the presentation were lacking."

Participant 7 shared a similar sentiment, noting,

"Only when you reheat or re-toast bread that was not served will it become as hard as that other bread. We usually enjoy a wonderful meal here, so this was a disappointment. Every dish that is served needs to be carefully considered by the kitchen. Your clients would be turned off by such situations."

Participant 8 was even more blunt, stating,

*"Their meal isn't particularly interesting. It was exaggerated. For less money, you can have food that tastes even better than *********."*

Participant 9 had a mixed experience, sharing,

"The food presentation was good, but the food was very salty! Even my fiancé's food was salty. It literally kills your appetite with how salty the food was."

Finally, Participant 10 offered a simple suggestion, saying,

"You can buy more toast bread in other restaurants or stores that look like that and are more delicious than what they serve."

Overall, the feedback from the participants ranged from disappointment to outright criticism, with a few more positive experiences sprinkled in. The restaurant seems to have some room for improvement when it comes to portion sizes, pricing, and consistency in the quality and taste of its dishes.

Opposing Comments:

Participant 1 couldn't help but feel a bit envious after seeing the delicious-looking French toast that their friend had ordered. "The French toast looks delicious! I'll have to try that next time I'm at ******** resto and *********. And thanks for the recommendation - I'll be sure to take care of the biscuit boys, duckies, and crackers!"

Participant 2 was equally enthusiastic about the restaurant, exclaiming,

*"******** is really good, right? I'll have to go back there soon. You're so lucky to have seen the view in Tagaytay. Sometimes it gets really foggy there, and you can't even see the volcano!"*

Participant 3 had been a loyal customer for years, sharing,
*"I've visited ******* food and drink a few times over the years, and I think their products are always good. I'm a big fan."*

Participant 4 was particularly effusive in their praise, declaring,
*"I've dined at ******* ever since it opened, and it's been the best dining experience ever! It's pricey, but you get the best quality food and service. It's a total experience!"*

Participant 5 agreed, noting,
*"The meals are delicious and beautifully presented. I'm always excited to enjoy the ******* breakfast whenever I visit my hometown of Tagaytay."*
Participant 6 was eager to try the restaurant, saying,
"Alright, when I go there again, I'm going to dine there. It looks quite appetizing, and I'm quite jealous of your experience!"

Participant 7 was impressed by the attention to detail, remarking,
"Every dish had beautiful looks and tasted much better than it appeared. I was really impressed."

Participant 8 was a regular customer, exclaiming,
"What a breakfast! I always come back here because of the food. The food is great. I'd recommend trying some of the other dishes that look more appealing."

Participant 9 had a mixed experience, but still found some highlights, sharing,

"Try their main courses, not just the breakfast. The good news is that we liked the mushroom soup and the salad with candied pears and walnuts. My spouse enjoyed their bistek tagalog order as well."

Finally, Participant 10 echoed the sentiments of Participant 4, declaring,
"I've dined at ******** ever since it opened, and it's been the best dining experience ever! It's pricey, but you get the best quality food and service. It's a total experience!"

Overall, the feedback from the participants was overwhelmingly positive, with many praising the restaurant's delicious food, beautiful presentation, and exceptional service. While a few had minor critiques, the consensus was that ******** is a must-visit destination for anyone seeking a truly memorable dining experience.

Theme 4: The power of Ambiance: How it shapes the perception of Food in Tagaytay

Vlogger 3

"I literally cannot look at the lake right now. It's really bright right here. Oh wow beautiful! I can't open my uh left eye, because that part is so bright. It's time to go to *******. The highly recommended place is another one right on the lake. It's about minutes down the road. Let's see what that's all about, some people told us you got to get there at exactly seven to make sure you don't have to wait ."

Supporting Comments

As Participant 1 traveled to Tagaytay to visit their relatives in Calaca, Batangas, they couldn't help but stop and take in the breathtaking view of Taal Lake and Volcano. *"I really do stop for fifteen minutes to catch a glimpse of the Taal Lake and Volcano every time I travel by Tagaytay,"* they shared. *"It's the best view there is. Whoa. Good for you, Biscuit Boys, have a fantastic time. Though I haven't yet seen the entire video, give BULALO a try... Ah, the next time."*

Participant 2 echoed the sentiment, saying, *"The views are just stunning. We hope you guys continue to stay safe while traveling."* Their concern for safety was understandable, given the unpredictable nature of the Taal Volcano's activity.

Participant 3 offered an alternative to visiting the volcano, suggesting that travelers visit Mount Maculot instead. They explained,

> *"However, if you travel to Batangas and travel to the other side of Taal Lake, you can climb Mount Maculot, a popular destination for pilgrims during Holy Week. There are spectacular views of Taal Volcano from the nearby rocks. Travel to Cuenca, Batangas, where a resort at the base of the mountain is the ideal place to begin your trek."*

Participant 4 shared a more leisurely experience, saying, *"Just went to Tagaytay today and got home after. It was quite foggy but we rode the umm... Eye. The ferris wheel. The wind is cold and wonderful. Finally a vacation even though it only lasted a day."* Their day trip to Tagaytay seemed to have been a lovely break from the hustle and bustle of daily life.

Participant 5 raved about the accommodations in Tagaytay, saying, *"Definitely one of the best hotels to stay in Tagaytay Reasonable price, best view, closer we stayed at *** as well"*. Their recommendation was based on their own positive experience.

Participant 6 highlighted the culinary delights of Tagaytay, saying, *"One of the best restaurants in Tagaytay City, Philippines, is this establishment, ******** Restaurant."* Their endorsement was a testament to the restaurant's reputation.

Participant 7 offered a more nuanced view, saying, *"The ambiance and view is nice. There are better views in Taytay, no doubt, but this restaurant has its charm."* Their comment acknowledged that while the view might not be the best, the restaurant still had its own unique appeal.

Participant 8 shared a mixed experience, saying, *"This establishment has an outstanding record for serving delicious food. Our family members there did not live up to our expectations."* Their comment highlighted the importance of individual expectations and experiences.

Participant 9 offered a practical tip, saying, *"This is one of the places you should visit if you go to the *******; it's affordable and has a nice view, but it closes at night, bye yeah."* Their advice was helpful for travelers planning their itinerary.

Finally, Participant 10 expressed gratitude for the helpful information, saying, *"Thank you great help coz we are planning to go to Tagaytay this weekend."* Their appreciation was a testament to the value of the advice and recommendations shared by the participants.

Restaurant 2

Theme 2: Customer Service Differ in Building Relationships

Vlogger 2

"We had a really unsatisfactory experience even though the place was beautiful" .

"**** was supposed to get a strawberry shake but got a green mango shake instead. The sad thing aboutt this is that tinanong naman namin yung waiter kung available lahat ng shakes and he said yes (so nag order kami ng strawberry). So finollow up namin kasi ang tagal dumating tapos sabi di daw napunch kasi wala daw talaga silang available na strawberries (and di lang daw kami nabalikan kahit tapos na kami kumain)".

"Then nung nagbayad na kami, this waiter got our bill then proceeded to get another person's order (na matagal din magdecide). Gets ko naman yung multitasking ni kuya but it didn't really work cus I still had to follow up to get my change (kasi nakalimutan nanaman nila)".

Supporting Comments

The experience at ******** was a mixed bag for Participant 1, who had high expectations due to influencer recommendations. While the food was tasty and generous in portion size, the customer service was a major letdown. They had to repeatedly ask for the same item, waiting over 30 minutes for it, and felt unwelcome due to the staff's apparent favoritism towards well-dressed patrons. The atmosphere was pleasant, but the presence of many flies around the food was perplexing. Overall, Participant 1 wouldn't recommend the restaurant based on the service and high prices.

Participant 2 echoed the sentiment, simply stating, *"Yep, the service there is really bad."*

Participant 3 shared a similar experience, saying, *"I had a really bad experience with them too. The service was slow, and the staff seemed untrained. It was like they didn't care about the customers."*

Participant 4 was even more critical, describing the worst customer service they had ever experienced. They felt that the staff, including the manager, were unfriendly and unresponsive, and that the service was slow. They also felt that the staff looked down on them because of their casual attire.

Participant 5 had a particularly unpleasant experience, saying, *"Omg, it was super bad. We left immediately after the receptionist gave us a cold welcome. It was like they didn't want us there."*

Participant 6 noted that the service had been better in the past, but had deteriorated over time. They stopped dining at the restaurant as a result.

Participant 7 had a mixed experience, saying that the food was good but the service was poor. They suggested that the staff be trained to be more friendly and approachable, and that they focus on serving customers in the order they arrive.

Participant 8 felt that the waiters and waitresses were not accommodating, and that they had to shout for assistance.

Participant 9 had a particularly long wait, saying, *"The worst customer service I've ever experienced. We waited an hour to be seated, 20 minutes to get our order, and forever to get our food."*

Participant 10 was appalled by the staff's attitude, saying, *"Rude, unkind, and sarcastic crew. I think the staff needs more seminars or something to improve their attitude. It's the first time a restaurant staff completely ruined my appetite."*

Overall, the feedback from the participants was overwhelmingly negative, with many expressing disappointment and frustration with the customer service at ********.

Opposing Comments:

Participant 1 shared their go-to spot in Tagaytay, emphasizing, *"***** is our favorite Tagaytay restaurant, especially at *** and ***. We've never experienced bad customer service there. You might want to try their other branches for a different experience."*

Participant 2 reflected on the challenges of running a restaurant, saying, *"When a restaurant is full, it can be really difficult to manage everything, especially if there's a shortage of staff. Customers always expect fast service, which adds to the pressure."*

Participant 3 had a critical view on food criticism, stating, *"If you aspire to be a food or restaurant critic, you should aim higher than just ordering pies from a place that offers a variety of international dishes. It takes more depth to critique effectively."*

Participant 4 expressed concern about the impact of negative reviews, questioning, *"Is this the part of *** where people aim to harm businesses? These establishments work hard to stay afloat, and destructive criticism can be detrimental to their efforts."*

Participant 5 had a sharp rebuke for aspiring food critics, commenting, *"Trying to be a food vlogger and critic but failing to order correctly? Shame on you! Attention to detail is crucial in this field."*

Participant 6 recounted a pleasant experience at ****, praising the helpful and efficient staff, the cleanliness of the facilities, and the amazing food. They even highlighted the presence of an onsite nurse, adding to the overall positive experience.

Participant 7 shared a delightful anniversary celebration at the restaurant, commending the friendly and accommodating staff, the lovely ambiance, the superb menu offerings, and the exceptional coffee that made their special occasion memorable.

Participant 8 lauded the friendly and professional service provided by the employees, emphasizing the superb quality of the food despite the higher cost, noting that it was worth the price for the overall experience.

Participant 9 appreciated the warmth and helpfulness of the staff, mentioning the delicious food and the cozy atmosphere that made dining there a pleasant experience without needing to ask for assistance.

Participant 10 highlighted the excellent service and customer recognition at the restaurant, mentioning how they were treated as regulars and even received extra soup for their pho, showcasing the personalized touch that made them feel valued and appreciated.

These varied perspectives offer a glimpse into the diverse experiences and opinions surrounding the dining establishment, showcasing both the challenges and the highlights of the dining experience as shared by different individuals.

Restaurant 2

Theme 1: The Influence of Social Media Influencer on Food Choices

Vlogger 2

" And then this happened when I ordered my mango shake, this happened (natapon ng konti sa table si shake then medyo matabang). "

" Since this place is really nice, I expected the food to be really good as well but it actually just reminded me of Knorr… Idk. "

Supporting Comments:

It seems the opinions on ******** were quite mixed among the participants. Participant 1 shared their experience, saying, *"We've been there back in 2016, and the food was delicious. But the last time we visited this year, we were a bit disappointed with the taste of the food."*

Participant 2 had a similar experience with another establishment, noting, *"I tried *** once, but I didn't go back because of the coffee. I can make better coffee at home."*

Participant 3 felt the restaurant's buffet was overpriced compared to other options, explaining, *"The food in their buffet is very expensive, even more so than at Vikings. But the selection is quite small, and they don't replenish the dishes quickly enough when they run out."*

Participant 4 was even more critical, stating bluntly, *"All of the **** franchise, as in all of them, have terrible food. It's overrated, just like the group of **** they're associated with."*

Participant 5 had a particularly unpleasant experience, sharing, *"Omg, it was so bad. We went there last Wednesday, and we left right away because the receptionist's welcome was just awful. It felt like they didn't want us there."*

Participant 6 used to love the restaurant, but their opinion changed over time, saying, *"I used to love it there years ago because I live near the area, but when it got bigger, the food's quality became somewhat cheap. It's just sad."*

Participant 7 felt the main courses were underwhelming, noting, *"I get that it's a high-class restaurant, but the taste is just like normal food in any other restaurant."*

Participant 8 agreed, adding, *"It's just been hyped up because it's in Tagaytay, but overall, there's nothing so special about it. It's overpriced considering the food is just normal."*

Participant 9 had a mixed experience, sharing, *"The service was okay since there weren't many people, but the food was disappointing. It was a bit salty, and my mom could have done better. What a waste of a trip."*

Finally, Participant 10 felt even the restaurant's hot chocolate was subpar, stating, *"Their hot chocolate isn't good. The one at *** is much better."*

Overall, it seems the participants had a range of experiences at ********, with some feeling the food and service had declined over time, while others found the restaurant to be overpriced and underwhelming, especially compared to other options in the area. While a few had positive experiences in the past, the general sentiment appears to be one of disappointment and a sense that the restaurant may have lost its way.

Opposing Comments:

In a mix of opinions and experiences:

Participant 1 offered a critique, suggesting, *"If you aspire to be a food or restaurant critic, your choices should extend beyond just ordering pies from a restaurant that offers a diverse range of international dishes."*

Participant 2, with a touch of disappointment, remarked, *"Attempting to be a food vlogger and critic but stumbling on basic ordering skills. It's a shame!"*

On a brighter note, Participant 3 shared a fond sentiment, saying, *"Whenever we visit Tagaytay, it's a tradition for our family to dine here. Their food is exceptional, especially their pasta, rice meals, and desserts."*

Participant 4 reminisced about pre-pandemic visits, recalling, *"I frequented this place multiple times before the pandemic hit. The service and food were consistently great, with no complaints."*

Participant 5 expressed a contrasting view, remembering, *"I dined here before the pandemic, and while the service and food were good, I would rate it 8 out of 10."*

Participant 6 had a specific recommendation, advising, *"Don't miss out on their pasta and breakfast meals - they are a cut above the rest."*

Participant 7 chimed in with a suggestion, sharing, *"Hey there! Their lasagna and cheesecake are absolute must-tries next time you visit."*

Participant 8 had a sweet spot for a particular item, confessing, *"I find myself returning for their cheesecake time and time again. It's just that good!"*

Participant 9 shared a consistent positive experience, stating, *"I've never had a negative encounter with ****, whether at their main branch or any of their other locations."*

Participant 10 emphasized the importance of exploring the menu fully, advising, *"Before passing judgment on a quality restaurant, make sure to sample their best offerings. Opt for their finest steak, not just the cheapest item on the list."*

In this tapestry of opinions, each participant adds a unique thread to the narrative, showcasing a range of perspectives and experiences that paint a colorful picture of dining at this establishment.

Restaurant 3

Theme 1: The Influence of Social Media Influencer on Food Choices

Vlogger 1

*" Si ***** gusto bistek tagalog, tanda ko masarap bangus ala pobre nila e, order din tayo nyan at syempre bulalo."*

"Ang laki ng bangus, oh!"

"Easily peels away from the bone. Panalo! Testingin natin kung malambot (squeeze the meat of beef) woah! Malambot nga!"

"Sa lasa sa tatlong bulalo na natikman ko, eto yung the best."

" Are ang dahilan kung bakit madami nagaaya ng breakfast sa tagaytay kapag weekend. "

" That is good for quality cornbeef. Salty and then etong sauce nya nakaka overwhelmed. So i highly recommend the sauce konti lang ilagay nyong sauce kasi masarap na tong cornbeef mismo eh."

" Fried rice palang pang-ulam na. That is a good quality fried rice. Magagaling ang chef nila kasi natitimpla parin yung Spicy sardines may alat nayan, yung bacon may alat na yan tapos nasi season well parin nila. Eto perfect na perfect parin ang pagkaka season, panalo. "

"Omellete basic naman yan sa mga breakfast buffet pero may selection sa mga gusto mong ilagay, may mga mushroom, iba't ibang bacon, iba't ibang vegetables, ofc cheese. Again perfectly seasoned, cooked well, yung sa loob medyo ano pa, medyo runny pa."

"Ganda ng pagkakaluto ng tapa oh"

"Tapos longganisa, yan oh sobrang sticky, garlicky pero may sweetness parin."

"Dine sa Balay Dako di mona kailangang mataranta at maghanap ng sisigaw ng taho haha, kasama sa buffet. Para talaga yung mga inilalako, ganun na ganun. Yung arnibal ganun na ganun ang lasa, pati yung pinaka taho mismo, panalo to."

" At syempre pag asa Balay Dako ka wag na wag mong kakalimutan ang kanilang Piaya."

Supporting Comments:

Participant 1 shared their recent experience, saying, *"I visited there last month, and I'm from Palawan. Their bulalo was the best, and the tawilis was delicious too. The view from the restaurant was just stunning."*

Participant 2 expressed their excitement, *"I'm really into authentic dishes, so thank you for recommending this place. I'll definitely try it when I get back home from the US."*

Participant 3 echoed the sentiment, *"Hi ***, thanks for the video! The local cuisine was amazing - we tried a couple of different dishes, and each one was excellent. The bulalo really was the best."*

Participant 4 was equally enthusiastic, *"Highly recommended! I agree with you, every single dish was so good and tasty. I'll never forget the unforgettable moments I had with my food there!"*

Participant 5 appreciated the attention to detail, *"You really enjoyed how the food was prepared and presented, and I loved how different flavors were added to each dish. Only the health-conscious would notice how conscientious and healthy the food is. I'll have to try this place out someday!"*

Participant 6 was impressed by the restaurant's consistency, *"Even though the restaurant was really busy, the food was still so delicious. *****, let's try it out together - it looks like it's worth it!"*

Participant 7 was left feeling satisfied, *"The food was so good that I couldn't just eat there - I had to take some home too. And the size of their bangus was huge, it really left me feeling full!"*

Participant 8 recognized the restaurant's exclusivity, *"********** is a place reserved for the food-savvy. It's extremely expensive, but it doesn't let you down.

Participant 9 was blown away by the Filipino cuisine, *"The food was wonderful! They really loaded up the dishes. And the service was still excellent, even with so many people waiting in line to eat there."*

Finally, Participant 10 declared, *"Bulalo's gold standard is satisfied here. They also have the only crispy piaya (a Bacolod native) that I'm aware of. I highly recommend it."*

Overall, the participants shared a common theme of praise for the restaurant's exceptional food, service, and atmosphere. From the delectable bulalo to the authentic Filipino dishes, it's clear that ********* has earned its reputation as a must-visit destination for food enthusiasts.

Opposing Comments:

Participant 1 didn't mince words when it came to the beef dish, bluntly stating, *"The meat isn't even that tasty when it's all stringy like that. It's like it's overcooked and tough."*

Participant 2 was equally skeptical, chuckling, *"Here's ******* again, always saying everything is delicious, even when it's not. So even though the bulalo looks appetizing, I don't really believe the flavor is worth it."*

Participant 3 was more direct in their criticism, sharing, *"Let's be honest about the food review here. We tried the ********* that you recommended, and the food and service are frequently that bad, especially at lunchtime. It's such a disappointing place. We've even tried commenting on their page, but they don't seem to care. The food is just so lousy, especially considering how much they charge."*

Participant 4 accused their friend of being biased, saying, *"You only say everything is delicious because you got a free meal, my friend. But the truth is, the food there really isn't that good."*

Participant 5 had a particularly unpleasant experience, recounting, *"We ordered the kansi, and it was just swimming in oil. The calamares were coated in way too much batter, and the pancit canton tasted like a 13-year-old had made it. We'd be better off eating somewhere else - the food is cheaper and way more delicious."*

Participant 6 was also disappointed, noting, *"I haven't tried their breakfast buffet, but when we went for lunch, it was a letdown. The sisig was burnt, and the kansi was bland. Even the dinuguan from Goldilocks was better."*

Participant 7 was blunt in their assessment, simply stating, *"It's not worth trying *********** at all. The food just isn't good."*

Participant 8 was particularly critical of the bulalo, complaining, *"We live right next to Tagaytay, but there's no good bulalo there. It's all just way too salty, even the beef cubes."*

Participant 9 had an issue with the calamares, saying, *"Their calamares are like donuts, they're coated in so much batter. You'd be better off just buying some from a street food vendor - it'll be more delicious and worth the money."*

Finally, Participant 10 summed it up, saying, *"It's just not worth it. You have to wait in line forever, the service is terrible, and when you finally get to eat, the food is just like, meh, not even that good."*

Overall, the feedback from these participants was overwhelmingly negative, with many criticizing the quality of the food, the poor service, and the high prices. It seems that the restaurant has some serious work to do if they want to win back the trust and loyalty of their customers.

Theme 2: Customer Service Differ in Building Relationships
Vlogger 1

"make sure na come earlier kasi may pila na agad lagi."

*"At isa sa napapansin ko dito, puro sa ********* ay talagang mga pamilya ang kumakain. Family-friendly naman talaga ang *********, pero syempre pwede ding date (show his wife).*

"Ang ganda ng Pwesto namin kabi ng egg station tsaka make your own fried rice station. "

Supporting Comments:

Participant 1 had heard great things about the restaurant, so they decided to give it a try. *"If you want to enjoy your food and avoid long queues, I'd recommend dining here on weekdays,"* they advised. *"The food was great, and even though we had to wait almost an hour to be seated, it was all worth it. I'd like to commend one of their staff, Jovi or Rovi - I'm not sure of her name, but she made our waiting time bearable with her superb knowledge of their products. She also assisted our senior mother with great hospitality and gave us much better options on what to buy. And their piayaya*   *was*

absolutely delicious! The servers were generally accommodating, except for the one who served our drinks - he was a bit rude."

Participant 2 was equally impressed, simply stating, *"Good food, good service, always a 10/10!"*

Participant 3 echoed this sentiment, adding, *"The service and ambiance is magnificent, and more importantly, the taste is king. For the best dining experience, I'd recommend ordering their set meals."*

Participant 4 had a particularly memorable visit, raving, *"The food was delicious, served real quick, and in a big serving! And most of all, a big thanks to their parking attendants. They were a great help to us when our car got radiator trouble - they were able to fix it! Thank you, guys!"*

Participant 5 also had a positive experience, noting, *"The food is good, the place is pet-friendly, and the servers are nice and polite."*

Participant 6 summed it up succinctly, saying, *"Lip-smacking food! Coupled with great service from the crew and waiters."*

Participant 7 was impressed by the buffet breakfast, describing it as *"a great buffet breakfast. The waiters, servers, and cooks wear clean white uniforms, and there is continuous refill of food, all served hot."*

Participant 8 appreciated the staff's accommodating nature, simply stating, *"Very accommodating staff. Child-friendly."*

Participant 9 had a mixed experience, but still found plenty to enjoy, sharing, *"Awesome view of Taal Lake and volcano, a bit chilly due to the strong wind. Kudos to our waiter, who was efficient and friendly. The food presentation was nice, and the typical Filipino food was very good, but nothing great. The kakanins, however, were excellent! A must-try is their freshly cooked piaya - it's definitely delicious!"*

Finally, Participant 10 summed it up perfectly, saying, *"The food is superb and quickly served! And the staff are really helpful and caring. I'll certainly be coming back."*

Overall, the feedback from the participants was overwhelmingly positive, with many praising the restaurant's delicious food, excellent service, and welcoming atmosphere. While a few had minor critiques, the general consensus seemed to be that this establishment is a must-visit destination for anyone seeking a truly memorable dining experience.

Opposing Comments:

Participant 1 had a particularly frustrating experience at the restaurant, sharing, "The staff really need to be better trained in customer service. None of them were smiling, and we didn't even receive a greeting when we left the restaurant. We spent 21,000 pesos and there was no complimentary item given to the birthday celebrant. It's also not a pet-friendly restaurant, as they discriminate based on the size of your furry friends. If you're planning to visit with a medium to large breed dog, you're better off finding a different restaurant that will actually welcome you and your pet."

Participant 2 echoed these sentiments, saying, "Maybe we set our expectations too high given the restaurant's popularity. The view of Taal was astounding, but my family was not happy with the poor customer service. The waiters seemed to avoid us, and it's not like they didn't expect a lot of guests on the weekend. After we were seated, no one was attentive enough to assist us with our orders - from setting the table to taking our orders, serving the food, and even the dessert, which took forever to arrive after we'd finished our meal. The worst part was the billing, where I found myself worried about my credit card being compromised because of the long wait. It took them around 30 minutes to settle the bill. Not to mention, the food was all too salty, especially the bulalo, which is what we really came for. The laing and scrambled crab were the same. The rice, at 600 pesos for 12 people, was also quite expensive. We should have chosen a better restaurant."

Participant 3 had an even more terrible experience, vowing never to return or recommend the place. *"The receptionist on duty could have been more approachable. I asked her about the system, and she responded rudely, 'What do you need?' Shouldn't the receptionists be the friendliest staff? We ordered food for takeout, expecting it to be ready when we paid the bill. However, after billing out, the takeout food was still not being prepared, and they asked me to wait and stand for 10 minutes before deciding if I wanted a refund. I was waiting for the manager to approach me, but they just walked past me and went straight to the cashier to get my refund".*

"Moreover, why do the servers always congregate near the ice cream area? I am not okay with the long wait, but your crew must be trained to provide good customer service. The food was just so-so, not worth the long wait". Participant 4 tried to find a silver lining, saying, *"Everything was good, but the service was somewhat understandable, as there are always lots of customers."*

Participant 5 shared a similar sentiment, lamenting, *"I used to enjoy going to **** to relax and dine. It's now overrated and crowded. The staff is rude or just plain tired. I'm not sure why*

they keep the upper area a bit free while the long queue keeps the downstairs packed like a palengke. The long queue just to buy the piaya is also a problem. I suggest they slowly transition to an online booking system with a non-refundable deposit instead of making people wait for 1-2 hours."

Participant 6 was blunt in their assessment, saying, *"Terrible service. They don't know how to manage incoming customers. They should tell you upfront that the waiting time is 2 hours. Waste of time and lousy service. Thumbs down to your restaurant, Chef Tony! Terrible delivery service."*

Participant 7 was equally disappointed, sharing, *"The crew is terrible; they tend to look away when you call their attention - very disrespectful. It's happened twice already. I used to be a fan, but sadly, this would be our last time eating here."*

Participant 8 was particularly irked by the front desk staff, saying, *"The women at the front desk were chatting with a male guest and didn't pay any attention to the person inquiring. Worst kind of staff."*

Participant 9 had a frustrating experience with the parking and the waiters, saying, *"The parking was very cramped. The guard allowed us to enter, but when we finally found a spot after driving around for several minutes, we were told not to take it because others had been waiting longer. Why were we allowed to enter and find a parking spot if they weren't going to let us park? As for the waiters, we called one over to place an additional order, but he misheard us and just brought us a 'paa' (chicken foot) instead, saying we had ordered one. He didn't even bother to apologize for not properly taking our order. As for the food, their bulalo is just overhyped. Nothing special about it, not worth the price. You can find more delicious bulalo at cheaper prices in other restaurants, even in karenderias. We took the bulalo home, but it went bad in less than a day, even though we put it in the fridge right away. Overall, I won't recommend it and won't go back. Not worth the hype."*

Participant 10 summed it up simply, saying, *"It's a place where you wait and wait and wait and wait, follow up and wait and wait and wait! The service is so slow."*

Overall, the opposing comments paint a picture of a restaurant that has lost its way, with poor customer service, long waits, and subpar food quality. Many participants vowed never to return; some even suggested the restaurant implement an online booking system to manage crowds better. The restaurant has some serious work to do to regain the trust and loyalty of its customers.

Theme 3: Balancing Profit and Customer Satisfaction

Vlogger 1

"*At syempre bulalo, 1495 pesos pero good for 5 - 6, so tignan nalang natin kung masarap*"

"*ot bad for the price. kita nyo naman kung gaano kalaki ang bangus, kasing laki ng kamay ko. Tingnan nyo naman 'tong bulalo, malaki din 'no, yan oh ang laki din, good for 5-6, not bad for the price sa lasa nalang magkakaalaman.*"

"*that is worth the price, eto yung kahit naka pustiso makakakain. *"

"*Now I know, na kahit mahal ang daming nagre recommend nito nung naghahanap ako ng best bulalo sa Tagaytay. Sa lasa sa tatlong bulalo na natikman ko, eto yung the best. Value for money, not bad kasi good for 5 - 6 pero realistically para enjoy nyo lahat try the **** good for 3 - 4, not bad for a second place kasi okay din ang serving malasa.*"

"*sa presyo nya kahit eto lang ulit-ulitin mo, make your own omellete, make your own fried rice, tapos homemade cornbeef nila, kahit eat your heart delight. Kahit magpaka busog ka dine. Kahit eto lang kainin mo panalo na.*"

"*Bill Reveal muna bago yung last dish. In my experience sulit na sulit (showing the receipt, 2614 pesos : 1200 per head + 10% sc)*"

Supporting Comments:

Participant 1 was clearly delighted, exclaiming, *"Yes naman! Sulit na sulit na yang 1200, buffet breakfast na maganda pa ang view!!"* They found the 1200 pesos to be truly worth it for a buffet breakfast with such a beautiful view.

Participant 2 shared a different perspective, noting, *"Although prices may seem high initially, most dishes can be shared by three or more people, and the service is excellent."* They highlighted the value in sharing dishes and the quality of service provided.

Participant 3 appreciated the excellent cuisine and value for money, saying, *"The cuisine is excellent and offers good value for the money with generous portions. We often end up ordering too much due to misjudging the portion sizes."* They found the portions to be generous and the value to be worth it.

Participant 4 praised the meal quality and serving sizes, stating, "*Given their excellent meal quality and substantial serving sizes, ********* rates are fair. It's a delight to find a restaurant offering delicious Filipino food at such reasonable prices.*"

Participant 5 emphasized the fantastic value at *********, sharing, *"At *********, you get fantastic value for your money. Considering the delicious food and cozy ambiance, the prices are truly reasonable. It's a wonderful place to enjoy authentic Filipino cuisine without breaking the bank."*

Participant 6 appreciated the range of menu selections accommodating various budgets, saying, *"I like that ********* caters to guests with different budgets by offering a wide array of menu options at varying price points."*

Participant 7 compared ********* to other eateries, stating, *"When compared to other restaurants in the area, I find ********* prices to be quite reasonable and competitive."* They found the pricing to be fair in comparison to similar establishments.

Participant 8 commended Balay Dako for their authentic Filipino food at fair prices, mentioning, *"For the excellent and authentic Filipino food that Balay Dako serves, the pricing is quite fair."* They found the pricing to be justified for the quality of food offered.

Participant 9 acknowledged the slightly higher prices compared to other restaurants, but believed it was worth it, sharing, *"In comparison to other dining spots, it may be a bit pricey, but the quality justifies the cost."* They found the experience to be worth the price.

Participant 10 highlighted the overall value at *********, stating, *"The meal, view, and top-notch service are all part of the extremely reasonable pricing, making it an absolute steal."* They appreciated the combination of great food, views, and service at a reasonable cost.

Opposing Comments:

In a diverse array of opinions, the experience at ********* restaurant unfolds through the lens of various perspectives:

Participant 1, a balikbayan eager to delve into Filipino cuisine, expressed disappointment in the service, feeling the hefty price tag may not align with the overall experience.

Participant 2's succinct critique warns against the restaurant, citing high prices for subpar food quality.

Participant 3, in a light-hearted manner, questions the value of a pricey breakfast buffet, adding a touch of humour with *"haha."*

Participant 4 echoes concerns about the exorbitant pricing at *********, deeming it unjustified for what is offered.

Participant 5 acknowledges the steep cost, suggesting that the ambience may be the primary draw, overshadowing the culinary offerings.

Participant 6, while appreciating the food quality, finds the breakfast buffet could be more cost-effective for those with lighter appetites, opting for the a la carte menu instead.

Participant 7, resolute in their decision, opts out of trying the restaurant due to the perceived lack of value for the high price point.

Participant 8 concurs that the cost needs to align with the dining experience, emphasizing the lack of value for the price paid.

Participant 9 critiques the restaurant's pricing about meal quality, suggesting better alternatives exist at lower costs elsewhere.

Participant 10 offers a nuanced perspective, acknowledging the high cost but attributing it partially to the scenic view of Taal Lake, hinting at the added value of the location.

In this tapestry of opinions, the narrative of ********* restaurant emerges as a place where culinary expectations, service quality, and pricing intersect, inviting diners to weigh the value of their experience against the cost incurred.

Comparing the vloggers' narratives to the comment section reveals that the vloggers' endorsement may have influenced some viewers positively, while others were dissatisfied with their dining experiences. This indicates a mixed impact on viewers' perceptions and preferences for local food and culinary experiences.

Problem 2. What is the contribution of food vloggers and influencers in the choices and decision making of tourists in Tagaytay?

Theme 1: The Influence of Social Media Influencer on Food Choices

The data highlights diverse opinions and experiences regarding food preferences and dining experiences. Provide insights into individual taste preferences and reactions to different flavours and textures. The contrasting food reviews from participants further emphasize the subjective nature of food perception, with some expressing dissatisfaction over portion sizes and taste quality. In contrast, others praise the restaurant's presentation and overall dining experience. These varying perspectives underscore the multifaceted influences that shape individuals' food

choices, including personal preferences, value perceptions, and social influences. Factors such as portion size, taste, and overall dining experience significantly shape individuals' perceptions and decisions regarding food selection (O'Neill et al., 2023).

Sub-theme 1.1: Visual and Sensory Appeals

There is a clear divide in perceptions regarding the food reviews of Vlogger 3. Participants who expressed negative feedback highlighted small portion sizes, lacklustre taste, and excessive saltiness, indicating a disconnect between expectations and reality. Criticisms also extended to the lack of creativity in presentation and garnishing. On the other hand, participants with positive feedback emphasized the visual appeal of the dishes, praising the presentation and taste, with some expressing excitement and satisfaction with the overall dining experience. These contrasting viewpoints underscore the subjective nature of sensory experiences and the importance of visual presentation and taste in shaping consumer perceptions (Abd et al., 2020).

Sub-theme 1.2: **Trust and Credibility**

Participants express dissatisfaction with the small portions and lackluster taste of the breakfast offerings, questioning the value and quality of the experience; others praise the restaurant for its delicious meals, presentation, and overall dining experience. The contrasting viewpoints highlight the subjective nature of food reviews and the influence of personal preferences and experiences on perceptions of trustworthiness and credibility. Individual expectations and tastes play a significant role in shaping opinions about a restaurant's reputation and authenticity, emphasizing the importance of considering diverse perspectives when evaluating trust and credibility in food reviews (Cerrato et al., 2021).

Theme 2: Customer Service and Customer Support Approach in Satisfaction and Loyalty

Data reveals a stark contrast between customers' positive and negative experiences at the restaurant. While some participants praise the staff for being friendly, accommodating, and providing good service, others express disappointment and frustration with the service, citing long wait times, poor attitude, and lack of attention from the staff. The negative comments highlight issues such as slow service, unfriendly staff, and poor management of incoming customers, which can significantly impact the overall dining experience (Mathayomchan & Taecharungroj, 2020).

The opposing comments offer some balance, suggesting that the restaurant may have improved in certain aspects, such as the helpfulness of some staff members or the food quality. However, the overall tone of the negative comments suggests that the restaurant needs to improve its customer service to meet the high expectations of its customers.

Sub-theme 2.1: **Highlighting Unique Experiences and Quality Services**

Delving deeper into customer feedback indicates how significant interactions, quick service, and warm hospitality can improve eating experiences. These nuanced viewpoints emphasize the need for attentive, individualized service in producing genuinely memorable dining experiences and the critical role that customer service plays in overall satisfaction (Andrews & Kadhem, 2024). This realization emphasizes the need for continual training and a customer-focused strategy to guarantee that every customer feels genuinely valued and appreciated, influencing their propensity to recommend and return to a restaurant. On the other hand, unfavorable reviews that highlight problems like poor service, inattention, and apparent prejudices against well-dressed customers create a vivid image of feeling unwelcome and overpowering even favorable features like the food and atmosphere. In order to provide consistent and satisfying experiences for every customer, regardless of their appearance or status, the restaurant must prioritize staff training, customer service standards, and overall management. This dichotomy highlights the critical role of quality service in forming a diner's perception of an establishment.

Sub-theme 2.5: **Addressing Misconceptions and Setting Expectations**

Participants had high expectations for the restaurant based on influencer recommendations and past experiences. However, their experiences needed to match their initial expectations. Participants mentioned feeling unwelcome and experiencing poor customer service despite the pleasant atmosphere. This suggests that there may be a gap between the perception created by influencers or previous experiences and the actual customer experience at the restaurant. To address this sub-theme, the restaurant management should focus on managing customer expectations by providing accurate and transparent information about their offerings, ensuring that the experience aligns with any marketing or promotional claims, and addressing any misconceptions or discrepancies that may arise. This can be done through effective

communication, managing online reviews and feedback, and consistently delivering on customer promises (Vora et al., 2023).

Theme 3: Comparing Food Pricing vs Customers' Expectation:

Participants perceive the prices as reasonable, justifying them based on the quality, quantity, and overall dining experience. Others express concerns about the high costs needing to align with their expectations (Indajang et al., 2023). Positive feedback emphasizes the value for money, generous portions, and delicious cuisine, highlighting the affordability and worthiness of the prices. In contrast, negative feedback points out issues with perceived overpricing, mediocre food quality, and a disconnect between cost and dining satisfaction. This data underscores the importance of aligning pricing with perceived value and customer expectations to ensure a positive dining experience and customer satisfaction.

Sub-theme 3.1: **Navigating the Intersection of Cost and Quality**

A mixed picture emerges from comments regarding the meals' affordability and value. At the same time, some praise the harmony between price and quality, while others express worries about overpricing and what they see as a perceived lack of value (Hudson Jr., 2023). This viewpoint disparity highlights how subjectively affordable and valuable dining experiences are judged, underscoring the need for pricing policies that meet customer expectations. Different viewpoints surface regarding pricing: some believe that the costs are commensurate with the calibre of the food and service. In contrast, others think the prices are exorbitant and do not accurately represent the whole dining experience (Ingenbleek, 2024). Positive reviews highlight the importance of substantial servings, genuine food, and a warm atmosphere while characterizing the prices as reasonable and competitive. A mixed picture emerges from comments regarding the meals' affordability and value. At the same time, some praise the harmony between price and quality, while others express worries about overpricing and what they see as a perceived lack of value (Suchanek & Kralova, 2023). This viewpoint disparity highlights how subjectively affordable and valuable dining experiences are judged, underscoring the need for pricing policies that meet customer expectations. Different viewpoints surface regarding pricing: some believe that the costs are commensurate with the calibre of the food and service. In contrast, others think the prices are exorbitant and do not accurately represent the whole dining experience. Positive reviews

highlight the importance of substantial servings, genuine food, and a warm atmosphere while characterizing the prices as reasonable and competitive.

Sub-theme 3.2: **Quality of Cuisine**

Participants view the restaurant's prices as reasonable, justifying them based on the quality and quantity of the food. Others perceive the pricing as excessive and not reflective of the dining experience. Positive feedback emphasizes the generous portions, delicious Filipino cuisine, and overall ambience, which make the pricing fair and even of great value. In contrast, negative feedback highlights concerns about high prices, especially for breakfast buffets, and a perceived disconnect between the cost and the dining experience. This opinion disparity underscores the subjective nature of value perception in dining, emphasizing the need for restaurants to carefully assess their pricing strategies to align with customer expectations and experiences (Hudson Jr., 2023).

Theme 4: The Power of Ambiance: How it shapes the expectation of customers based on influencers' videos and narratives

The pivotal role of ambience in shaping the dining experience at the restaurant, with participants highlighting the breathtaking views of Taal Lake and Volcano as critical attractions in Tagaytay. While the picturesque setting and cozy atmosphere receive praise for enhancing the overall appeal of the establishment, the data also reveals that external factors like weather conditions can influence the ambience's impact (Bichler et al., 2023). Moreover, participants suggest that while ambience contributes significantly, it is not the sole determinant of the dining experience's value and quality, as service and food quality issues also play crucial roles. This emphasizes the necessity for restaurants to meticulously curate and uphold their ambience to meet customer expectations, ensuring that all aspects of the dining experience, including service and cuisine, align harmoniously to deliver a truly exceptional and gratifying dining venture for patrons (Gabrichidze, 2020).

Sub-theme 4.1: **Ambience and Location**

This subtheme presents a varied perspective on the setting and surroundings of the dining establishments. While some participants highlight the stunning views of Taal Lake and Volcano,

praising the ambience and recommending the location for its scenic beauty, others express mixed sentiments about the views and the overall experience. This diversity in opinions underscores the subjective nature of assessing ambience and location, emphasizing the importance of catering to different preferences and expectations to enhance the overall dining experience. It highlights the significance of leveraging the location's unique features to create a memorable and enjoyable atmosphere for customers, ultimately influencing their satisfaction and perception of the establishment (Hussain et al., 2023).

Sub-theme 4.2: **Quality Experience**

Participants express profound admiration for the breathtaking vistas of Taal Lake and Volcano, evoking the beauty and allure of the natural surroundings. This deep appreciation for the picturesque setting underscores its pivotal role in enhancing customer satisfaction and elevating the restaurant's perceived value as a whole (Hussain et al., 2023). The data illuminates that the establishment's ability to offer a visually captivating and memorable environment is crucial in crafting a holistic dining experience that transcends mere food quality, thereby underscoring the paramount importance of ambience and atmosphere in shaping customers' perceptions and enjoyment of their dining outing. While some emphasize the stunning views and ambience of the location, praising the experience and value it offers, others hone in on the affordability and accessibility of the place, accentuating the necessity of striking a delicate balance between cost and experiential quality (Kumar Rai et al., 2024). This nuanced examination underscores the significance of considering both the financial aspect and the experiential value when evaluating dining establishments, emphasizing the imperative for restaurants to adeptly navigate between providing a captivating ambience and ensuring a reasonable cost to effectively meet the diverse expectations of their patrons on a deeper, more profound level (Al-Kilani & El Hedhli, 2021).

Food Vlogging Content on YouTube, Facebook, and TikTok is diverse, encompassing a wide range of formats, including Restaurant reviews, street food tours, cooking demonstrations, and cultural food explorations. The selected food Vloggers are known for their focus on showcasing local food scenes across different places, highlighting the uniqueness of each location's culinary practices (Luong & Ho, 2023).

The analysis revealed four primary themes in the narratives crafted by food vloggers:

The Influence of Social Media Influencers on Food Choices. The study's results highlight the significant impact that food vloggers and influencers have on shaping tourists' perceptions of the Tagaytay food scene. Their contributions have a two-edged effect, vacillating between encouraging affirmation and possibly demoralizing exaggeration. This complex relationship implies that although influencers are potent tools for influencing tourist decisions, their narrative stewardship needs to be balanced with a dedication to openness and sincerity. By maintaining such a delicate balance, they can only create a harmonic alignment between expectation and reality, which will build their audience's confidence and credibility in their narratives.

Customer Service and Customer Support Approach in Satisfaction and Loyalty. The researchers discovered that by offering opinions on the standard of cuisine, customer service, and general dining experience of local restaurants, food vloggers and influencers significantly impact the dining choices made by tourists to Tagaytay. Their content can draw attention to both the advantages and disadvantages of dining facilities, affecting the expectations and decisions of tourists and spurring changes in the local dining landscape.

Comparing Food Pricing vs Customers' Expectation. The researchers found that food vloggers and influencers significantly impacted tourists' dining perceptions of Tagaytay, acting as a beacon for tourists' behaviour and judgment. Their narrative power spans a range of persuasive speech, from mild warnings to enticing hints, encouraging tourists to adjust their expectations or go to new dining boundaries. This significant effect highlights the need for information infused with accuracy, balance, and pure authenticity, which forms the basis of tourists' well-informed decision-making. Within the lush depth of Tagaytay's dining atmosphere, there are gates leading to satisfaction and dining satisfaction that can only be unlocked with such responsible handling of the story.

The Power of Ambiance: How it shapes the Expectation of Customers Based on Influencers Videos and Narratives. The researchers discovered that by emphasizing the distinctive selling characteristics of dining establishments, food vloggers and influencers had a considerable impact on tourists' decision-making processes in Tagaytay. Their material shapes perceptions of value, helps plan trips, sets expectations, and highlights the variety of dining experiences' attractions. Influencers

Therefore, they are essential intermediaries between restaurants and prospective tourists, influencing decisions and forming dining experiences in popular tourist destinations.

4.3 Representation of Places

The portrayal of vlogging goes beyond mere background settings for a culinary adventure. Vloggers weave narratives that highlight the uniqueness of each location, showcasing its culinary diversity, historical significance, and cultural landscape. Through their narrative, vloggers contribute to the branding of these places as culinary destinations, influencing both local pride and tourist interest.

4.4 Viewer Engagement and Response

Viewer responses to food vlogging content were overwhelmingly positive, with comments expressing appreciation for the cultural insights and authentic portrayal of local food scenes. Many viewers shared their experiences with the featured cuisines or desired to visit the place showcased. This indicates the significant impact of food vloggers in shaping perceptions of culinary cultures and destinations.

The findings from this ethnographic study underscore the influential role of food vloggers in crafting narratives that celebrate local culinary traditions and places. Through their content, vloggers contribute to a global appreciation of culinary diversity, promote culinary tourism and foster a sense of community among their viewers. Their narrative not only entertains but also educates, providing insights into food's cultural, historical and social dimensions.

V. DISCUSSION

In summary, this research found that food vloggers significantly mediate cultural narratives surrounding place food scenes. Earlier research (Lacsina, 2023) mentioned that food vloggers are considered opinion leaders, influencing consumers' perceptions and choices through electronic word-of-mouth, and are seen as experts in the field by food consumers. Through their digital storytelling, they have the power to influence perceptions, inspire culinary exploration, and foster a sense of community among viewers. This study contributes to understanding the intersection between food media, cultural representation, and tourism promotion in the digital age.

The study focused on the influence of food vloggers on the food choices of viewers in Tagaytay. Data was collected through a netnographic analysis of popular vloggers representing the local food scene. During the thematic analysis, four main themes emerged: Influence on food choice, Differences in customer service, Food pricing, and ambience. The results showed how vloggers' recommendations influence viewers' perception of local food. Trust and honesty have been highlighted as critical factors in influencer marketing. The ability of vloggers to shape the attitude and taste of adventure tourism was emphasized, presenting their influence on the decision-making processes of tourists.

The study examines the influence of food vloggers on the food scene in Tagaytay City. It discusses the importance of honesty and transparency in influencer marketing and emphasizes the significance of trust in the industry. The study highlights the power of collective views in personal decisions and how influencers can shape attitudes and tastes in experiential travel, influencing the decision-making processes of Tagaytay tourists.

Food reviews are crucial in shaping the restaurant scene in Tagaytay, Philippines. Participants shared various experiences and opinions, reflecting the growing consumer demand for value and quality in dining experiences. Discussions covered various aspects such as customer service, pricing, and ambience and emphasized the importance of consistent, quality customer service in shaping the overall dining experience and customer satisfaction.

The documentary presented research on the effects of food vloggers on the Tagaytay City food scene. It discussed the role of influencers in raising tourist awareness of the region's culture and culinary traditions, promoting authentic experiences, and fostering cross-cultural communication. The study highlighted the complex influence of food vloggers and influencers on tourists' decision-making processes. They serve as both warning signals and confirmation lights for influencer-centric decision-making.

With all the data gathered by the researchers and the summary of those data, the following recommendations are to be suggested:

Promotion of Authentic Culinary Experiences: Tourism boards, destination marketing organizations, and local businesses can leverage the authenticity portrayed by food vloggers to promote culinary tourism. Collaborations with vloggers who prioritize showcasing local and traditional cuisines can enhance destination branding and attract food-focused travelers.

Engagement with Local Communities: Food vloggers should strive to engage with local communities and respect their culinary traditions and practices. Collaboration with local chefs, food artisans, and community organizations can enrich narratives, provide authentic insights, and foster mutual understanding and appreciation.

Encouragement of Responsible Tourism: Food vloggers have a responsibility to promote responsible tourism practices, including sustainable dining options, ethical food sourcing, and cultural sensitivity. Encouraging viewers to support local businesses, respect cultural norms, and minimize their environmental impact can contribute to sustainable tourism development.

Continued Research and Monitoring: Further research is needed to understand the long-term impact of food vlogging on destination branding, tourism behaviour, and cultural perceptions. Continued monitoring of food vlogging trends, audience preferences, and emerging destinations can inform strategic decision-making by stakeholders in the tourism and hospitality industry.

These recommendations aim to guide stakeholders in the tourism industry, food vlogging community, and destination marketing organizations in harnessing the potential of food vlogging narratives to promote cultural appreciation, sustainable tourism, and responsible engagement with culinary cultures.

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Uncovering Potentials: A Glimpse into the Careers of PWDs in the Restaurant Industry of Tagaytay City: A Qualitative Descriptive

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I. ABSTRACT

The hospitality sector, renowned for its wide array of opportunities, is reachable by people from different backgrounds. Studies have shown that people with disabilities frequently experience inconsistent employment behaviors, which could hinder their careers and put them at a disadvantage compared to their counterparts who are not disabled (Shahidi, F.V. et al., 2023). The objectives are increasing productivity, maximizing their potential, and placing them in positions where they can thrive. A qualitative descriptive design was used where the multiple case study design was selected for its strength in providing an in-depth, contextual understanding of the experiences of Persons with Disabilities (PWDs) in the restaurant industry of Tagaytay City. The participants comprised managers and non-apparent individuals from the casual dining establishment. Analysis was conducted using the triangulation method on employees, managers, and policy documentation. The primary data collection method was complemented with interviews conducted through recordings and observations. This study also used the triangulation method, which is employed to enhance the validity and reliability of the research. This method involves using multiple data sources and perspectives to cross-verify the findings. This study found that having non-apparent PWD personnel plays a significant advantage over apparent PWD employees working in the industry. This study revealed that there are PWD participants who experienced struggles with their work due to their disability. However, these struggles served as their motivation to strive despite their disability. The researchers also found that PWD employees are only given restricted responsibilities inside the organization since none of the businesses provide specific training. To conclude, results indicate that implementing specialized training for PWD employees can help them develop skills that can benefit persons with disabilities.

Keywords: PWD employees, non-apparent, disability inclusivity

II. INTRODUCTION

Finding a job is an essential part of life that significantly enhances one's financial and individual well-being. The hospitality sector, renowned for its wide array of opportunities, is reachable by people from different backgrounds.

The Philippine Statistical Authority stated in 2022 that 1.9 million of the 76 million Filipinos' workforce was made up of people with disabilities. "The Magna Carta for Individuals." Republic Act 7277, sometimes known as "with Disabilities," is an essential piece of legislation that protects disabled people's work rights, expanding these chances across several sectors, such as the thriving restaurant business.

This law prioritizes creating a community beyond merely offering work. A setting that ensures people with disabilities have complete societal inclusion while still being supportive and developmental. However, difficulties are in this field's progression. Studies have shown that people with disabilities frequently experience inconsistent employment behaviors, which could hinder their careers and put them at a disadvantage in contrast to their counterparts who are not disabled (Shahidi et al., 2023).

Studies have shown that PWDs are often relegated to roles that are perceived as less demanding, which inadvertently limits their career trajectory (Sefora & Ngubane, 2021). Relevant findings from research conducted in similar contexts indicate that PWDs, when provided with the proper support and opportunities, can perform as well as their non-disabled counterparts and, in some cases, even outperform those (ElishaAboh & Nightingale, 2023). These studies question the commonly held beliefs and emphasize the importance of having a more detailed understanding of the abilities and possibilities of people with disabilities in the restaurant industry. People with disabilities may find it harder to get and keep jobs in this field because of this decision.

This research aims to determine the unique abilities of individuals with disabilities (PWDs), which will contribute to the expansion of the restaurant industry in Tagaytay. Moreover, the researchers' objective is for findings to serve as a paradigm that other industries can emulate and implement.

Despite obstacles, it is critical to recognize the exceptional capabilities and potential that people with disabilities possess. Their diligence and prowess in generating innovative concepts make them invaluable assets to any organization or team.

This study aims to examine job opportunities for people with disabilities in the food and hospitality business. It will specifically focus on casual dining restaurants in Tagaytay City. The goal is to give a clear and complete understanding of the current situation, which will help create more fair and equal opportunities for people with disabilities to develop their careers.

The researchers conducted five questions to analyze and comprehend the complex experiences of the PWD in this industry. The first question was, what is the experience of people with disabilities employed in the restaurant business in Tagaytay? The second question was, how do inclusion practices within these workplaces influence the career trajectories of PWDs? The third question was, how do the attitudes of management and coworkers shape the employment landscape for PWDs? The fourth question was, what are the perspectives and challenges faced by restaurant managers in Tagaytay City regarding integrating employees with disabilities into their workforce, and how do these factors impact the implementation of inclusive practices? The last question was, what training programs can be developed for Persons with Disabilities (PWD) in Tagaytay City's restaurant industry to enhance their skills and career progression opportunities by unlocking their potential?

The primary goal of this study is to examine and understand PWDs' experiences working as employees in their place of employment, particularly in the selected Tagaytay City tourist business. Furthermore, it aims to comprehend the experiences they have as PWD employees as a whole.

III. METHODS

The researchers incorporated a qualitative descriptive design, a multiple case study approach, and a triangulation method for data collection and analysis. This combination effectively guarantees the validity and comprehensiveness of the research findings.

The multiple case study design is selected for its strength in providing an in-depth, contextual understanding of the experiences of Persons with Disabilities (PWDs) in the restaurant industry of Tagaytay City. This approach aligns with the research's aim to explore the nuanced realities of PWDs in their career environments, uncovering potential patterns and unique experiences across different cases. This approach allows for intensive data on each case within its natural setting, enabling the researchers to observe and analyze the interplay of factors affecting the careers of PWDs in the restaurant industry. Using multiple cases enhances the robustness and

richness of the data, as it provides multiple instances of the phenomenon under investigation, allowing for a more comprehensive understanding. In implementing this design, the research will involve a series of case studies, each focusing on a PWD working in Tagaytay City's restaurant industry. The selection of cases will be based on criteria that ensure a diverse representation of experiences, including different types of disabilities, roles within the restaurant industry, and restaurant settings.

The triangulation method, utilized to improve the validity and reliability of the research, was also applied in this study. To cross-verify the results, this strategy uses a variety of data sources and perspectives. Triangulation is achieved in this study by collecting and analyzing information from three primary sources. These primary sources include the Person with Disabilities (PWDs) Experiences, Restaurant Owners/Managers' Perceptions, and Policy Documents. Persons with Disabilities (PWDs) Experiences. Interviews and observations with PWDs working in the restaurant industry will provide firsthand accounts of their experiences, challenges, and the support they receive. This data is crucial for understanding the real-world implications of working in this industry as a PWD. Restaurant Owners/Managers' Perception. Interviews with restaurant owners and managers will offer an alternative perspective on employing PWDs. This data will help to understand employers' attitudes, policies, and practices towards PWDs, as well as the perceived benefits and challenges of such employment from a managerial standpoint—Policy Documents. Analysis of relevant policy documents, including laws, regulations, and guidelines related to the employment of PWDs, provided a contextual framework for understanding the legal and institutional environment in which these individuals and restaurants operate.

The researchers are employing a study technique known as thematic analysis, a data analysis approach created by Braun and Clarke. They are employing the methodological guidelines outlined by Braun and Clarke in their scholarly publications spanning the years 2006, 2019, and 2020. There are different ways to do thematic analysis, but the most common method has six steps, according to Caulfield (2023). This organized method is also helpful in reducing the tendency only to consider information that supports our existing beliefs during the analysis phase.

The researchers started by getting to know the interview transcripts well. They wanted to ensure they fully understood everything said in the interviews. This first step is crucial because it involves taking notes on what we see, which we will use later to analyze things. (2) In the next step, the researchers begin to sort and arrange the data based on the research questions. (3) The

subsequent step is the identification of potential themes that correlate with the initial codes, which will eventually form patterns and capture the essence of the data set. (4) Reviewing the themes involves revisiting the data to refine the themes, discern connections between codes and themes, and enhance the overall analysis. (5) The researchers then define and name each theme, aiming for concise and accurate descriptors that encapsulate the essence of the data. (6) In the final stage, the researchers critically review the compiled, processed, and refined data to draw conclusions.

Adhering to Braun and Clarke's thematic analysis procedures ensures that the data is analyzed precisely, resulting in more focused themes that accurately reflect the participants' perspectives. The dialogue between the data and the researchers, facilitated by the rigorous application of Braun and Clarke's method, enhances the efficacy of the thematic coding process.

The researchers endeavored to explain the purpose of the study to each participant, although this task may present certain complexities due to the participants' varied conditions. Participants with non-apparent disabilities were engaged through verbal interviews. Participants will be encouraged to record the interview sessions to ensure the fidelity of data transcription while maintaining the confidentiality of their personal information. The confidentiality of the responses provided by the participants were stringently maintained, with no disclosure of the data beyond the scope of this research.

The methodological approach incorporated a semi-structured questionnaire as a directive guide throughout the interview process. As noted by Taherdoost (2022), semi-structured interviews are prevalent in qualitative research, offering a structured yet adaptable format that allows interviewers the discretion to pose additional questions for the sake of clarity. The researchers maintained an open and unbiased stance towards participant responses, avoiding discomforting inquiries. Participant observations in restaurants provided contextual insights into the daily work environment and interactions of PWDs. Document analysis will thoroughly examine relevant policies and regulations to understand the legal and institutional context. Observational data and document analysis was collected in conjunction with the interviews to provide a comprehensive perspective on the research topic.

IV. RESULTS

This study illustrates the challenges and opportunities faced by Persons with Disabilities (PWDs) within the hospitality sector, specifically focusing on the restaurant industry in Tagaytay

City. Using a qualitative descriptive design incorporated by multiple case study approaches, complemented by a triangulation method, the research aims to gain insights into the experiences of PWDs in this context, with a particular emphasis on non-apparent disabilities. The participants included both managers and non-apparent individuals working in casual dining establishments. Through interviews, observations, and analysis of policy documentation, the study investigates the employment behaviours, challenges, and potential coping strategies of PWDs in this setting. The findings show the advantages of employing non-apparent PWD personnel and underscore the need for specialized training to maximize their potential and foster inclusive workplaces.

Case 1: Empowering Abilities: The Journeys of PWD Employees in Tagaytay's Culinary Scene

In Tagaytay, there is many beautiful scenery and lively tourist spots, and you'll find restaurants that play a big part in the city's hospitality scene. Among the variety of tastes and atmospheres, a meaningful change is happening quietly but significantly to the participation of People with Disabilities (PWDs) in the restaurant business.

Meet the PWD employees, a diverse group of individuals with unique abilities and challenges. From chefs to servers, cleaners to managers, these individuals are redefining the narrative of inclusion and empowerment within Tagaytay's bustling culinary scene. Their experiences mirror the focal points of groundbreaking research aimed at understanding the dynamics of employment for PWDs in Tagaytay's restaurant business. Led by a team of dedicated researchers, the study delves into the intricacies of inclusion practices, management attitudes, and the career trajectories of PWD employees within this dynamic industry. As the PWD employees navigate their daily tasks in Tagaytay's restaurants' kitchens, dining halls, and back offices, they face many challenges – from accessing equipment to adapting to the fast-paced environment. However, amidst these challenges, they find strength in their shared passion for hospitality and the supportive environments their colleagues and management fostered.

Through interviews and observations conducted as part of the research, it becomes evident that the experiences of the PWD employees are varied yet interconnected. Across various restaurants in Tagaytay, PWD employees are carving out their space in the restaurant industries, defying stereotypes and reshaping notions of ability and inclusion. However, the study also uncovers systemic barriers that hinder the full integration of PWD employees into the workforce. Limited training programs and misconceptions about their capabilities often result in restricted

responsibilities and missed opportunities for career advancement. As the PWD employees continue their journeys in the culinary world, they embody the spirit of resilience and determination that defines their collective experiences. With each dish prepared, each table served, and each challenge overcome, they exemplify the untapped potential and boundless possibilities within every individual, regardless of ability.

Through the journeys of the PWD employees and the research findings, Tagaytay's Restaurants emerges not only as a hub of gastronomic delights but also as a beacon of inclusivity and empowerment, where the abilities of every individual are celebrated and embraced.

POINT OF VIEW

The provided information highlights the experiences of People with Disabilities (PWDs) employed in Tagaytay's restaurant industry, and the research findings focused on their employment dynamics. PWD employees in various roles, from chefs to managers, are reshaping perceptions of inclusion and empowerment within the culinary scene. They face challenges such as limited training programs and misconceptions about their capabilities but need help finding strength in supportive work environments. The study emphasizes the importance of teamwork, resilience, and a positive outlook in overcoming workplace challenges. Participants express dedication to their jobs, citing a familial atmosphere and mutual support from colleagues and management. Overall, the narrative showcases how PWDs are carving out their space in the culinary world while advocating for inclusivity and recognition of their abilities.

Participant 1

"For me, the working experience here also helps, for example, when I apply in the future. It can help me in terms of credibility, even though I am a person with a disability, I can fulfill my responsibilities."

"Perhaps here, we treat each other like family because whatever they need, whatever we need, they provide. It's vice versa. They also help us to earn money."

"For me, you just need to be patient. And also, be friendly at all times. Just ignore what others think of you. Just prove to yourself that you can do it."

Participant 2

"(tongue clicks) What I face in this position, of course... well, my only problem is sometimes I can't see the order in our POS system, sometimes it appears as two, but it turns out to be just one, sometimes my vision blurs and it appears as two. Yes, and there are times when I end up duplicating orders. It's like that, there are simple things that I miss, and it affects the operation because of me, but still, it continues. Of course, especially when there are a lot of guests, and then you make one mistake like that, all of those have the chance to be pending because you made a mistake, that's the problem I face, we struggle when I don't see things clearly enough."

"On a daily basis, we're happy here in the operation, there are no problems. We help each other. Of course, it's teamwork, no one else does it for us but ourselves. Of course, there are times when we get annoyed because there are so many people and tempers flare up in the dining area, in the kitchen, that's what typically happens every day when you're overwhelmed by too many people. But nonetheless, of course, we should just enjoy whatever difficulties we encounter, just enjoy how many people there are, that's it."

"There are times when it's difficult, especially when there are many customers because there are also times when you make mistakes because of your disability. Yes, there are times when our production gets disrupted because sometimes I make mistakes like, for example, in a simple take-out order that turns out to be for dine-in. Those kinds of situations where I make mistakes."

Participant 3

"Here, the job is okay even though we have a disability, our boss doesn't see us differently. For them, as long as you perform your job well, with honesty and concern, [there's no discrimination?] none at all."

"So, it's like they provide support and accommodation, their cooperation with us as employees, they don't treat us just as employees. It's like we're also part of their family because it's like a give-and-take relationship. We benefit from them, and they also benefit from us."

Case 2: Navigating Inclusivity: Managers' Perspectives in Tagaytay Restaurants

With a diverse workforce and a commitment to inclusivity, Tagaytay restaurants face unique challenges and opportunities in fostering an environment where all employees can thrive. The managers of various restaurants dotted across Tagaytay are not just leaders in their establishments; they are champions of diversity and equality. Recognizing the untapped potential of PWDs, these managers have embarked on a journey to create inclusive workplaces prioritizing talent and ability over disability.

Before they started welcoming everyone, including people with disabilities (PWDs), Tagaytay restaurants faced challenges because they had wrong ideas and misunderstandings about hiring PWDs, just like many other places. Managers faced scepticism from stakeholders and customers alike, who questioned the capabilities of PWD employees in fast-paced restaurant environments. However, these managers saw beyond the barriers and focused on the strengths and talents that PWDs bring. Through innovative hiring practices and tailored training programs, they welcomed PWDs into their teams, providing them with opportunities for growth and development.

In their journey towards inclusivity, managers encountered various challenges. They navigated uncertainties with resilience and determination from logistical hurdles to cultural barriers. They implemented reasonable accommodations, such as specialized equipment and flexible work arrangements, to ensure PWD employees could perform their duties effectively. Moreover, these managers prioritized fostering a culture of acceptance and respect within their restaurants. They conducted sensitivity training for all staff members, promoting empathy and understanding towards their PWD colleagues. Through open communication and mutual support, they cultivated an inclusive work environment where everyone feels valued and empowered. Despite occasional resistance from patrons and peers, these managers remained steadfast in their commitment to inclusivity. They engaged with the community, dispelling myths and misconceptions about hiring PWDs. By showcasing the talents and contributions of their PWD employees, they gradually won over sceptics and earned recognition for their inclusive practices. Tagaytay restaurants stand as shining examples of inclusivity and diversity, thanks to the dedication and leadership of their managers. PWD employees thrive in their roles, contributing to the success and vibrancy of the local restaurant scene. With a shared vision of equality and opportunity, these managers continue to pave the way for a more inclusive future, one plate at a time.

POINT OF VIEW

Managers' perspectives reflect a commitment to inclusivity and support for PWD employees. They prioritize creating barrier-free workplaces and building solid relationships, essential for fostering a culture of acceptance and empowerment. Despite facing challenges, such as lacking formal policies or limited access to certain areas, managers demonstrate resilience and a proactive approach to accommodating PWD employees' needs. Overall, their attitudes shape a favourable employment landscape for PWDs in Tagaytay restaurants, promoting equality and opportunity for all.

Manager 1's Perspective: Fostering a Family-like Environment

Manager 1 emphasizes the familial atmosphere within the restaurant, where staff members support each other regardless of any obstacles they may face, including health concerns. They express a commitment to accepting and assisting every employee, highlighting the importance of treating everyone equally and uplifting each other. This perspective showcases a culture of inclusivity and support that extends into the future.

Manager 2's Perspective: Recognizing Talent and Contribution

According to Manager 2, Participant 2 plays a crucial role in kitchen operations and customer service, contributing significantly to the restaurant's efficiency. This viewpoint underscores the importance of recognizing the talents and abilities of PWD employees and emphasizing their valuable contributions to the team's success. It reflects a positive outlook on the capabilities of PWDs in the workplace.

Manager 3's Perspective: Embracing Inclusive Recruitment Practices

Manager 3 highlights the restaurant's inclusive recruitment practices, particularly in hiring employees with disabilities. They emphasize accommodating each employee's needs and abilities, fostering an environment where everyone can contribute effectively. Additionally, they desire broader initiatives in Tagaytay to support such inclusive practices, indicating a commitment to promoting inclusivity beyond their restaurant.

Case 3: Inclusion of Policy Documentation for Persons with Disabilities (PWDs) in Tagaytay's Restaurant

The restaurant management realized that their existing policies needed the specificity needed to support PWD employment adequately. While they had general provisions for inclusivity, these needed to address PWD employees' unique requirements and potential. Furthermore, they uncovered a significant influence of attitudes among management and coworkers on the working experience of PWDs. Positive attitudes cultivated a supportive environment, while negative perceptions often erected barriers and fostered discrimination. Determined to address these issues, the restaurant management embarked on a journey of introspection and action. They thoroughly reviewed their policies, seeking to inject them with the necessary clarity and inclusivity. This involved drafting specific provisions tailored to the needs of PWD employees, such as implementing training programs customized to different disabilities and providing necessary accommodations to ensure equitable opportunities.

Moreover, recognizing the pivotal role of attitudes in shaping workplace dynamics, management launched comprehensive awareness initiatives. These initiatives aimed to educate staff about the importance of inclusivity, dismantle stereotypes, and foster empathy and understanding towards PWD colleagues. Through workshops, seminars, and training, they endeavoured to create a culture of accepting and celebrating diversity.

The impact of these efforts was profound. Previously navigating uncertainties and barriers, PWD employees found themselves embraced by a workplace culture that valued their contributions and respected their unique needs. This newfound sense of belonging translated into tangible improvements in morale, productivity, and overall job satisfaction. Customers, too, took notice, not only applauding the restaurant's culinary delights but also commending its commitment to social responsibility and inclusivity. In conclusion, the restaurant's journey towards fostering inclusion for PWDs is a beacon of hope and inspiration in Tagaytay's restaurant scene. They demonstrated the transformative power of inclusivity by re-imagining their policies, challenging entrenched attitudes, and fostering a culture of empathy and understanding. In doing so, they enriched the lives of their PWD employees and strengthened their bond with the community they served, paving the way for a more equitable and inclusive future.

POINT OF VIEW

The restaurant management in Tagaytay is a journey to enhance inclusivity for Persons with Disabilities (PWDs) by refining policies and fostering a supportive workplace culture. At the same time, some managers acknowledge the challenges PWD employees face, all expressing commitment to inclusivity. Training initiatives vary among managers, with some highlighting existing programs and others recognizing the need for further development. Overall, there is a consensus on the importance of tailored policies and training programs to unlock the potential of PWD employees and promote inclusivity in the restaurant industry.

Manager 1's Perspective:

It highlights the minimal impact of occasional absences due to health issues among PWD employees. They express understanding and readiness to manage with backup staff, emphasizing their commitment to inclusivity by hiring employees despite their illness.

Manager 2's Perspective:

This information acknowledges the challenges faced by PWD employees, including difficulties in job performance. To support the employee, they offer accommodations such as eyeglasses and express their commitment to helping them retain their jobs despite lacking training in handling such situations.

Manager 3's Perspective:

Manager 3 describes the work environment's lack of hazardous areas for PWD employees but acknowledges limitations in certain operations. Despite this, efforts are made to integrate PWDs into the workplace through basic training tailored to their capabilities.

This information also recognizes the importance of training programs for PWD employees to enhance their skills and career progression opportunities. While some managers highlight existing initiatives, others acknowledge the need for further development.

Manager 1's Approach to Training:

The Manager mentions attending tourism meetings where staff receive training on medical procedures and first aid, including assistance for PWDs within the restaurant, showcasing the establishment's commitment to safety and inclusivity.
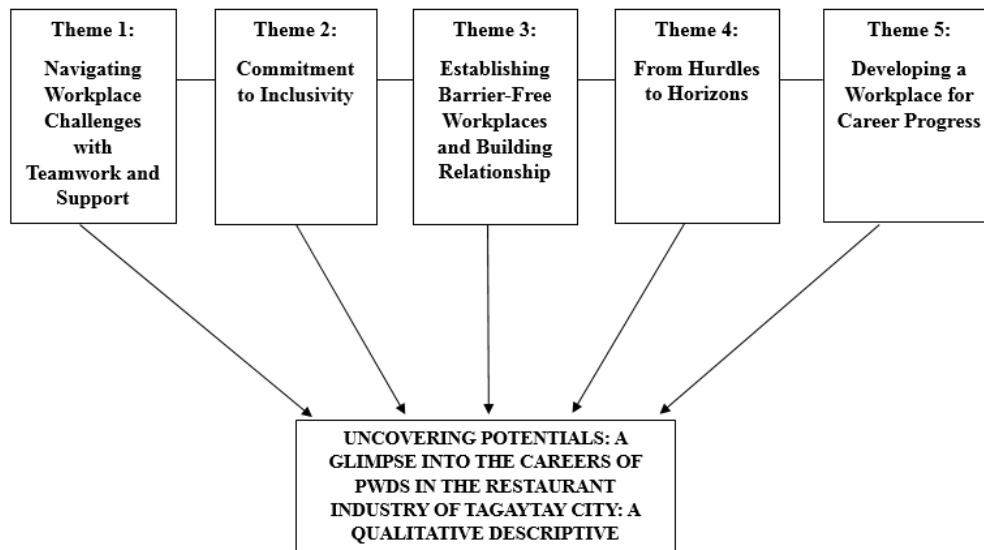
Manager 2's Perspective on Future Training:

Manager 2 admits that current plans for training programs for PWDs are lacking due to operational challenges. However, he leaves open the possibility for future consideration, indicating a willingness to address this issue over time.

Manager 3's Training Strategy:

The Manager 3 explains that basic training is provided equally to all employees, including PWDs, with adjustments made based on individual capabilities. This highlights a commitment to equal treatment while considering the unique needs of PWD employees.

In conclusion, these perspectives underscore the importance of ongoing efforts to enhance inclusion for PWDs in Tagaytay's restaurant industry. They emphasize the need for tailored policies, supportive workplace cultures, and comprehensive training programs to unlock the full potential of PWD employees and promote a more equitable and inclusive future.

| Theme 1: Navigating Workplace Challenges with Teamwork and Support | Theme 2: Commitment to Inclusivity | Theme 3: Establishing Barrier-Free Workplaces and Building Relationship | Theme 4: From Hurdles to Horizons | Theme 5: Developing a Workplace for Career Progress |

UNCOVERING POTENTIALS: A GLIMPSE INTO THE CAREERS OF PWDS IN THE RESTAURANT INDUSTRY OF TAGAYTAY CITY: A QUALITATIVE DESCRIPTIVE

Figure 1. Conceptual Framework

This figure represents how to uncover the potential careers of PWDs in the restaurant sector of Tagaytay City.

Theme 1, Navigating Workplace Challenges with Teamwork and Support, underscores the significance of collaboration and assistance in overcoming obstacles encountered within work environments. It also emphasizes that individuals can better address and conquer challenges by working collectively and receiving support from their colleagues.

For theme 2, Commitment to Inclusivity. The theme highlights the acknowledgment and recognition of the importance of inclusivity in creating equitable and supportive environments. It shows a proactive approach to embracing diversity and treating all individuals with fairness, dignity, and respect.

For theme 3, Establishing Barrier-Free Workplaces and Building Relationships, Building relationships within the workplace involves actively listening to one another, offering support and encouragement, and collaborating effectively as a team. Strong relationships contribute to a positive work culture where individuals feel comfortable expressing their ideas, seeking help, and working towards common goals.

For our theme 4, From Hurdles to Horizons. The transformative journey from facing challenges to exploring more opportunities. It highlights the essence of perseverance through adversity and discovering new potential. This theme serves as a reminder that obstacles are not dead ends but stepping stones to more outstanding achievements and expanded horizons.

Theme 5, developing a Workplace for Career Progress, offers training, mentorship, clear career paths, and performance evaluations. It aims to support staff in gaining new skills, advancing in their careers, and achieving their goals, benefiting both the individuals and the organization.

V. DISCUSSION

This study analyzed and comprehended PWDs' experiences working as employees in their place of employment, particularly in the selected tourism business in Tagaytay City.

According to the results of this study, several participants still needed help adapting to the workplace culture or working conditions. In addition, there are times when the responsibilities assigned to them are restricted according to their capabilities. Typically, they are assigned restricted responsibilities that might reduce their expertise and training in various professions. Because of their disabilities, some of them are not exposed to day-to-day operations.

The researchers determined that the majority of businesses provide their PWD workers with options, such as assigning jobs that are manageable for them. Moreover, the researchers encountered a commendable willingness among some restaurants to embrace PWD employees, treating them with the same respect and familial warmth extended to all staff members.

This study also revealed that other businesses continue to provide PWD personnel with training in the same manner as they do for ordinary staff. Additionally, they provide equipment that can make it easier for its PWD staff to do their responsibilities.

However, in certain situations, especially in operations where speed and efficiency are vital, the integration of PWD workers was perceived as a challenge. The study discovered that two establishments struggle to manage a person with a disability. There have been situations where an employee's disabilities caused operational delays, resulting in restrictions on their duties to prevent additional concerns. Furthermore, the researchers revealed that discrimination also exists in one of the establishments for PWD employees, wherein they are setting limitations in hiring PWD workers to avoid delays and implications for operations. Nevertheless, the remaining firm was able to manage its PWD personnel based on their task performance, in which the management imposes restrictions that may be harmful to its employees with disabilities.

The researchers also discovered that some establishments provide protection, specifically non-disclosure agreements that restrict the researchers from conducting interviews with their PWD employees. In addition, the researchers came across an establishment where one of the PWD employees was deaf and mute. They are not being exposed to the point where their personal information is not being gathered, which is good because this establishment protects their PWD employee and does not expose their personal information beyond their disabilities. This employee is not being taken for granted by the establishment. This also covered the Republic Act No. 10173, also known as the Data Privacy Act of 2012, which aims to protect personal data in information and communications systems in the government and the private sector. This leads the researchers to need more participants to conduct this study. On the other hand, implementing these rules and regulations plays a vital role for both the establishments and PWD employees because it does not invalidate the rights of the PWD employees or the reputation of the establishments.

In conducting this study, the researchers discovered that most establishments need training designed for PWD employees, which can limit the opportunities and skills that may be developed for every PWD employee. With this, the researchers recommend the following:

The researchers recommend offering training programs specialized for PWD employees. This program includes seminars, workshops, and training that will enhance and develop the skills and potential of PWD employees. This will help the PWD employees develop and learn skills that can benefit them. In addition, as they pursue this sector despite their impairment, this will assist them in growing and learning about what a typical person does for a living.

The researchers will also recommend an orientation for managerial and supervisory positions to provide knowledge and understanding of managing or handling PWD employees within their establishments. As the company's leaders, they may empower the PWDs and offer them an opportunity to join their team, which will help them develop and inspire others.

Beyond that, the researchers will recommend against stopping employing PWDs to the best of their ability so that they can contribute to the institution and their personal development, as they have a right to engage in the workforce.

This study found that having non-apparent PWD personnel plays a significant advantage over apparent PWD employees working in the industry. This study revealed that there are PWD participants who experienced struggles with their work due to their disability. However, these struggles served as their motivation to strive despite their disability. Employees with disabilities may be able to reach their full potential and advance their knowledge and abilities in their line of work by undergoing specialized training. The researchers also encounter establishments that do not hire PWD since some technologies and machines do not apply to persons with disabilities.

The study showed the researchers that every person with disabilities has the potential to work in the restaurant industry. Nonetheless, the researchers also discovered that some participants had no sustainable long-term job opportunities, which suggests that they could not work in the food company despite their condition. It is merely a stepping stone for their future job pursuits. It was observed that most participants are non-apparent, which means the researchers have not encountered any apparent PWDs. According to the research title, "Uncovering Potentials," indicates that some people with disabilities can work in the restaurant sector, but not all do. This research tells researchers that, in contrast to those with apparent disabilities, the majority of respondents had non-apparent disabilities and may thus fit in with the restaurant industry's workforce with ease.

Meanwhile, the researchers distinguished in this study that the PWD working in the restaurant industry exists, and there is an open door for a career opportunity for PWD employees

working in the restaurant industry. The researchers have found potential, but it is not sustainable to create a long-term career plan for the restaurant business. It is the primary discovery. The participants, particularly those with non-apparent disabilities, view their roles in the restaurant sector as a preliminary step—a foundational chapter towards crafting their future career paths.

As well this observation implies that, despite its accommodations, the industry might not provide the stable career path that one might anticipate, particularly for those with apparent disabilities.

Despite these positive indications of inclusion, the study underscores a critical gap: while the door to employment in the restaurant industry is open for PWDs, offering a glimpse of what is possible, the path only sometimes leads to sustainable, long-term career development. For many PWDs, jobs in this sector represent a stepping stone rather than a destination. Thus, while this research confirms the existence of opportunities for PWDs in the restaurant industry, it also highlights the need for a more profound transformation.

Notwithstanding their limitations, these individuals are eager to acquire skills and pursue career paths that will allow them to lead more desirable lives. Despite their circumstances, they can still perform the duties and responsibilities of regular employees. Also, the establishments already leading by example could serve as a blueprint for others, potentially paving the way for a future where the industry not only opens its doors to PWDs but also supports their growth and career aspirations to the fullest extent.

A PROPOSED PROGRAM FOR PWD EMPLOYEES IN THE SELECTED RESTAURANT IN TAGAYTAY CITY

Rationale:

This program's purpose is to inform and raise awareness of the various tourist businesses throughout Tagaytay City. Additionally, this program will support the businesses that encourage and assist every PWD employee. The businesses will produce regulations, guidelines, and policies that support the advancement of disability inclusion in the workplace. This initiative will help the establishment, the PWD community, and the non-PWD personnel.

General Objectives:

This program aims to help each PWD employee reach their full potential and develop their skill set. It also aims to gain respect among coworkers, enhance communication, and promote social inclusion. Additionally, this initiative will make PWD employees' lifestyles more understandable to non-PWD personnel. Preventing discrimination at work is vital to creating a healthy workplace that is inclusive of all employees, regardless of their disability.

Key Result Areas	Objectives	Action Plan/Activities
Social	To enhance and develop the skills and potential of PWD employees.	Recommend a program that includes seminars, workshops, and training that will discuss disability inclusion in order to explore and understand the needs of the persons with disabilities. Managerial and supervisory positions should also receive training and orientation regarding how to handle a
	To provide knowledge and understanding in managing or handling PWD employees within their establishments.	

		person with disabled employees.
	To help them advocate themselves in the areas that need improvement.	Annually conduct a session to discuss the overall performance, areas for improvement, and career aspirations of all the employees, including the persons with disabilities.
	To have sustainability of career and growth of the PWDs.	They are entitled to recognition, a promotion, and long-term employment for their hard work and dedication in the workplace. In their lives, helping and inspiring others like the other PWDs is more significant than merely being a stepping stone.

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Covid-19 Pandemic Effects on Mental Health among Seafarers in Selected Towns of Cavite: A Retrospective Correlational Study

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I. ABSTRACT

The study COVID-19 Pandemic has significantly impacted the mental health of seafarers, affecting their emotional, psychological, and social well-being. Financial concerns, confusion about COVID-19 laws, and limited family interaction exacerbate stress levels, anxiety, and economic strain. The study aims to understand the demographic profile of respondents and the impact of COVID-19 on their mental health regarding economic, emotional, and stress levels. The research uses a correlational retrospective study, incorporating a quantitative technique. The study uses stratified random sampling to ensure sample representativeness and employs a survey questionnaire to gather data on the effects of COVID-19 on seafarers' mental well-being. The results highlight the complex interaction between demographic traits and general health, emphasizing the urgent need for focused initiatives and support networks. The study also reveals relationships between stress levels, age, gender, and income, with higher stress levels associated with older and female respondents. Income inequality also influences the economic effects of COVID-19, with higher earners experiencing more difficulties. In conclusion, the COVID-19 pandemic has significantly impacted the mental health of seafarers, with anxiety and stress levels exacerbated by undefined restrictions, financial worries, and limited family interaction. Further research is needed to improve understanding and create practical solutions for enhancing seafarers' mental resilience.

Keywords: Stress levels, Mental Health, Seafarers, Covid-19 Law.

II. INTRODUCTION

Mental health encompasses emotional, psychological, and social well-being; it influences how individuals think, feel, and behave daily. It depends on preserving quality of life, societal contribution, and status as a critical component of general health. Mental health conditions can range from more ordinary concerns, such as anxiety and depression, to more severe illnesses, like schizophrenia and bipolar disorder. Environmental stresses, life experiences, genetics, and biological predispositions are all factors that influence mental health. A person must have access to high-quality mental health treatment, including counselling, medication, and support services, in order to effectively manage and treat mental health disorders. However, stigma, prejudice, and financial insufficiency often impede the ability to seek help and obtain the necessary medical attention. It is crucial to de-stigmatize conversations surrounding mental illness, expand access to mental health remedies, and raise awareness of mental health issues in order to foster an environment conducive to the intellectual and emotional growth of individuals. Furthermore, the critical success of promoting overall well-being and resilience hinges on seamlessly incorporating mental health services across various settings, including schools, communities, and workplaces. Prioritizing mental health ultimately contributes to advancing kinder, healthier societies and the individual.

Seafarers, the backbone of international trade, transport ninety per cent of the world's goods. Seafarers confront difficulties that might affect their mental health and well-being even in everyday situations because they work on ships for extended periods and are frequently separated from their families and communities. Their line of work exposes them to loneliness, exhaustion, and stress, all of which can exacerbate mental health conditions, including depression, anxiety, and loneliness. However, these difficulties have been made much worse by the start of the COVID-19 epidemic. Because the pandemic disrupted crew changes, port restrictions, and restricted access to medical care, seafarers have been among the most severely affected. Many have been unable to return home or get necessary care, leaving them stranded at sea for months after their contract expires. In addition, the inability to exit in ports and socialize with other crew members has made loneliness and isolation feel even more acute. Systemic shortcomings in the maritime industry have been brought to light by the absence of clear protocols and support mechanisms to meet the mental health requirements of sailors during the epidemic.

The COVID-19 pandemic has significantly impacted the mental health of seafarers. As essential workers, they face unique challenges such as prolonged isolation at sea, uncertainty about crew changes, and restricted access to mental health resources. Extended contracts, sometimes lasting months beyond their original term, exacerbate feelings of loneliness and stress. The inability to return home to their families due to travel restrictions adds to their emotional burden. Concerns about contracting the virus onboard, coupled with limited medical facilities, intensify anxiety. These factors combined create a perfect storm for mental health struggles among seafarers during the pandemic, highlighting the urgent need for support systems and interventions.

Because of the difficulties that seafarers encounter in their line of employment, research on their mental health during the pandemic is quite essential. Long periods spent away from home, loneliness, and hard-working conditions are all part of being a seafarer. These difficulties were made worse by the COVID-19 epidemic, which restricted crew changes, restricted access to mental health resources, and raised worries about health and safety on board ships. It is essential to comprehend how these pressures affect sailors' mental health for several reasons. First, it makes it possible to create specialized support networks and interventions matched to their requirements, encouraging adaptability and coping mechanisms. Second, to protect marine operations, it is imperative to address mental health issues among seafarers to ensure their safety and effectiveness in carrying out their tasks. Moreover, by lowering the chance of accidents and raising crew retention rates, putting seafarers' mental health first promotes maritime safety and sustainability. Consequently, research on the psychological state of seafarers during the pandemic is essential for the overall health and productivity of the maritime sector, and it is also a humanitarian issue.

There are several critical gaps in the research on mariners' mental health during the epidemic. First off, due to difficulties gathering data at sea and restricted access to research participants, there is a dearth of thorough information regarding the frequency and severity of mental health problems among seafarers during this period. Furthermore, longitudinal research is required to evaluate the pandemic's long-term impact on sailors' resilience and mental health. Additionally, studies should examine the efficacy of programs and systems designed to help seafarers deal with the particular stressors they encountered during the pandemic, emphasizing areas that needed development and best practices.

This study aims to determine COVID-19 Pandemic Effects on Mental Health in Selected Towns of Cavite: A Correlational Retrospective Study and it can answer the following questions: What is the profile of the respondents in terms of age, gender, citizenship status, monthly income, years of experience, town or location, what type of passenger is domestic or international, and what is the effect of COVID-19 on the seafarer's mental health in terms of economic, emotional, and level of stress? To know if there is a significant relationship between the profile of the respondents and the effect of COVID-19 on their mental health, and based on the study's findings, what is the possible work plan that the researchers can devise?

Anderson and Liu's investigation, outlined in the Journal of Urban Economics, delved into the economic strains encountered by city dwellers amidst the COVID-19 outbreak. Their findings, published in 2020, underscored a notable surge in financial pressure from job cuts and dwindling incomes, notably impacting lower-income and middle-class households (Anderson & Liu, 2020).

In "The Economic Journal," Patel's study shed light on the amplified economic hardships experienced by gig economy workers amid the pandemic. Released in 2021, the research spotlighted the distinctive hurdles these workers face, including job instability and the absence of benefits, contributing to heightened anxiety and financial strain (Patel, 2021).

Garcia and Thompson's research, featured in "Small Business Economics," scrutinized the repercussions of COVID-19 on the economic stress endured by small business proprietors. Published in 2022, the study brought issues such as cash flow challenges and the psychological toll of navigating business continuity amidst the pandemic (Garcia et al., 2022).

Chen and Singh's study, documented in Labor Economics, explored the nexus between prolonged unemployment sparked by the pandemic and the resultant economic strain. The research, published in 2020, revealed a correlation between protracted periods of joblessness and heightened levels of depression and anxiety (Chen & Singh, 2020).

In their examination published in the "Journal of Family Psychology," Smith and Hernandez delved into the ramifications of economic stress on family dynamics and mental well-being during the pandemic. The 2023 study indicated escalated familial tensions and stress within households grappling with financial adversities (Smith & Hernandez, 2023).

III. METHODS

The researchers used a correlational descriptive design, and we surveyed by using a questionnaire to gather information and data. The questionnaire will specifically explore how COVID-19 has affected seafarers' emotional condition, stress levels and financial status about their mental health. On the other hand, Quantitative Data is collected quantitatively through statistical records, surveys and experiments to quantify and evaluate trends and other features.

Sample size refers to the number of individuals or elements included in a research study's sample. It represents the subset of the selected population for data collection and analysis. Determining an appropriate sample size is a crucial aspect of research design, as it can impact the study's findings' accuracy, reliability, and generalizability. The researchers used 160 seafarers from the selected town of Cavite as the study's respondents.

In this study, the researchers used stratified sampling. This is the most appropriate sampling method, as this process helps ensure that the sample is representative of the population, allowing researchers to make valid inferences about the population based on the characteristics of the sample. Random sampling is a statistical technique used in research and data analysis to select a subset of individuals or items from a larger population. The critical characteristic of random sampling is that each member of the population has an equal chance of being selected.

We conducted a comprehensive Google Forms survey to gather insights from 170 seafarers. Through this platform, we aimed to delve into various aspects of their experiences, challenges, and well-being. By reaching out to seafarers directly, we sought to understand the unique stressors they face in their profession, particularly in light of the ongoing challenges posed by the COVID-19 pandemic.

The researchers used stratified sampling as one of their research instruments to gather data and information, specifically about the effect of COVID-19 on the seafarer's mental health in terms of economic, emotional, and stress levels. Research also extensively used surveys and questionnaires to get quantitative data from various individuals. A survey questionnaire consists of a prearranged list of inquiries intended to elicit standardized data and viewpoints from participants. Respondents are usually given the questionnaire in writing or electronic form and are expected to complete it independently.

Part I of the survey questionnaire will ask for the respondents' demographic profile, such as their age, gender, civil status, monthly income, years of experience, town/location, passenger, and trips, if domestic or international. The respondents must answer this part of the questionnaire.

Part II of the survey questionnaire consists of an answer sheet with researcher-made questions answerable: strongly agree, agree, neutral disagree and strongly disagree. It includes the effect of COVID-19 on the seafarer's mental health in terms of economic, emotional, and level of stress. A cover letter asking for information from the responders and requesting their participation in this attempt is included in the questionnaire. Conversely, the questionnaire has a detailed instructions section to help responders complete the form. Professionals validated the questionnaire to ensure the validity and reliability of the data. After the researchers incorporated the validation and corrections, the self-made survey questionnaire was tested for reliability.

Researchers use frequency as a statistical tool to determine the number of respondents based on demographic profiles such as age, gender, civil status, monthly income, years of experience, town/location, passenger, and trips if domestic or international. Frequency refers to how often an observation occurs in a study or experiment.

Percentage is also used to analyze data about the demographic profile of the respondents. A *percentage* is a numeric expression that expresses a proportion or ratio in parts of 100. It is commonly used in research to describe the frequency or prevalence of a particular trait or behaviour within a sample or population.

IV. RESULTS

Table 1

The profile of the respondents in terms of age.

Age	Frequency	Percentage
18 – 25 years old	26	15.90%
26 – 30 years old	32	19.50%
31 – 40 years old	56	34.10%
41 – 60 years old	50	30.50%
Total	164	100%

The demographic profile of respondents is primarily middle-aged, with 34.10% and 30.50% being in their mid-thirties. This diversity allows for insights into how different age cohorts perceive and respond to certain phenomena, which can be helpful for targeted marketing or policy-making. The 18-25 age group comprises 16% of the respondents, reflecting generational gaps in attitudes and behaviours. Most respondents are 31-40 and 41-60, making them crucial for businesses targeting specific age demographics. Analyzing responses across different age groups can help identify trends and patterns and inform product development, communication, or policy formulation strategies. However, more than age alone may be needed to capture the full complexity of individuals' characteristics, attitudes, and behaviours.

Table 1.1

The profile of the respondents in terms of gender

Sex	Frequency	Percentage
Female	27	16.50%
Male	137	83.50%
Total	164	100%

The table shows a significant gender disparity among respondents, with males constituting the majority at 83.50% and females at 16.50%. This skew raises concerns about the inclusivity and representativeness of the survey. Analyzing responses separately for males and females can provide valuable insights into gender-specific attitudes, preferences, and behaviors. Understanding the intersectionality of gender with other demographic factors can help address disparities more effectively. Gender dynamics are influenced by social and cultural norms, which vary across societies and contexts. According to The Philippines' sex ratio in 2014 shows a male population over females, potentially influencing their superiority in the maritime industry.

Table 1.2

The profile of the respondents in terms of Civil Status

Civil Status	Frequency	Percentage
Single	62	37.80%
Married	94	57.30%
Separated	6	3.70%
Annulled/Divorce	2	1.20%
Widowed	0	0
Total	164	100%

The table shows the distribution of respondents based on their civil status, including Single, Married, Separated, Annulled/Divorced, and Widowed. The majority are married (57.30%), with single respondents making up 37.80%. Separated and annulled/divorced individuals have smaller proportions but offer unique experiences in relationship dissolution, co-parenting, financial matters, and emotional well-being. Widowed individuals have no respondents, possibly due to demographic characteristics or sampling biases. Understanding marital status diversity can inform targeted interventions, policy formulation, and support services promoting well-being and resilience across diverse life circumstances, according to Yur et al. (2012) states that many seafarers enter the industry intending to earn a substantial income, as the remuneration for those employed at sea differs from that of workers stationed on land. In order to support themselves, the majority of seafarers enter the profession, particularly those who are married or have families.

Table 1.3

The profile of the respondents in terms of Monthly Income

Monthly Income	Frequency	Percentage
Less than 15,000	26	15.90%
15,001 – 30,000	27	16.50%
30,001 – 50,000	48	29.30%
50,001 and Above	63	38.40%
Total	164	100%

The table shows the income distribution among seafaring professionals, ranging from less than 15,000 to 50,001 and above. The majority of respondents earn higher incomes, indicating senior or specialized roles. The middle-income earners, comprising 45.80% of the respondents, face challenges related to financial security and access to resources. Income disparities among seamen can reveal social and economic equity issues within the industry. Understanding income distribution can inform initiatives to improve financial literacy, provide financial assistance, or enhance employment opportunities. This data can also impact local economies, global trade networks, and maritime infrastructure development. Supporting financial stability and prosperity contributes to the sustainability and growth of the maritime sector.

Meanwhile, Dungo (2013) says that is just the starting salary. Once your seaman level is upgraded, you have gone training, or you are promoted, it goes higher. Some seamen receive as much as P60,000 or P150,000 depending on whether the company is vast, like an extensive European shipping line or a famous cruise ship for luxury travel. Salary and benefits differ depending on the position, such as chief officer, chief mate, second mate, third mate, etc. Some positions also pay triple the basic salary, like wheelhouse, master, able seaman, harbour pilot, etc. The majority of companies offer paid vacation leave.

Table 1.4

The profile of the respondents in terms of Years of Experience

Years of Experience	Frequency	Percentage
2 years	28	17.10%
3 years	24	14.60%
4 years	42	25.60%
5 years	70	42.70%
Total	164	100%

The table shows the distribution of seafarer's experience levels among respondents, ranging from 2 years to 5 years. The majority (42.70%) have five years of experience, indicating a significant representation of mid-level seafarers. The distribution shows a gradual progression, with fewer respondents having 2 or 3 years of experience (17.10% and 14.60%) than those with 4 or 5 years (25.60% and 42.70%). Understanding this distribution can provide insights into skill

acquisition and retention within seafaring and should be considered in recruitment, training, and retention efforts. Dungo (2013) states that many Filipinos aspire to pursue careers as seamen, mariners, or sailors due to the lucrative salaries and extensive benefits. In the meantime, there are so many recent marine engineering and marine transportation graduates that the only thing you would likely hear is about obtaining a decent break. However, working on any ship would suffice. As the saying goes, recent graduates are anxious to obtain employment. Most have mortgages that need to be repaid and loans obtained for maritime training. Indeed, upon graduating from college, that is precisely what all individuals would do (Raunek, 2011).

The table highlights the distribution of experience levels among surveyed seamen and underscores implications for career development, skill acquisition, mentorship, and industry resilience. Analyzing experience data can inform targeted interventions and initiatives aimed at supporting seafaring professionals' professional growth and well-being throughout their careers.

Table 1.5

The profile of the respondents in terms of Town/Location

Town/Location	Frequency	Percentage
Silang	45	27.40%
Dasmarinas	24	14.60%
Imus	20	12.20%
Bacoor	18	11.00%
Trece Martires	20	12.20%
Indang	23	14.00%
General Trias	14	8.50%
Total	164	100%

The table presents the distribution of respondents based on their town or residence location. The surveyed towns or locations include Silang, Dasmarinas, Imus, Bacoor, Trece Martires, Indang, and General Trias. For each town or location, the table provides the frequency of respondents and the corresponding percentage. The data showcases the geographical distribution of seamen across various towns or locations within the surveyed area. Understanding seafarers' residence can provide insights into regional demographics, economic activities, and social

dynamics. Among the surveyed towns, Silang emerges as the most represented, with 27.40% of respondents residing there. This suggests that Silang may serve as a significant population centre or hub for seafaring professionals, potentially due to proximity to maritime facilities, employment opportunities, or residential amenities. The distribution of respondents across towns of varying urbanization levels (urban, suburban, rural) reflects the diverse residential landscapes within the surveyed area. Analyzing these dynamics can offer insights into the intersection of urban-rural migration, employment patterns, and quality of life among seafaring communities. Towns with higher representation may have better accessibility to transportation networks, educational institutions, healthcare facilities, and other essential services. Understanding disparities in infrastructure and service provision across different locations is essential for addressing equity gaps and enhancing the well-being of seafarers and their families. Each town or location may have unique cultural, social, and environmental characteristics that shape the experiences and identities of seafaring communities. Considering these contextual factors is essential for designing culturally sensitive interventions and fostering social cohesion within and across towns.

In summary, the table provides insights into the geographical distribution of seafaring professionals across surveyed towns or locations, highlighting implications for regional development, community dynamics, and social well-being. Analyzing these implications can inform targeted interventions and policies to support thriving and resilient seafaring communities.

Table 1.6

The profile of the respondents in terms of Passenger

Passenger	Frequency	Percentage
Local	60	36.60%
International	104	63.40%
Total	164	100%

The table presents the distribution of respondents based on their passenger type, categorizing them as either Local or International passengers. The table provides the frequency of respondents and the corresponding percentage for each category. The data indicates a division between respondents serving as local passengers and those serving as international passengers within the maritime industry. This distinction likely reflects the diverse nature of seafaring roles

and the routes they navigate. Most respondents, comprising 63.40% of the sample, are involved in international passenger routes. This suggests a significant presence of seafarers engaged in cross-border travel and global maritime operations, such as international cruises or ferry services between countries. While the proportion of seafarers involved in local passenger routes is smaller (36.60%), their inclusion is noteworthy. Local passenger services may include domestic ferry routes, coastal cruises, or intra-regional transportation catering to tourism, commuter, or leisure travel within a specific geographic area. The prevalence of international passenger routes underscores the role of seafarers in facilitating global connectivity and trade. Seafaring professionals operating on international routes contribute to moving goods, people, and resources across national borders, supporting economic exchange and cultural exchange between countries. Seafarers on international passenger routes may require specialized training, certifications, and skills to navigate complex international waters, comply with regulatory requirements, and ensure passenger safety and satisfaction. Investing in training and professional development is crucial for enhancing the competency and professionalism of seafarers in this sector.

In summary, the table highlights the distribution of seafarers based on their involvement in local and international passenger routes, emphasizing implications for global connectivity, economic impact, regulatory compliance, cultural exchange, and professional development within the maritime industry. Analyzing these implications can inform policy decisions, industry initiatives, and workforce development strategies to support safe, sustainable, and inclusive international passenger operations.

Table 1.7

The profile of the respondents in terms of Type of Trip

Type of Trip	Frequency	Percentage
Domestic	56	34.10%
International	108	65.90%
Total	164	100%

The table presents the distribution of respondents based on the type of trip they are involved in, categorizing them as Domestic or International. The table provides the frequency of respondents and the corresponding percentage for each category. The data indicates a distinction

between respondents involved in domestic and international trips within the maritime industry. This differentiation reflects the diverse range of maritime routes and destinations seafarers serve. Most respondents, comprising 65.90% of the sample, are involved in international trips. This suggests a significant presence of seafarers engaged in cross-border travel and global maritime operations, such as international shipping routes, cruises, or ferry services between countries. While the proportion of seafarers involved in domestic trips is smaller (34.10%), their inclusion is notable. Domestic trips may involve coastal shipping, inland waterway transportation, or short-distance ferry services within a country's territorial waters, serving various purposes such as cargo transport, passenger travel, or tourism. The prevalence of international trips underscores the role of seafarers in facilitating global connectivity, trade, and tourism. Seafaring professionals involved in international trips contribute to the movement of goods, people, and resources across national borders, supporting economic exchange and cultural interaction between countries.

In summary, the table highlights the distribution of seafarers based on the type of trips they are involved in, emphasizing implications for global connectivity, economic impact, regulatory compliance, cultural exchange, and professional development within the maritime industry. Analyzing these implications can inform policy decisions, industry initiatives, and workforce development strategies to support safe, sustainable, and inclusive maritime operations.

The COVID-19 pandemic has placed immense economic strain on seafarers, with reduced hours and job insecurity amplifying financial worries. Emotionally, extended periods at sea due to restricted crew changes have intensified feelings of loneliness and separation from loved ones, exacerbating mental health challenges. These factors have culminated in elevated stress levels among seafarers, impacting both their mental and physical well-being.

Table 2

The impact of the COVID-19 pandemic on the mental health of seafarers

Economic	Mean Score	V.I.
COVID-19 has caused financial worries for seafarers, leading to more stress and anxiety.	4.43	VHF
The unstable job market and extended contracts at sea are causing financial worries and mental health concerns for seafarers.	4.37	VHF
Pandemic delays and longer times at sea are stressing seafarers' mental health.	4.40	VHF
Seafarers facing pay cuts or job loss due to COVID-19 are experiencing more stress, impacting their mental health.	4.37	VHF
Pandemic-related economic issues, like fewer jobs and lower pay, are causing emotional strain for seafarers.	4.37	VHF
Mean Economic effect of COVID 19 on the seafarers	**4.38**	VHF
COVID-19 rules and long periods away from home have increased loneliness among seafarers, affecting their emotional health.	4.37	VHF
Crew change uncertainties and travel limits have heightened anxiety and distress for seafarers	4.34	VHF
COVID-19 limits on socializing and mental health support have increased emotional difficulties for seafarers.	4.40	VHF
Limited contact with family due to travel restrictions and poor connectivity at sea is harming seafarers' emotional well-being.	4.41	VHF
Prolonged separation from family due to COVID-19 is causing more stress and emotional strain for seafarers.	4.37	VHF
Mean emotional effect of COVID 19 on the seafarers	**4.37**	VHF
Travel and quarantine uncertainties, along with extended stays on-board, have greatly increased seafarers' stress during the pandemic.	4.36	VHF
Dealing with COVID-19 rules and infection risks at sea has led to higher stress for seafarers.	4.43	VHF

Unclear COVID-19 rules for crew changes and port entry have increased stress for seafarers.	4.45	VHF
Concerns over health safety on ships and pandemic unpredictability are heightening seafarers' stress and anxiety.	4.37	VHF
New safety protocols due to the pandemic have increased stress and affected seafarers' mental health.	4.32	VHF
Mean level of stress of COVID 19 on the seafarers	**4.38**	VHF
Mean effect of COVID 19 on mental health of seafarers	**4.38**	VHF

Legend:

4.21 – 5.00 = Very high effect

3.41 – 4.20 = high effect

2.61 – 3.40 = moderate effect

1.81 – 2.60 = low effect

1.00 – 1.80 = very low effect

This legend categorizes the impact levels of various factors into five distinct ranges. Factors with minimal influence fall into the "shallow affect" category (1.00 – 1.80), while those with slightly higher significance are labelled as "low effect" (1.81 – 2.60). Moderately influential factors are classified as having a "moderate effect" (2.61 – 3.40), while those with substantial impact are considered to have a "high effect" (3.41 – 4.20). Finally, the "very high effect" category (4.21 – 5.00) encompasses the most significant influence factors, aiding in clear and structured evaluation and decision-making processes. Top of Form

The table outlines the impact of the COVID-19 pandemic on seafarers' mental health, focusing on economic concerns, emotional well-being, and stress levels. It quantifies these effects using mean scores, with visual interpretations indicating the severity of each effect. The provided table presents the effects of the COVID-19 pandemic on seafarers' mental health across three dimensions: Economic, Emotional, and Level of Stress. Each effect is quantified using a Mean Score, and a visual interpretation (V.I.) is provided to categorize the severity of the effect. Here is the introduction, description, and discussion of the table. Economic effect: This section examines how the pandemic has affected seafarers financially, leading to stress and anxiety. The mean score for economic effect is 4.38, categorized as a very high effect (VHF). The statements highlight

financial worries, job instability, pay cuts, and emotional strain due to pandemic-related economic issues. Emotional effect: This segment explores the emotional impact of COVID-19 on seafarers, including loneliness, anxiety, distress, and emotional difficulties. The mean score for emotional effect is also 4.37, categorized as a very high effect (VHF). The statements underscore the emotional toll of prolonged separation from family, limited socialization, and uncertainty surrounding travel and quarantine measures. Level of Stress Here, the table evaluates the level of stress experienced by seafarers during the pandemic, considering factors such as crew change uncertainties, health safety concerns, and pandemic-related rules and protocols. The mean stress level score is 4.38, categorized as a very high effect (VHF). The statements highlight heightened stress levels attributed to uncertainties, infection risks, and adherence to new safety protocols.

The table reveals the pervasive impact of the COVID-19 pandemic on the mental health of seafarers across various dimensions. Economic concerns, emotional distress, and heightened stress levels are prevalent among seafaring professionals, stemming from job insecurity, prolonged separations from family, and uncertainties surrounding pandemic-related regulations and protocols. The economic impact of the pandemic has exacerbated financial worries and instability for seafarers, leading to heightened stress and anxiety. Job market uncertainties, pay cuts, and extended contracts at sea contribute to the economic strain experienced by seafarers, impacting their mental well-being. Emotional Well-being Seafarers face emotional challenges related to loneliness, anxiety, and distress due to prolonged separations from family, limited socialization opportunities, and uncertainty surrounding travel and quarantine measures. The impact of COVID-19 on work and life on board, as well as seafarers' employment and family concerns, was measured with items developed for this study based on reports from welfare organizations and media coverage in the spring of 2020. The emotional toll of the pandemic underscores the need for mental health support and social connectivity initiatives within the maritime industry. Level of Stress COVID-19-related uncertainties, health safety concerns, and adherence to new rules and protocols have contributed to heightened stress levels among seafarers. The unpredictable nature of the pandemic and its impact on maritime operations intensify stressors faced by seafaring professionals, necessitating proactive measures to address mental health needs and support resilience. A large body of literature has explored various risk factors affecting seafarers' mental health, demonstrating that the working environment at sea exposes seafarers to stress and

psychological harm. Nevertheless, due to the stigma associated with mental health problems, it is suggested that seafarers are reluctant to acknowledge them and seek support.

The data presented in the table elucidates the profound impact of the COVID-19 pandemic on the mental well-being of seafarers across multifaceted dimensions. Notably, economic concerns, emotional distress, and elevated stress levels emerge as pervasive themes among maritime professionals, primarily stemming from job insecurity, prolonged separations from familial support systems, and the uncertainties surrounding pandemic-induced regulatory frameworks and protocols. Economic ramifications of the pandemic are starkly evident, exacerbating financial anxieties and instabilities among seafarers. Factors such as ambiguous job prospects, wage reductions, and protracted contract durations at sea collectively exacerbate economic stressors, significantly impacting the mental health equilibrium of seafaring individuals. Emotional well-being emerges as another critical facet of concern, manifesting in feelings of loneliness, anxiety, and distress attributable to extended absences from familial environments and constrained opportunities for social interaction. The confluence of prolonged separations from loved ones and the perpetual uncertainty surrounding travel logistics and quarantine mandates further compound the emotional burdens experienced by seafarers. The stress level among seafarers registers a significant escalation in the wake of COVID-19-induced uncertainties and health safety apprehensions. The exigencies of adhering to evolving regulations and protocols and the capricious nature of the pandemic's impact on maritime operations precipitate heightened stress levels among seafaring professionals.

Consequently, a pressing need arises for proactive initiatives to fortify mental health resilience and foster support structures within the maritime industry. Existing literature underscores the inherent vulnerability of seafarers to stressors and psychological distress stemming from the unique working environments encountered at sea. However, the prevailing stigma surrounding mental health concerns acts as a deterrent, impeding seafarers' willingness to acknowledge and seek assistance for such issues. Addressing this stigma and promoting a culture of open dialogue and support are imperative steps towards enhancing the mental well-being of seafarers and fortifying their resilience in the face of adversities precipitated by the COVID-19 pandemic.

Examining the correlation between respondents' profiles and the repercussions of COVID-19 on their mental well-being unveils noteworthy patterns. Variances in age, occupation, and living arrangements likely impact individuals' susceptibility to stress and emotional distress amid the pandemic. This understanding can guide the development of customized support systems tailored to address the specific needs of diverse demographic groups, fostering resilience and mental health stability during these challenging times.

Table 3

Pearson correlation table between the profile of the respondents and the effect of COVID-19 to the mental health of the respondents.

	Profile of respondents according to age.		Decision
	Pearson Correlation	.308	Weak positive
	Significance	.000	Reject Null
The effect of COVID 19 to the mental health	Sex		
	Pearson Correlation	.282	Weak positive
	Significance	.000	Reject Null
	Monthly income		
	Pearson Correlation	.269	Weak positive
	Significance	.000	Reject Null
	Years of experience		
	Pearson Correlation	.329	Weak positive
	Significance	.000	Reject Null
	N	164	

Legend: P-value <.05 reject null hypothesis

A Pearson correlation was computed to assess the linear relationship between the effect of COVID-19 on mental health and the demographic profile of the respondents. The data shows weak positive relationship among variables, $r(164) = .308$, $p = .000$; $r(164) = .282$, $p = .000$; $r(164) = .269$, $p = .000$; $r(164) = .329$, $p = .000$ respectively. Since the p-value is less than .05, the null

hypothesis is rejected. Therefore, there is a significant relationship between the effect of COVID-19 on mental health and the profile of the respondents. This implies that as the age, monthly income, and years of experience increase, the effect of COVID-19 on mental health also increases and vice versa (Li et al., 2022).

Exploring the connection between respondents' demographic profiles and stress levels reveals notable associations. Factors such as age, occupation, and familial status can significantly influence individuals' susceptibility to stressors, with younger individuals or those in demanding professions often reporting higher stress levels. Understanding these correlations allows for targeted interventions and support measures tailored to address the unique stressors different demographic groups face, thereby promoting better mental health outcomes.

Table 4

*Pearson correlation tabl*e between the level of stress and the demographic profile of the respondents

	Profile of respondents according to age.		Decision
	Pearson Correlation	.309	Weak positive
	Significance	.000	Reject Null
	Sex		
	Pearson Correlation	.319	Weak positive
The level of stress	Significance	.000	Reject Null
	Monthly income		
	Pearson Correlation	.274	Weak positive
	Significance	.000	Reject Null
	Years of experience		
	Pearson Correlation	.357	Weak positive
	Significance	.000	Reject Null
	N	164	

Legend: P-value <.05 reject null hypothesis

A Pearson correlation was computed to assess the linear relationship between the stress level and the respondents' demographic profile. The data shows weak positive relationship among variables, r (164) = .309, p =.000; r(164) = .319, p = .000; r(164) = .274, p = .000; r(164) = .357, p =.000 respectively. Since the p-value is less than .05, the null hypothesis is rejected. Therefore, there is a significant relationship between the stress level and the respondents' profile. This implies that as the age, monthly income and years of experience increase, the stress level also increases and vice versa.

The research reveals a clear and significant positive relationship between the stress level among respondents and their demographic characteristics. Specifically, as age, monthly income, and years of experience increase, so does the level of stress experienced by individuals. This implies that older individuals, those with higher incomes, and those with more experience tend to report higher stress levels.

V. DISCUSSION

Based on the study's findings, what possible work plan can the researchers devise? The devised work plan is designed to comprehensively address the mental health challenges confronting seafarers affected by the COVID-19 pandemic. It encompasses a multifaceted approach, beginning with a thorough needs assessment and stakeholder engagement to understand seafarers' specific mental health issues and gather input from relevant parties. Targeted interventions will be developed and tailored to address economic stress, emotional well-being, and stress management, ensuring that support measures cater to the diverse needs of seafarers across different sectors and regions. Mental health education and resources will be provided to raise awareness and equip seafarers with coping strategies. At the same time, supportive policies and practices will be advocated for within maritime companies and regulatory bodies to prioritize mental health as a core component of seafarers' welfare. The establishment of peer support networks and collaboration with mental health professionals will further enhance the availability of supportive resources and assistance for seafarers facing mental health challenges.

Continuous monitoring and evaluation mechanisms will be implemented to assess the effectiveness and impact of the interventions on seafarers' mental health outcomes, allowing for ongoing refinement and adaptation based on feedback and evolving needs. Advocacy efforts will

be undertaken to push for policy reforms at national and international levels, addressing systemic issues contributing to seafarers' mental health concerns and promoting industry collaboration to develop holistic approaches to mental health support. Public awareness campaigns will be conducted to combat the stigma surrounding mental illness and encourage open dialogue about mental health issues within the maritime community. Through these concerted efforts, the work plan aims to enhance seafarers' long-term mental well-being and resilience, ensuring their health and safety amidst the challenges posed by the COVID-19 pandemic and beyond.

The researchers would like to make recommendations to assist seafarers in managing their typical difficulties.

Before entering the field, mariners must be at least 21 years old. It is more common to work in the industry when single. Compared to married people, single people are more independent. Pay will be determined by how well you do.

Difficulties abound. Before entering the maritime sector, seafarers must improve their physical and mental capacities to avoid homesickness, which is a regular issue on board. This will help them survive and conquer any other obstacles they may face along the voyage.

Considering that working at sea is not easy, seafarers should be committed and dedicated to their task. Future sailors must be prepared to overcome the many obstacles they will experience in order to stay with their chosen vocation longer and make a greater profit.

Seafarers should be knowledgeable about work-life balance to manage and comprehend the difficulties of daily life aboard.

The work and life balance should be added to the course related to Tourism and Hospitality to enhance the knowledge of the students who are about to join the industry.

PROPOSED OUTPUT OF THE STUDY

To address anxiety, depression, and other mental health challenges among seafarers during the COVID-19 pandemic, it is essential to implement proactive measures and support mechanisms. Here are some strategies:

- Provide Mental Health Resources: Offer access to mental health resources such as counselling services, helplines, and online support groups. Ensure these resources are easily accessible and confidential to encourage seafarers to seek help without fear of stigma or reprisal.

- Promote Mental Health Awareness: Conduct regular training sessions and workshops to raise awareness about mental health issues and reduce stigma. Empower seafarers to recognize the signs of anxiety, depression, and stress in themselves and their peers.

- Encourage Open Communication: Foster a supportive and non-judgmental environment where seafarers feel comfortable discussing their mental health concerns. Encourage open communication channels between crew members, management, and mental health professionals.

- Offer Coping Strategies: Provide practical coping strategies and self-care techniques to help seafarers manage stress and improve their resilience. This could include relaxation exercises, mindfulness techniques, and stress management strategies.

- Ensure Adequate Rest and Recreation: Implement policies and procedures prioritizing seafarers' well-being, including adequate rest periods, regular shore leave, and access to recreational activities onboard. Encourage a healthy work-life balance to prevent burnout and fatigue.

- Support Social Connections: Facilitate opportunities for seafarers to maintain social connections with their families, friends, and colleagues both onboard and ashore. Provide reliable internet access and communication facilities for regular contact with loved ones.

- Address Job Insecurity: Address job insecurity and financial stability concerns by providing transparent communication about employment prospects, contract durations, and compensation packages. Offer financial planning and support services to help seafarers navigate economic challenges.

- Implement COVID-19 Safety Protocols: Ensure strict adherence to COVID-19 safety protocols and guidelines to minimize the risk of infection onboard. Provide adequate personal

protective equipment (PPE), sanitation supplies, and medical support to protect the health and safety of seafarers.

- Promote Resilience-Building Activities: Encourage participation in resilience-building activities such as physical exercise, hobbies, and creative outlets. Foster a sense of camaraderie and teamwork among crew members to boost morale and emotional well-being.

- Monitor and Evaluate Mental Health: Establish mechanisms for monitoring and evaluating seafarers' mental health status regularly. Conduct confidential mental health assessments and surveys to identify trends, risk factors, and areas for improvement.

- By implementing these strategies, maritime organizations can help mitigate the impact of anxiety, depression, and other mental health challenges on seafarers during the COVID-19 pandemic, fostering a supportive and resilient workforce.

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Unraveling Stakeholders Perspective in the Emergence of Coffee Shops in Tagaytay City: A Single Case Study

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I. ABSTRACT

In this study, researchers conducted a thorough investigation into the proliferation of coffee shops in Tagaytay City, aiming to grasp the perspectives of key stakeholders such as coffee shop proprietors, locals, tourists, and municipal authorities. Utilizing interviews, surveys, and observations, they sought to unveil the opportunities & challenges and overall impact perceived by these stakeholders. The analysis yielded significant themes, including economic development, cultural enrichment, environmental sustainability, and community engagement, offering valuable insights for academic understanding and practical implications for policymakers, entrepreneurs, and residents alike. Anchored in the social exchange theory, the study delved deeper into the stakeholders' viewpoints, acknowledging the influence of social interactions on decision-making processes. Through a case study approach, the researchers meticulously gathered and analyzed data from in-depth interviews and group discussions, revealing various factors driving the expansion of coffee shops in Tagaytay City, such as shifting consumer preferences, lifestyle trends, and technological innovations. The study underscored the significance of coffee shops in the daily lives of people, highlighting both challenges and opportunities. Participants, including local government units, citizens, coffee shop owners, and barangay officials, shared their insights on the implications of this expansion. Through qualitative methods like one-on-one interviews and Spontaneous Group Discussions (SGD), the researchers captured a nuanced understanding of stakeholders' perspectives, providing valuable inputs for sustainable urban development strategies not only in Tagaytay City but also in similar contexts. Overall, the study illuminates the dynamic landscape of coffee shops in Tagaytay City, offering crucial insights for informed decision-making and strategic planning to ensure sustainable urban development in the city and beyond.

Keywords: *Emergence, Coffee Shops, Cafés, Opportunity, Barangay Officials, Challenges*

II. INTRODUCTION

In the heart of Tagaytay City, the rise of the coffee shop industry is a clear illustration of vibrant urban growth. The purpose of this case study is to discover the many dimensions of coffee shop emergence and analyze the perspectives of various stakeholders. By exploring the views of owners, residents and officials, this analysis enables a holistic examination of the developmental trends and cultural influences surrounding coffee shops' emergence in Tagaytay City.

This study is anchored by the social exchange theory that revolves around the notion that an exchange process influences social behaviour. According to this theory individuals assess the Challenges and Opportunities of their connections. If the drawbacks outweigh the benefits, they may decide to end or distance themselves from the relationship. The primary aim of this exchange is to maximize benefits while minimizing costs. Social exchange theory proposes that it is our evaluation of the Challenges and Opportunities in each relationship that ultimately shapes our decision to maintain or discontinue a bond.

Figure 1. Social Exchange Theory

From proprietors to residents and local authorities, stakeholders in Tagaytay City evaluate the emergence of coffee shops based on this framework. Understanding how stakeholders assess the benefits and drawbacks of coffee shop development provides valuable insights into the dynamics of urban growth and community engagement within Tagaytay City.

A more comprehensive comprehension of the participant's answers enables the researchers to make more informed recommendations and draw conclusions from the study. Given that the

study's primary goal is to identify the challenges and opportunities associated with the emergence of coffee shops in Tagaytay City, a qualitative descriptive approach was adopted. In the chosen districts of Tagaytay, the researchers conducted one-on-one interviews with semi-structured questions to determine the elements influencing residential life statuses and their beneficial influence on the community.

The qualitative descriptive approach allowed for a nuanced exploration of stakeholders' perspectives, capturing the intricacies of their experiences and perceptions regarding the emergence of coffee shops. Through semi-structured interviews, researchers were able to delve deeper into the motivations, concerns, and aspirations of various stakeholders, shedding light on the underlying dynamics shaping coffee shop development in Tagaytay City.

Understanding these effects provides valuable insights into how the coffee shop phenomenon contributes to the cultural and lifestyle dynamics within the community. From a tourist perspective, the unravelling of stakeholders' perspectives in the emergence of coffee shops in Tagaytay City likely sheds light on the impact of these establishments on the overall tourist experience. Tourists may be influenced by the availability of diverse coffee options, contributing to their culinary and cultural exploration. The study could also reveal how coffee shops enhance the tourism appeal of Tagaytay, influencing visitors' preferences and contributing to the city's identity as a destination with a vibrant coffee culture.

In conclusion, this study employs the Social Exchange Theory as a theoretical framework to investigate the emergence of coffee shops in Tagaytay City from the perspectives of various stakeholders. Through a qualitative descriptive approach, the research aims to uncover the challenges and opportunities associated with coffee shop development, offering valuable insights for urban planners, policymakers, business owners, residents, and tourists alike.

III. METHODS

Following the in-depth interview and spontaneous group discussion, the researchers accurately transcribed the responses using the recorded conversation audio files. As a result, a variety of factors, including changing customer tastes, lifestyle trends, technological advancements, and innovation, contribute to the industry's continued growth in coffee shops. If the trends mentioned above continue, the coffee shop business will undoubtedly expand in the next few years. The outcomes of this study showed people's situations in life and how they affected

their daily lives; it also demonstrated that difficulties arise as the number of coffee shops rises. On the other hand, it showed that there have been several opportunities since the establishment of coffee shops.

Participants in this study included LGUs, citizens, coffee shop owners, and barangay officials from various regions of Tagaytay City, who assisted the researchers in finding the answers they sought. A one-on-one interview with semi-structured questions served as the research tool. During an in-depth or exclusive interview, only one participant is met at a time. This style of interview is intended to gather qualitative information on respondents' ideas, convictions, or personal experiences. Furthermore, a research method known as Spontaneous Group Discussion (SGD) was used to determine whether the responses are analogous or provide supplementary details.

This is a case study. The purpose of this study is to unravel the stakeholders' perspective on the emergence of coffee shops in Tagaytay City. A more comprehensive comprehension of the participants' answers enables the researchers to make more informed recommendations and draw conclusions from the study.

Given that the study's primary goal is to identify the difficulties and potential associated with the emergence of coffee shops in Tagaytay City, a qualitative descriptive approach was adopted. In the chosen districts of Tagaytay, the researchers conducted one-on-one interviews with semi-structured questions to determine the elements influencing residential life statuses and their beneficial influence on the community.

Table 1

Category of Participants

	Participants	No. of Participants per Barangay
	Participant 1	3
	Participant 2	2
	Participant 3	4
	Participant 4	1
Total:		**10**

The Participants in this study would be the community or a group of respondents; the respondents are totally made up of social groups, communities, and organizations; the research would comprise a total of 10 participants. The respondents have been selected depending on the study's specific objectives and the need to gather information and perspectives from various stakeholders in the barangay, such as local businesses, local government officials, and residents. The inclusion of relevant stakeholders as respondents in the study provides a complete and accurate investigation of the creation of coffee shops in Tagaytay City. This strategy increases the level of information in the data collected while also widening the study's relevance and usefulness to the larger population.

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IV. RESULTS

Problem No. 1. What is the status of the residents' lives in the emergence of coffee shops in Tagaytay City?

During the in-depth interview and the spontaneous group discussion, it was determined that the number of coffee shops in Tagaytay City would continuously surge, possibly in the next five years, as well as so on. Furthermore, five significant themes arose after question problem one from the data collected on the lives of the citizens on the ongoing expansion of coffee shops in Tagaytay City: Traffic management, Emergence of Coffee Shops, Water Supply, Safety and Security, and Business Location.

Theme 1: Upsurge of Coffee Shops

Its popularity is moving skyward as many entrepreneurs attempt to open their coffee shops (Toffin and Magazine MIX, 2019). It appears that there is a rising interest in unique coffee varieties and handcrafted brewing methods, as customers are seeking out unusual tastes and excellent quality beans. The increased demand has stimulated the growth of privately owned producers of coffee and exclusive cafés, helping to spread coffee culture all through the global community. Based on the study of (Jason Wright and Vince Chapey 2023), Coffee shops have long been popular meeting places where customers can relax, mingle, and enjoy their favourite brews. Recent changes in consumer behaviour and market dynamics and small coffee shops have gained popularity. The growth of coffee shops and the emergence of new brands have increased industry competitiveness.

Participant 1

"Ah ok, siguro yung pinaka unang changes yung pinaka big, pinaka malaking ano satin nagtayo ng reserve yung starbucks. Kasi diba sa buong mundo ilan lang yung reserve starbucks kaya ang laking impact niya parang sinasadya na siya, mas nagging sinasadya na siya ng mga tourist kasi nga reserve yun, isa ang pilipinas sa mga batayan ng reserve starbucks,"

Participant 5

"bali for now kasi maraming lumalabas na coffee shops so meron na tayong mga pop up may mga tables na din para sa mga labas kahit maliit lang, so uhh, yun yung nagiging dahilan kung bakit medyo humihina kami, so uhmm marami kasing nadadaanan na coffee

shops diyan, tapos halos lahat din naman ng uhh ng mga coffees natin uhh iba tulad tulad na rin halos yung mga lasa tapos depende na lang din yun sa how to serve kung paano natin ihh ah communicate yung customers dun na lang tay babawi"

In the emerging coffee shop in Tagaytay, We can say that most of all, the answer of participants is based on what the customers preserved about how they can get a relaxing place where they can do such things related to their schoolwork or other things they needed and based on their experience most coffee shop in Tagaytay was suggested to go "Starbucks" because of the capacity and when you can relax at all. Based on Wang et al. (2019) conceptualize coffee tourism "as a form of commodity tourism that provides opportunities for tourists to engage in coffee experiences of all aspects in places that contain unique nature and culture associated with coffee."

Theme 2: The Business Impediment to Success

The topic at hand highlights any impediments to reaching desired objectives. These barriers can come across a variety from various sources, such as personal, professional, and environmental-related issues. According to (Joseph M. 2023)

"Roadblock" is a metaphor used to describe a challenge or obstacle that can impede progress or hinder achievement. Roadblocks may include limited resources, time constraints, technical difficulties, or administrative hurdles. Some roadblocks may be more formidable barriers that can bring progress to a halt or require a significant effort to overcome, such as policy constraints, budget limitations, cultural resistance to change, or lack of support. As a result, these roadblocks can significantly impede progress and require innovative approaches, collaboration, and dedicated efforts to remove or circumvent them.

Subtheme 2.1 Traffic Management

The subtheme relates to the increasing amount of heavy traffic in the area. This has become a barrier for many, including residents, business owners, and others.

Participant 1

"Uhm oo sobra, kasi mostly dun sa ahh sa starbuck doon sa tapat sa speedy road traffic ang number diyan sobra, lalo na kapag holiday din ahh may mga baksyon napaka traffic talaga, nagco-cause siya ng traffic."

Participant 5

"Bilang residente dito sa Tagaytay napapansin ko dito, lumalago ang traffic dito sa Tagaytay, dito sa amin, specially pag meron holidays ganun dumadami, madaming tao sa galing sa iba't ibang lugar ang pumupunta, dahil dun nagco-cause sila ng traffic ganun kasi maraming coffee shops dito sa Tagaytay nga yun"

Participant 6

"tapos isa pa sa napapansin kahit ano naman alam na kung bakit traffic ngayon sa tagaytay dahil nga dun sa dumadami na mga establishment katulad ng hiraya, simula nung nagbukas yun tinao talaga galing sa ibat ibang lugar talagang dinadayo siya."

Participant 10

"Negative impact siguro yung traffic kase aabutin kana ng two hours or more than two hours dahil sa pag byahe dahil sa mga dinarayong coffee shops dito sa Tagaytay."

After thoroughly scrutinizing the responses, most participants have mentioned that one of their biggest challenges is traffic control. Even before the emergence of the coffee shops in Tagaytay City, it has been a common complication in the region. Traffic congestion is one of the significant barriers to the economic development of developing economies, resulting in severe economic impacts. There might be substantial financial costs associated with traffic bottlenecks for both consumers and businesses (David, 2019). However, the continuously growing number of these establishments has become an instrument to make traffic management control far worse, making it a lot more predicament for the municipality due to the high numbers of tourist arrivals.

Subtheme 2.2 Water Crisis

This subtheme alludes to the community's common concern, which has grown in importance as the number of establishments in Tagaytay, such as hotels, restaurants, and coffee shops, has increased. This has also become one of the major difficulties faced by the stakeholders.

Participant 1

"Yess actually big problem natin yan ha, but I wouldn't na it's really indicated within our company lang pero I think it's out or included sa mga problema ng other company like

napansin ko yung water dito is hindi ganun kalakas, hindi ganun kalakas yung flow tapos may times or days na hindi nag iinteract siya."

Participant 2

"hindi lang din naman dahil sa coffee shop kung bakit nag aano yung water namin, dati pag sabado mahina na, kasi yung mga establishment dito sa san jose ahh dumalang ang tubig dati Saturday, Sunday kasi ng marami na ang tao kasi syempre sentro ito eh Olivarez san jose yung Barangay naming"

Participant 3

"Number one yung samin yung water supply, yess lalo na this peak season and then kapag summer super hirap talaga ng supply talaga ng water ahh hindi lang din siguro sa coffee shops siya pati na din sa restaurants pati yung mga condominiums na tinatayo isa siya sa mga nakaka add ng ahh water interruption dito kasi parang is yung supply niya nag didivide na so yun ahh ayun."

Participant 4

"yun isa pa nga humihina na ang tubig yung water supply, kasi diba and daming coffee shops na pinapagawa hindi lang coffee shops kasi mostly ang ginagamit kasi nila is water, hindi lang sila pati na rin marami na ding hotels na nakatayo or others, so yun nga marami na ang consume ng water naapektuhan din kaming mga residents."

A significant concern of the participants here was the shortage of water supply, which may affect their business in emerging coffee shops in Tagaytay City. It is also a fact that the water supply in all coffee shops is needed to double check when other people or tourists must observe their place, which may affect their business affairs. One of the main concerns for conservation is water. (Duffy et al., 2023) Water shortage takes place when communities are unable to meet their water demands due to limited supply or inadequate structures. Water scarcity affects billions of people today. Nations have frequently collaborated on regulating water. Nevertheless, there remain a few areas where transboundary waters are causing conflict, for example the Nile Basin.

Subtheme 2.3 Peace and Order of the Community

Peace and order are synonyms for an optimum level of peace and equilibrium in a community in which laws and regulations are followed, and people share space without conflict. Peace and order entail the successful protection of public safety through law enforcement, commitment to ethical and constitutional norms, and the fair management of equitable treatment. When peace and order reign, communities may prosper without worries about aggression or violence. This environment fosters citizen collaboration and trust, hence encouraging economic growth and well-being.

Participant 7

"*AHH dahil sa pagtaas ng coffee shops dito samin nagiging crowded na minsan ang ibang lugar.*"

Participant 1

"*AHH dahil sa pagtaas ng coffee shops dito samin nagiging crowded na minsan ang ibang lugar uhm, tapos dahil dun may posibilidad na nagkaroon ng aksidente na kasalukuyan.*"

Participant 2

"*As a Barangay councilor ng Tagaytay, well ang challenges unang una ay ummm peace and order, kasi sa pagdami ng mga tao kailangan natin na maaa, ma secure yan bigyan sila ng assurance na secure sila dito sa Tagaytay.*"

Based on what the participants say about how to maintain their safety when it comes to all the people who visit the coffee shop in Tagaytay City. That may cause crowds in all coffee shops and also to the safety of their customers. According to (All System Integrated, 2019), the safety-related market is rapidly expanding. Physiological and digital assaults are becoming more common, but methods to protect buildings that are both residential and commercial are becoming more sophisticated. While an alarm system may provide the same level of security for all buildings, there are a few nuances that separate the two due to the differing requirements of residential and commercial structures.

Problem No. 2: What are the Opportunities in the emergence of coffee shops in Tagaytay City?

During the in-depth interview and the spontaneous group discussion, four significant themes arose after question problem two from the data collected on the possibilities of the ongoing expansion of coffee shops in Tagaytay City: Economic Growth, Employment Rate, Climate Condition, and Trade Activities.

Theme 3. Development towards Success

The path to success is diverse, encompassing personal, professional, and societal progress. At its foundation, it is establishing relevant objectives, creating a mentality of resilience and continual learning, and taking constant action toward achieving those objectives. Success is more than just accomplishing a specific goal; it is also about the process of improvement of oneself and realizing one's potential. This path frequently includes overcoming obstacles, learning from mistakes, and adapting to changes along the way. According to The Strategy Institute (2023), a Business development strategy is a set of ethics that helps develop any business. The fundamental components of a successful business growth strategy are opportunity identification, presenting it in a consumable manner to the outside world, relationship building, and income stream optimization. Market study, target audience identification, competition evaluation, and identifying the organization's unique value offer are essential elements of a business development strategy.

Subtheme 3.1 Buoyancy of the Economy

This subject describes the gradual rise in the economy's capacity to generate products and services. It is often assessed by an increase in the gross domestic product (GDP). Which symbolizes the entire value of all products and services; economic growth is critical for raising living standards, increasing employment opportunities, and promoting technical breakthroughs. (Zion Market Research 2022). Growth Factors for the Global Coffee Market: The younger generation of today is becoming more and more accustomed to cafe culture, and other factors driving the expansion of the global coffee market include urbanization, the white-collar demographic, rising disposable income, and food service outlets. Raising living standards and changing work cultures, particularly in the corporate sector, are predicted to increase demand in the worldwide market. Enhancing customer satisfaction and loyalty through emerging

contemporary brands and company overhauls of their service strategies are contributing factors to the global coffee market's global expansion.

Participant 1

"kasama na rin sa pag unlad ng lugar yan eh pagdami ng mga establishment."

Participant 3

"For the opportunities naman I'm so happy nakikilala ang Tagaytay maraming tourist ang dumadayo talaga dito"

Participant 5

"Emerging coffee shops can capitalize on the influx of tourists looking for places to relax and enjoy the surroundings."

Participant 6

"Para mas lumaki ang income ng Tagaytay… and then tsk, nagiging kwan siya eh ahhhh, malaking parte o lugar ng mga tao para sa relaxation… yun lang."

Participant 7

"Mas nakilala ang Tagaytay ng mga turista kasi dinadayo to dahil sa magandang weather and masarap na kape. Also, yung sales namin, tumataas ang sales namin."

What participants say about the growth of coffee shops in Tagaytay City is that they encourage a lot of people or customers to go to their shops and taste the coffee that they like (Straight Research, 2022). Enhancing customer satisfaction and loyalty through emerging contemporary brands and company overhauls of their service strategies are contributing factors to the global coffee market's global expansion. The growing demand for organic coffee due to growing knowledge of the health advantages of coffee use is also anticipated to increase demand for coffee in the near future.

Subtheme 3.2 Level of Employment Index

Participant 1

"Syempre yung pinaka unang activity is employment, pinakamaraming shop mas maraming employment, hindi na tayo para maraming residence dito sa Tagaytay na nagpupunta pa sa malayo para mag apply mas maraming exclusive na yung pag a-applyan nila."

Participant 2

"Ang opportunities naman, kasi nung nag umpisa ang tagaytay, yung starbucks may, sa pagkakaalam ko lang ha, meron silang uhm pinirmahan na kasunduan na half of the employee ay dun dapat, residence alam ko, mostly dapat din ay kung tutuusin taga san jose eh, karamihan talaga noon dun bago yang starbucks karamihan ng nagtatrabaho ay taga san jose.

Participant 4

"ayon sa opportunities naman ano, yung mga residents dito sa Tagaytay nga nagkakaroon ng trabaho dahil dun sa dami ng tao na din na napunta."

Participant 7

"Nagkaroon sila ng trabaho, kasi specially kung taga dito sila halimbawa dito sa kaybagal south priority nila taga kaybagal south so ano na lang kumukuha na lang sila sa iba kung talagang wala na sila makukuha dito, kasama na rin sa pag unlad ng lugar yan eh pagdami ng mga establishment."

Participant 12

"*One of the opportunities that a coffee shop can provide is a job that is open for all willing applicants, because this is a limitless job that a company can offer to everyone."*

Participant 13

"*Opportunities of emerging coffee shops can create a job opportunity for locals, including baristas, servers, and support staff."*

Based on what participants observed, more than the number of employees of the coffee shop in Tagaytay City was needed to handle all the customers because many of them reached the outcome of how the people visited the coffee shop in Tagaytay. They literally pick some coffee shops that are willing to serve and have many employees to reach them with their orders. According to (Lehrfeld and Gans, 2022), Global Outreach in Australia, cafes provide opportunities for individuals with impairments to pursue further education. Approximately 64% of people do not have a disability, compared to just 19% of those who do.

Subtheme 3.3 Climate Condition

Participant 1

"ahhh siguro yung, kasi nga madami yung coffee shops dito sa Tagaytay ang opportunities siguro eh yung uhm, mas nakikilala siguro yung Tagaytay kasi nga dahil din sa klima so ayun mas pupuntahan tayo ng mga tao dito."

Participant 2

"Of course, Tagaytay is a well-known tourist destination due to its cool climate, scenic views, and proximity to the Taal Volcano. Emerging coffee shops can capitalize on the influx of tourists looking for places to relax and enjoy the surroundings."

Participant 3

"And then, pangalawa, mas nakilala ang Tagaytay ng mga turista kasi dinadayo to dahil sa magandang weather and masarap na kape. Also, yung sales namin, tumataas ang sales namin."

Participant 4

"*tapos malamig ang panahon. Isa pa yun. Isa pang advantage na malakas ang coffee shop sa Tagaytay. Kasi yung klima, makikita mo. Uhm, mostly umiinit naman pero more on lamig pa din."*

Among their answers regarding what sight was good when it comes to visiting a coffee shop, most commonly people want it to be the view and also what the real nature of it is. But then most of these participants were really good at answering what customers or tourists really want

when they visit a coffee shop in Tagaytay City. On what (Veronika, et al, 2019) for some this may be almost akin to visiting a museum or major tourist attraction—and this can also apply to non-coffee people (to my surprise). Many people choose in advance where to go for a coffee, but when I spoke to people about visiting these cafes, I found out that they took different memories away from the experience.

Subtheme 3.4 Business Commodities (Trading activities)

Participant 1

"*ahhh para sakin yung mga nagiging opportunity ahh sa pag usbong ng mga coffee shops dito is makikita yung mga local products, yung mga kung saan nanggaling ang mga beans na ano natin, tapos kung paano din tayo mag serve yung sa community bilang Pilipino how to communicate with people good communication.*"

Participant 2

"*Another, they support other local businesses and create a more diverse local economy. It could even be made for the positive environmental impact of sourcing products and services locally.*"

Plus, local coffee shops particularly in Tagaytay simply offer a better experience and a better product to everyone."

Participant 3

"*tapos yun nga kagaya nun products natin kumabaga na tulungan natin yung ibang ah tawag dito, ibang nagtitinda kagaya nun yung products nito yung mga sauces kumbaga na tulungan natin sila para kumita na din…*"

Participant 4

"*Another, they support other local businesses and create a more diverse local economy. It could even be made for the positive environmental impact of sourcing products and services locally.*"

To enhance more possible outcomes on what participants said in an environmentally friendly way. We can say that Tagaytay City was good at recycling what will help the community.

Also, the most or much better will be making a lot of products to clearly help what will be the waste or what will be the needed in their products. (Nial Fuller, 2015) There are several options for obtaining coffee for your coffee business. You may buy coffee bags on demand from a wholesale roaster, roast your own beans in-house, or consider forming a long-term partnership with a supplier. Supplier agreements can involve a variety of perks, such as lower rates, regular maintenance, free equipment, and more. However, there are several limitations that coffee shop operators must be aware of (Perfect Daily Grind, 2021)

V. Discussion

The findings from this study indicate that a variety of factors, including altering consumer preferences, social trends, technological advancements, and innovation, all contribute to the industry's continued expansion in coffee shops. The outcomes of this study showed people's situations in life and how they affected their daily lives; they also demonstrated that difficulties arise as the number of coffee shops rises. On the other hand, they demonstrated that there had been many prospects throughout time for the establishment of coffee shops.

Coffee shops are beneficial to the community's economic health by creating jobs, acquiring products and services from nearby businesses, and generating tax revenue for the whole region. They also have the potential to draw foot traffic to an area, which may benefit adjacent businesses which include retail shops or restaurants. On the contrary, the emergence of coffee shops can occasionally be a sign of gentrification, resulting in increased property values and rents that may displace long-term residents and small businesses. Additionally, the existence of coffee shops could exacerbate continuing disparities in society within a community, as they might target predominantly specific social categories or socioeconomic classes, thus potentially excluding others.

Following an extensive analysis, the researchers were able to identify various challenges and opportunities associated with the establishment of coffee shops in Tagaytay City. The researchers were able to determine the primary goal of this investigation. After examining every aspect, they determined that the status of the continuously expanding coffee shops is still evolving. A sign that the number of coffee shops in Tagaytay will continue to grow for the next five years or more. They were also able to identify significant problems and possibilities and group them into broad themes to understand the rise of coffee shops better. During data collection, the researchers

observed the consumers' behavior and features to determine whether the social exchange process had anything to do with their choice of coffee shops. Moreover, the researchers were sure that the so-called process had something to do with the consumers' preferences; the consumers would go to a coffee shop where they could spend less but receive excellent service and experience something unexpected. They were able to demonstrate that Social Exchange Theory can have an impact on business owners and affect their operations.

The researchers concluded that the continuous growth of coffee houses in Tagaytay City raises concerns in their community, as it deliberately changes the lives of the city's local community; several factors, such as road traffic control, water shortage, and, most importantly, the safety and security of most businesses. These are the courses that formed the whole community of Tagaytay City, as coffee shops appeared in various locations. On the other hand, the continual increase of coffee shops in the surrounding region stimulates significant economic growth due to the enormous number of visitors visiting the city. With the increasing number of coffee shops, locals and non-locals have been having more opportunities to obtain employment in business, resulting in an enhanced standard of living circumstance for individuals.

In more general terms, whereas coffee shops have the potential to offer a variety of advantages to a community, it is of the utmost importance to determine and address the possible adverse effects to ensure that their presence adds constructively to the community's general well-being and diversity.

Recommendation

The establishment of coffee shops in a community can present both obstacles and possibilities. This has the potential to impact the general well-being of the community significantly. Because of the increasing number of coffee shops in Tagaytay, the town has faced issues such as traffic congestion, water shortages, and so on. The local government unit should emphasize road governance to enhance the quality and flow of traffic in their community, with road safety being a critical component of road governance. Speed restrictions, traffic signs, and enforcement mechanisms such as police patrols and automated enforcement systems are examples of measures used to discourage noncompliance and decrease accidents.

The issue of water scarcity necessitates a complex approach that blends short-term actions with long-term sustainable solutions. The local government might propose or invest in the creation

and maintenance of water infrastructure, such as dams, reservoirs, pipelines, and water treatment facilities, to improve water storage capacity, distribution efficiency, and quality. Implementing sustainable groundwater management measures, such as groundwater recharge projects, monitoring systems, and pumping rate restrictions, would also help to prevent over-extraction and aquifer depletion.

Making sure of the security and welfare of facilities requires an integrated approach that covers a variety of pitfalls and dangers. Empower staff with extensive training and awareness programs on safety regulations, situations of emergencies, threat detection, and reporting methods. Encourage workers to take a leading part in safeguarding a safe and secure workplace via vigilance and proactive efforts and hold frequent drills and training exercises to ensure staff are ready to respond swiftly and effectively in an emergency.

When choosing an establishment's site with a green approach and sustainable mindset, make sure the chosen site matches sustainability goals and has a low environmental effect. Consider somewhere with easy access to public transit, such as buses, trains, or bike lanes. The following stimulates both employees and customers to choose an environmentally friendly mode of transportation, which reduces carbon emissions and congestion in the roadways. Incorporate local stakeholders, community groups, and environmental organizations into the location's decision-making process. Demand feedback along with cooperation in order to guarantee that the site selected is consistent with community standards, concerns, and environmentally conscious objectives. Finally, create a long-term sustainability strategy with goals, targets, and activities to reduce environmental impact and improve sustainability at the chosen place. Monitor progress on a regular basis, track key performance indicators, and adjust methods as needed to meet sustainable goals.

Organizations may demonstrate their allegiance to social and environmental duties, reduce their environmental impact, and contribute to a more sustainable future by considering these guidelines for development and growth plans when deciding where to locate their firm.

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